Influence Paths of Public Participation and Social Management in Non-Heritage Conservation Projects

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Abstract. In the management of intangible cultural heritage safeguarding projects are faced with many problems, such as the poor sustainability of some intangible cultural heritage projects, insufficient social attention, and low inheritance [1]. This study tries to start from this background, choosing the "social capital" theory as a research perspective, exploring the response model of public participation in the management of ICH conservation, and based on this, providing solutions to the problems existing in the process of ICH conservation. While enriching the existing theoretical research on the management of non-heritage conservation, it will achieve its feasibility, scientificity and long-lasting effect in the management construction of related protective works [2].

Keywords: Social Management; Non-Heritage Conservation Projects; Public Participation, Influence Paths.

1   Introduction

The study selected "public participation behavior" as the explanatory variable. Eight items were developed with reference to the Participation Behavior Scale developed by Wang Xiaonan et al. and the PEST model developed by Sarah R. [3]. The Likert 5-point scale was used to assign values, and the higher the corresponding value, the higher the degree of public participation [4].

The hypotheses of this research design are as follows:

H1: Social networks have a positive impact on public participation in the NRM conservation process; H2: Social trust has a positive impact on public participation in the NRM conservation process; H3: Social norms have a positive impact on public participation in the NRM conservation process; H4: Social capital has a positive impact on public participation in the NRM conservation process; H5: Public willingness to participate mediates the influence of social networks on public participation in the NRM conservation process; H6: Public willingness to participate mediates the effect of social trust on public participation in the NRM conservation process; H7: The willingness of the public to participate mediates the influence of social norms on public participation

in the process of safeguarding NHs; H8: Willingness to participate has a positive effect on public participation in the NRM conservation process.

This study used an online survey, relying on the questionnaire star platform to distribute questionnaires and collect samples, and a total of 765 questionnaires were obtained. After excluding invalid questionnaires, the valid questionnaires were 711, and the validity rate of the questionnaires was 92.9%.

The statistical characteristics of basic information designed for this sample survey mainly include gender, education, occupation, resident city, and whether they have non-legacy-related practical experience or are engaged in (have been) non-legacy-related work, totaling five items. In the category of education, the education of the questionnaire respondents is concentrated in undergraduate and above, which is more in line with the proportion of the education level of the national people as shown in the data of the seventh national census, and the data is representative to a certain extent. In terms of resident cities, the interviewed population covered 21 provinces, 4 municipalities and 4 autonomous regions in China, and the questionnaire interviewed people with a wide distribution of geographic classification to ensure the representativeness of the sample and the accuracy of the survey. From the perspective of non-heritage practice experience and work experience, 20.65% of the respondents have relevant activity experience, which provides valuable reference sample data for the study.

2　　Descriptive Statistics and Correlation Analysis

There is no significant effect of education and occupation on public participation behavior; the dimension of education and occupation is analyzed by one-way ANOVA, P-value > 0.05, indicating that education and occupation have no significant effect on public participation behavior; the dimension of practical experience or work experience is analyzed by the Levin's ANOVA equivalence test, P-value > 0.05, accepting null hypothesis, and through the mean equivalence t-test, Sig (two-tailed).

Combining the sample data of core explanatory variables, mediating variables, explanatory variables and screened control variables, SPSS 26.0 was used to conduct descriptive statistics and correlation analysis of the quantitative indicators, as shown in Table 1: (1) From the measurement of the three dimensions of social capital, it can be seen that the mean value of social network, social norms, social trust is above 3.5, and the overall mean value of social capital is 3.82, which shows that Respondents believe that their own social capital and its three dimensions are slightly better than their own general level, which is categorized as "agree"; (2) From the measurement of the dimensions related to public participation, it can be seen that the mean value of the mediating variable, public willingness to participate, is 3.96, which is basically close to the category of "agree", indicating that the public is close to the category of "agree", whichmeans that the public will be willing to participate. (3) The mean value of the control variable of practical experience and working experience is 1.79>1.5, indicating that the proportion of people with practical experience or working experience in NRH conservation is low (Table 1).

