

# A Study of Urban Community Public Cultural Service from the Perspective of Citizens Participation Sense

-- Empirical Data from a Community in Shenyang

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**Abstract:** Urban social profound changes, the role of the community is increasingly prominent, and the construction of community culture is far behind the hardware improvement, community culture governance needs to be improved. This study uses the method of grounded theory to construct the model of urban residents' participation in community public cultural service. The Intention-behavior participation mechanism model is constructed to generate the willingness to participate under the combined action of community cognition, demand satisfaction and relationship association, leading to the generation of participation behavior. Community norms, resource and action logic have an impact on community residents' participation in public cultural service.

**Keywords:** Community public cultural service, Citizens participation, Grounded theory.

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## 1. Background

Since the Reform and Opening up Policy, the Chinese society has been undergoing a profound transformation. Residents enter the atomised communities, individuals gradually lose trust, and neighborhood relations tend to become indifferent. Community regulation in the traditional sense can no longer meet the needs of existing forms of governance, and people desire a state of participation. Participation in social and political life has also become an appeal. "The greater the residents' heterogeneity within a larger community, the lower the voter turnout, and the weaker the intention to participate in politics"[1] At present, when the social heterogeneity is increasingly strong, the accumulation of social capital is especially important.[2]

In the current society, diverse values shape people's behavior and living habits. People engage in all kinds of virtual communities. And the traditional sound fades away. To pursue a long-term development path, it is necessary to call for the return of residents' consciousness, requiring residents to participate in and enjoy it.

On the whole, an important form of public participation is the participation in community cultural service activities. As an important carrier, cultural activities play an important role in strengthening the people's psychological and emotional connection, cultivating civic awareness, and enhancing community cohesion. However, the participation willingness of each subject is not completely consistent, and the status of participation is not consistent, so their personal feelings are also different. In China, the most important providers of public cultural services are the government and community institutions, and the people are in the position of consumers and participants in the process. Therefore, the scenario of pluralistic co-governance has not yet been formed. However, many parts of China have a good exploration, for example, the village elite culture. Based on a community in Shenyang, China, this paper carries out qualitative research, and has a more detailed display of urban culture and residents' psychology.

## 2. Literature Review

An important concept of related research is the "sense of community". This concept originated from Sarason. The concept of community awareness was first pioneered by Sarason, a recognized interdependence with others, and a willingness to maintain such interdependence. As early as 1974, Sarason proposed the importance of community sense research, arguing that the lack of community consciousness in modern social conditions will lead to many social problems.[3] McMilland and Chavis were fruitful, seeing community awareness as a shared belief that the needs of the members are met through a commitment to each other, and that satisfaction with the community is one of the strongest predictors of community sense.[4]

Cooperative governance is another framework for understanding relevant research. Cooperative governance has become a governance concept often used in the supply of public cultural services. As a new governance paradigm, Taehyon believes that cooperative governance first means a cooperation mechanism in which the public sector, private sector and third-party organizations participate, and plays an important role in solving social governance problems. It is believed that because the culture itself has the essential attribute of diversity, the cooperative governance mode is the best governance mode of public cultural services.

The supply of public cultural services in urban communities mainly includes the following aspects; Zhang, H Petal discussed the structural contradiction between government public expenditure and resident demand, and proposed optimization strategies from the perspective of institutional innovation.[5] S Li, R Sun. studied the role of cultivating community citizenship and increasing social capital to meet the public cultural needs from the perspective of public cultural service system. [6] Kee, Youngwha proposed the important role of local government in the sense of belonging from the connection between cultural capital and the development of public culture.[7] Na N explores the relationship between cultural services and national

development from the perspective of governance, and proposes the relevant optimization path[8] Liu Z, Meimei WU explores the collective action motivation of urban community public cultural services in China from the perspective of social capital, and proposes a three-dimensional analysis framework including subject demand, social capital and institutional norms.[9] Inseok verified the strength of different elements such as infrastructure capital, social capital and natural endowment on residents' happiness through empirical test, and pointed out the important role of social capital.[10]

The current research mainly focuses on the macro and meso field, focusing on the construction of service system and the role of cultural capital accumulation on the needs of residents. However, it ignores the study of the construction of relevant cultural service system from the citizens themselves. As a citizen in the social sense, he is not only the holder of service, but also the builder of service system. Therefore, this paper starts from the perspective of individual cooperation to make up the gap of relevant research, in order to provide relevant conceptual framework and optimization strategies.