As can be seen from Table 1, there is a significant correlation between all the above tested variables. The data show that socialnetwork has a significant positive influence on public participation in the process of NRH protection (r=0.508, p<0.01), H1 is initially verified; social trust has a significant positive influence on public participation in the process of NRH protection (r=0.532, p<0.01), H2 is initially verified; social norms have a significant positive influence on public participation in the process of NRH protection (r=0.512, p<0.01), H3 is initially verified; ; the control variable public participation in NRH protection-related practical experience or work experience has a significant negative effect on public participation behavior (r=-0.213, p<0.01), indicating that the more the public lacks experience in NRH-related activities, the the higher the enthusiasm for hands-on participation.

Table 1. Means, standard deviations and correlation coefficients

	variant	average value	(statistics) standard deviation	1	2	3	4	5	6	7	8
social capital	social network	3.58	0.73	1							
	social trust	3.89	0.68	.651**	1						
	social norm	3.99	0.69	.540**	.758**	1					
	social capital	3.82	0.61	.840**	.914**	.872**	1				
public engagement	Willingness to participate	3.96	0.75	.528**	.672**	.687**	.717**	1			
	Participatory behavior	3.74	0.81	.508**	.532**	.512**	.591**	.756**	1		
	public engagement	3.87	0.73	.554**	.649**	.648**	.704**	.949**	.923**	1	
	Practical experience Work experience	1.79	0.41	-.174**	-0.02	-0.02	-.089*	-.084*	-.213**	-.152**	1
**. Correlation is significant at the 0.01 level (two-tailed) *. Significant at 0.05 level (two-tailed)											

3   Methodology

In this paper, the assignment of the degree of public participation behavior is processed as a typical dichotomous variable, so the Logit model is used for empirical analysis. The specific model is constructed as follows:

$$p = P(Y = 1 \mid X) = \frac{1}{1+e^{-\left(\alpha+\sum_{i=1}^{m}\beta_i x_i+\varepsilon\right)}} \tag{1}$$

$$\ln \frac{p}{1-p} = \alpha + \sum_{i=1}^{m}\beta_i x_i + \varepsilon \tag{2}$$

Considering that the explanatory variables are dichotomous variables, we refer to Liu Hongyun's study and construct the model as:

$$Y' = i_1 + cS + \varepsilon_1 \tag{3}$$
$$Y'' = i_2 + c'S + b\,\text{Will} + \varepsilon_2 \tag{4}$$
$$\text{Will} = i_3 + aS + \varepsilon_3 \tag{5}$$
$$Y' = \text{Logit}\, P(Y = 1 \mid S) = \ln\frac{P(Y = 1 \mid S)}{P(Y = 0 \mid S)} \tag{6}$$
$$Y'' = \text{Logit}\, P(Y = 11\,\text{Will}, S) = \ln\frac{P(Y = 1\,\text{Will}, S)}{P(Y = 0 \mid \text{Will}, S)} \tag{7}$$
$$SD(Y') = \sqrt{c^2\text{Var}(S) + \frac{\pi^2}{3}} \tag{8}$$
$$SD(Y'') = \sqrt{c'^2\text{Var}(S) + b^2\text{Var}(\text{Will}) + 2c'b\text{Cov}(S, \text{Will}) + \frac{\pi^2}{3}} \tag{9}$$

The coefficient product method is used to obtain the amount of mediating effect, and then the formula for the mediating effect share is obtained:

$$\text{Will}^{\,P} = \frac{ab^{std}}{c^{std}} \tag{10}$$

4   Reflection and Discussion

Table 2 can be plotted according to the above formula:

Table 2. Regression analysis of social capital on public participation behavior

variant		Model (1) social capital	Models (2) social network	social trust	social norm
B		1.607	0.777	1.264	1.264
standard error		0.223	0.272	0.310	0.220
P-value		0.000	0.004	0.000	0.049
Exp(B)		4.987	2.175	3.539	0.648
95% confidence interval for Exp(B)	lower limit	4.064	1.275	1.929	0.421
	limit	11.565	3.709	6.493	0.998
Model coefficient Omnibus test		0.000			
Hosmer-Lemeshaus test		0.854	0.715		

The results (Table 2) show that social capital and all dimensions have a significant positive effect on public participation behavior, and research hypotheses 1~4 are verified, as analyzed below: (1) Social networks have a positive influence on public participation in the process of NRH conservation. The larger the scale, the higher the frequency and the greater the difference of the social network formed by the public, the stronger the ability to obtain all kinds of resources. As a result, the greater the chance

of sharing and interacting with others when encountering NH items of interest, which is conducive to enhancing the possibility of public participation in NH conservation-related activities. (2) Social trust has a positive influence on public participation in the process of NRH protection. Trust in the government and community can enhance the public's confidence in the official implementation of NH preservation related policy documents; trust in friends and relatives can reduce the public's uncertainty in the process of NH preservation, thus enhancing the public's enthusiasm in participating in NH preservation activities. (3) Social norms have a positive influence on public participation in the process of NRH conservation. Laws, morality, public opinion to a large extent restricts the words and behavior of citizens, citizens in the regulatory role, often out of comparison and other psychological response. Therefore, when the policy public opinion calls for the public to actively participate in the protection of non-heritage activities, it can improve the spontaneity and initiative of the public to participate in the process of non-heritage protection. (4) Social capital has a positive influence on public participation in the process of NRH conservation. Social capital influences public participation behavior through information interaction, behavioral constraints and other mechanisms, and is the dominant factor influencing public participation behavior in the process of NRH protection [5].

Mediation effect test and Robustness Tests cannot be shown here due to space constraints.

5   Optimized Paths

5.1   Strengthening Subject Ties and Building Social Networks

First, strengthen the interpersonal links in the network of NRM relationships. It is necessary to maximize the use of the social network of NRM-related people to strengthen the density of connections and exchanges between the nodes. At the same time, it is important to shape the strong intermediary centrality in the social network of NRH [6]. Based on the social network perspective, NRH-related staff or organization insiders should play their position as forerunners in decision-making and action, and use their influence to act on citizens in the same region, disseminate more authoritative and valuable information, and enhance citizens' autonomous participation and governance behaviors. Secondly, the linkage between the main parties should be strengthened so as to create a long-term mechanism [7]. Different governance bodies should clarify the responsibilities of each party and strengthen the links, relying on the introduction of resources from all parties to jointly establish a stable and mutually beneficial mechanism. The party and government authorities should provide the necessary policies, funds and other resources for the inheritance and protection of non-genetic resources and legitimacy, and give them sufficient space for development. Enterprises should, under the leadership of the Party, emphasize the operation of publicity channels for the inheritance and protection of non-genetic inheritance, create a smooth interactive platform, and accumulate social trust.

5.2   Optimizing Government Services to Enhance Social Trust

strengthen policy, financial and technical support for the development of intangible cultural heritage, and enhance the public's sense of cultural pride and identity. In the context of the new era, the government should increase the degree of attention and protection of intangible cultural heritage [8], and vigorously introduce policies related to the protection of intangible heritage, so as to make it revitalize and energize the times. In addition, it is necessary to make full use of self-media, new media and other platforms to establish a multi-level, full-coverage publicity system to promote the red culture and the spirit of intangible heritage, and lay the foundation for public participation in the process of intangible heritage protection. A sound mechanism of healthy communication between the government and the public should be developed. It should improve the benign communication mechanism between the government and the public, and increase the interaction and exchange between the government and the public in the protection of non-heritage. The government should take the mass line, not only to maintain its authority, but also to emphasize the pro-people nature.

6   Conclusion

This study shows that: (1) social capital has a significant positive effect on public participation behavior, and the enhancement of social capital can improve public participation in NRH protection activities; (2) the direction of the influence of all dimensions on public participation behavior is positive, and social capital mainly influences public participation behavior through three dimensions: social norms, social network, and social trust; (3) there is a positive partial mediating effect of the public participation willingness in the process of the influence of social capital and dimensions on public participation behavior, but the mediating effect of the public participation willingness in the influence of social capital and dimensions is positive and partial. (3) Public participation willingness has a positive partial mediating effect in the influence process of social capital and dimensions on public participation behavior, social capital can improve the participation degree of public behavior by enhancing public participation willingness, but the mediating effect of public participation willingness in the influence of social capital and dimensions accounted for less than half of the influence, and the influence is dominated by the direct effect.

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