### **3. Methodology**

#### **3.1. Research Method**

The grounded theory is the method of constructing the model based on the original data. This paper adopts Strauss's programmed grounded theory. This article explores the content for citizens themselves for the construction of community cultural service system, the main body for the community cultural service system participation mechanism, and it has not yet formed a standardized process, residents to participate in community cultural service motivation, using resources have a big gap, it is difficult to obtain through a simple structured questionnaire collection research needs primary information. The unstructured interview outline can fully grasp the behavior path of citizens' participation in community cultural services, which is more comprehensive and deep. Therefore, the three-level coding form was used to sort out the interview data, and the participation mechanism model of community public cultural service was constructed.

#### **3.2. Data Source**

In view of the qualitative research requires respondents to have some understanding and insights on the issues involved, the community was selected as a sample based on the two conditions of sample availability and rich cultural services, and finally selected a community in Shenyang, Liaoning Province. The community has been awarded as the advanced primary-level community for many times, and carries out

various activities such as summer volunteer tutoring, leisure performance, and classic film screening, making important contributions to the innovation field of public cultural services in urban communities. Our respondents are basically individuals who have participated in community cultural service activities for a long time, including community managers, community residents, community cultural service participants and other multiple identity individuals. The age group covers 18 to 70 years old, focusing on extensive participation in community cultural activities. The number of samples was determined according to the theoretical saturation, and 16 respondents were finally selected. We used the form of personal in-depth interviews, with in-depth interviews with 16 people. Each interview lasted for about 30 minutes, which could better observe the respondents' expression and behavior, and deeply understand ideas and participation attitudes towards the construction of community cultural services. The interviews were recorded and collected about 80,000 words of text. Twelve interview records were randomly selected for coding analysis and model building, and four were used for the theoretical saturation test. In the data analysis, the idea of continuous comparison is adopted, MAXQDA 2020 software is used for sorting and labeling, and the combination of comparison and sorting is used until the end of theoretical saturation coding, and the construction of the mechanism model of participation of public cultural service in urban communities is completed.

### **4. Data Analysis**

Initial coding is that the original interview data is gradually encoded, labeled, and logged in, so as to generate the initial concept and discovery concept category from the original material. In this study, the original words of the respondents were used as the label to explore the initial concepts, and finally more than 450 original statements and the corresponding initial concepts were obtained. Because the initial concept is very complex and has a certain intersection, the initial concept with minimal repetition frequency is proposed, forming a total of 20 categories. Axis coding in order to develop the underlying logical connection between the categories, the main categories and sub-categories are developed, as shown in Table 1.

This paper divides into six main categories according to the conceptual hierarchy and basic categories. Selective coding is to explore the core category from the main category, analyze the connection relationship between the core category and the main category and other categories, describe the behavior phenomena and context conditions in the way of story line, and form the analysis framework of the main category (as shown in Table 2).

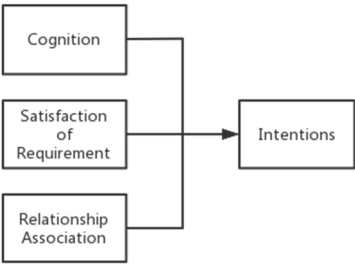
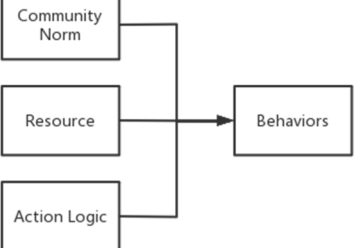
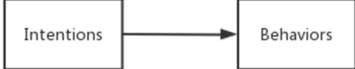
**Table 1.** Main category and initial coding category

Fundamental category	Corresponding category	Category connotation
Cognition	Community Concept	Residents' understanding of the community, for the basic understanding of the community. The concept of community is the basis of its community concept and belongs to the cognitive level.
	Meaning of Participation	Residents' cognition of the necessity and importance of participating in community public cultural services.
Satisfaction of Requirement	Dilemma of Participation	Residents consider the dilemma of the participation of community public cultural services.
	Basic Service Requirement	Residents' demand for basic community services, such as environmental cleaning.
	Cultural Activity Requirement	Residents' demand and types of activities to carry out cultural activities.
	Self-actualization Requirement	The need and degree of residents to gain self-realized value in the community.
Relationship Association	Emotional Communication Requirement	Residents in the community to obtain the neighborhood emotion, friendship and other emotional communication needs.
	Interest Association	Relationship established between residents, through hobbies.
	Work-life Intersection	Residents have a mixed relationship between work and life intersection.
Community Norms	Platform Information Transfer	The relationship established between residents through social networking and other platforms.
	Law	Laws and regulations required to follow by the community.
	Community Rule	The institutionalized and written norms of community establishment.
Resource	Community Habit	Community compliance with common habits, non-written norms, etc.
	Consensus	Most residents of the community have a common understanding and understanding of the problems.
	Facility	Basic hardware facilities required for communities to provide public cultural services.
	Social Worker	Professional social workers' support for community public cultural services.
Action Logic	Finance	The funds necessary to develop community public cultural services.
	Activity Participation	Residents' participation in community public cultural service activities.
	Activity Support	The degree of support, types and form of community public cultural service activities.
	Resident Exchange	Actual communication activities among the community residents.

**Table 2.** Analytic framework of the main category

Analytical framework	Core category	Category connotation
Intentions	Cognition	The cognitive level covers the cognition of the community concept, the cognition of the community activity participation and the cognition of the participation dilemma, and the cognition of the community affects its willingness to participate from the root.
Behaviors	Satisfaction of Requirement	The demand level covers basic cultural activities, self-realization, etc. The satisfaction of public cultural services to residents' needs directly affects their motivation to participate, and thus affects their willingness to participate.
	Relationship Association	Residents influence their willingness to participate through work and social networking platforms.
	Community Norms	The formal and informal norms formed by communities can restrict and regulate their public cultural service activities.
	Resource	Community software and hardware resources affect their enthusiasm, selectivity and satisfaction in participating in and carrying out community public cultural service activities.
	Action Logic	The participation of the activities, the degree of support and the residents' communication directly affect the motivation and participation of their actions.

**Table 3.** Typical relational structure of the main category

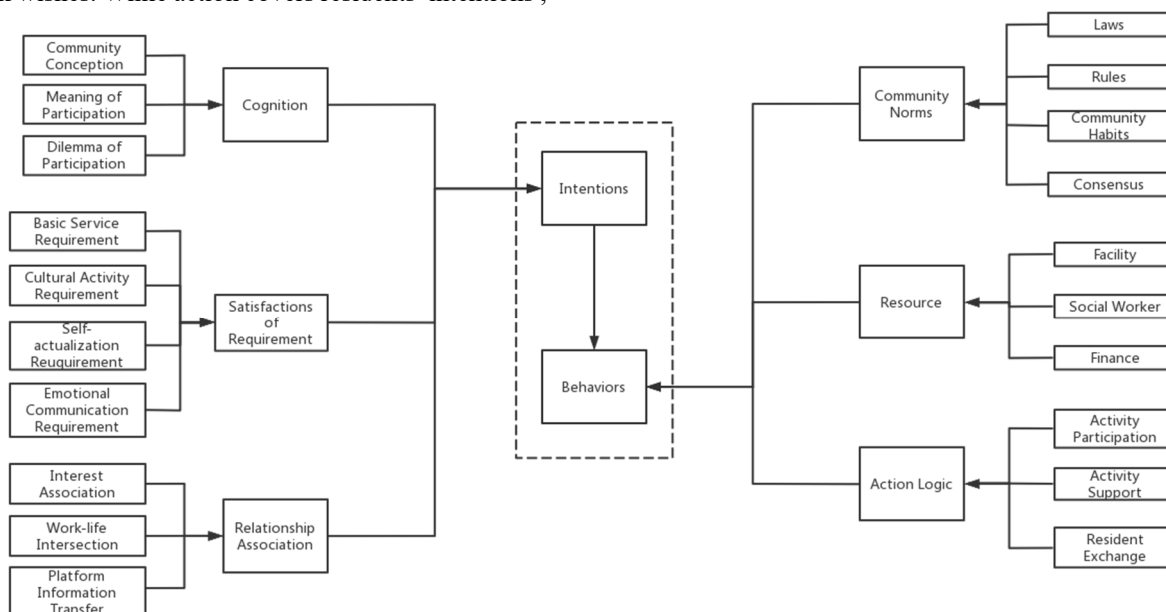
Typical relationship structure	The connotation of the relationship structure
	Cognition, satisfaction of requirement and relationship association affects community residents participating in intentions. All three directly affect the residents' willingness to participate in the community public cultural service activities.
	Community, resource, action logic directly affects the behavior of residents to participate in community public cultural service activities, and is an important influence mechanism for residents to "can" participate in public cultural services.
	Intentions affects behavior, and is the most influential part. It is the influence mechanism of residents to be "willing" to participate in public cultural services, and it is also the most lacking part of community public cultural services at present.

We determine the core category of "the mechanism model of residents' participation in community public cultural services". The story line around the core category can be summarized as two main categories of willingness and action to jointly constitute the mechanism for residents to participate in community public cultural services. Finally, the model is different from the data and the attitude research of cognition, emotion and behavior in psychology, mainly for the following two reasons. On the one hand, the theme of this survey is the mechanism for residents to participate in community public cultural service, so those who did not participate in community public cultural service are excluded in the sample selection, and often such people have poor cognition and willingness to participate in the community. On the other hand, the cognition and emotion of community public cultural services are inseparable. They can be closely related to the cognition, demand satisfaction and emotional connection. Therefore, the most important can be integrated to form the framework wishes. While action covers residents' intentions,

because residents' participation in community public cultural services is obviously affected by hard conditions such as funds and norms, three more objective indicators, including community norms, resource elements and basic action logic, are added. The logical framework for the analysis of forming willingness-action, that is, residents form the willingness to participate followed by the participation of public cultural services.

This study used the theoretical saturation test using four additional interview records. The results show that the categories in the model are already very rich. No new categories and relationships are found for the six core categories formed, and no new components are found within the main category. From this, it is assumed that the "Intention-behavior participation mechanism model" is theoretically saturated.

## 5. Conclusion



**1Figure 1.** Intention-behavior participation mechanism model

In conclusion, this paper constructs a mechanism model of urban residents participating in community public cultural service, as shown in Figure 1. The participation mechanism of "Intentions- -behaviors" is mainly formed. In addition, there are two formation paths: intention and behavior. This part analyzes the three paths in detail respectively, and finally explains the mechanism of urban residents to participate in community public cultural services.

### 5.1. Intention Path

Intention path mainly explains the willingness of urban residents to participate in community public cultural services. This path consists of the above three separate paths, almost covering the participation of residents in community public cultural services in a variety of psychological states. First, in terms of cognition, due to screening the sample, most respondents believed that public cultural services in urban community are more important. At the same time, it has a unique understanding of its development difficulties, such as imperfect information channels and low coverage of service delivery time. The cognition of community cultural service activities lays the foundation for their willingness to participate.

Second, the satisfaction of needs is the key condition for residents' willingness to participate. When residents' inner sense of belonging, satisfaction and cultural needs are met through community public cultural activities, they can further promote their willingness to participate in community public cultural services. Most of the residents voluntarily mentioned basic service requirement and cultural activity requirement. Most respondents mentioned self-fulfillment and emotional needs when they were asked questions and focused on older groups. The degree of demand satisfaction is the most direct purpose of the respondents to participate in the construction of community public cultural activities.

Third, in the context of traditional Chinese human society, the relationship connection is very important to participate in community public cultural services. Important relationships are regional relationships based on the community formation, and there are also some interest connections, such as pet owners, and rarely for work connections. From the perspective of information dissemination, there are two channels of information within communities: word of mouth and social platforms. From the perspective of activity participation, the middle-aged and elderly people of the respondents and their work and life had contacts, and more participants mentioned "small groups", and participated in the activity through regional relationship connection. From the perspective of the event hosting, the interest direction is more often used for respondents to become the event sponsors and organizers, such as pet competitions; there are also life connection directions, such as parent-child activities. Such relationship connection is more likely to trigger residents' willingness to participate in community public cultural services.

### 5.2. Behavior Path

The Behavior path explains the conditions for residents to participate in and organize community activities, and the conditions available, based on the willingness to participate, directly affect their behavior. First, community norms, as a rigid and elastic rule generally followed by community groups is an important element to regulate their cultural

participation behavior. Hard rules are bound by laws and regulations, while flexible rules are closely related to community habits and cultural activities. For example, most owners oppose the private breeding of stray animals, and it is difficult to carry out rescue activities in the community. Most respondents pointed out that even if holding activities driven by personal hobbies, they may not be popular within the community, and activities contrary to the living habits of most residents will not participate in them. The psychological state of "group" has an important impact on residents' participation in public cultural services in the community.

Second, resource as a tripartite condition of human and property, is a necessary preparation for the activity. The Resource is the most common problem of funding, and it is currently the biggest problem of community governance. Among the respondents, the participating community workers clearly mentioned that the biggest difficulty in holding community activities is the "money". Many cultural activities are hardly separated from the capital investment, and the limited funds will continuously lengthen the cycle of holding activities, weaken the cultural atmosphere, and the residents' participation experience and enthusiasm are greatly reduced. In contrast, carrying out professional activities and arousing residents' interest depends on the help of professional talent social worker. Respondents mentioned the lack of professional guidance and assistance when participating in community activities, and the participation of some cultural activities was boring and boring, and the participation of professional talents in the participation process became an important standard.

Third, the infrastructure for participating in public cultural activities, as a reference project directly indicating the activity level, has attracted the attention of many residents. Several respondents mentioned that "the stands and equipment do very well, look very advanced and have very atmosphere, just go to participate"; some leading participants said that "the specific implementation depends on the community equipment" and "some activities cannot be carried out in our community". Public cultural activity infrastructure as an important indicator directly affects the practical actions of the respondents.

Intention--behavior participation mechanism model

Intention- -behavior participation mechanism model integrates behavior path and intention path to form a resident-participation community activity path with intentions-behaviors as the core. The willingness of community residents to participate affects their behavior to participate in community activities. This model directly analyzes the willingness and behavior paths of residents to participate, and forms the mechanism of urban residents to participate. Through this model, it is found that the urban resident participation mechanism mostly comes from intention part, and the relevant elements of behavior path can be only produced after intention is formed, and eventually produce behavior.

Accordingly, the characteristics of the mechanism of residents' participation in community public cultural activities can be summarized: First, the will comes first, and the conditions are later. Most residents' willingness to participate in community public cultural service activities is greater than the conditions, and the relatively objective condition constraints are relatively simple to achieve, but it is more difficult to form the willingness to participate. Second, the

mechanism is simple but difficult to attract. In this mechanism, it is not difficult to see that the lack of any link may lead to a great reduction in the effect of the final activity participation. Especially in the intentions-actions link, many participants have the willingness to participate, but it is difficult to translate into the actual participation. "Passing by", "not looking carefully" and "not being able to do it" have become the meaning often mentioned by the respondents.

## 6. Discussion

This study still has the following deficiencies, need to be further improved: first, this study selected sample for a community in Shenyang, located in the northeast China, in a variety of factors in southern China, can partly represent the community public cultural service participation mechanism, the future research in more community research and summary, build a strong universality of urban community public cultural service participation mechanism model. Second, the sound degree of community public cultural services is different. The lack of a large number of elements of the above mechanism in some communities leads to it difficult to build a public cultural service mechanism. This problem has not been solved in this study, but some areas of Shenyang have adopted innovative ideas for community governance, which can become the future development direction.

## Acknowledgment

Fund Project: The 15th National College Students' innovation and entrepreneurship training program (China)

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