

# Survey on the Satisfaction of Residents in Creating a Civilized City in Beijing - Based on a Survey of a Town

Chengyao Yang, Yu Li, Jiazhou Huang

Beijing Wuzi University, Beijing, China

## ABSTRACT

The implementation of the rural revitalization strategy not only aims to improve the level of living standards of rural residents, but also to continuously meet their growing spiritual needs. Based on this, this survey selected a town in Beijing as a research object, and conducted a survey on the creation of civilized urban areas from the perspective of residents in the town to understand residents' awareness, participation, satisfaction, and the effectiveness and shortcomings of the creation process.

*How to cite this paper:* Chengyao Yang | Yu Li | Jiazhou Huang "Survey on the Satisfaction of Residents in Creating a Civilized City in Beijing - Based on a Survey of a Town"

Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-7 | Issue-5, October 2023, pp.59-63, URL: www.ijtsrd.com/papers/ijtsrd59867.pdf



IJTSRD59867

Copyright © 2023 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



## 1. INTRODUCTION

The implementation of the strategy for revitalizing rural areas not only means to improve the basic needs of rural residents in clothing, food, housing, and transportation, but also to constantly meet their increasing spiritual needs. As an important driving force for rural revitalization, Rural Civilization Construction play a leading role in promoting comprehensive upgrading of agriculture, overall progress of rural areas, and overall development of farmers through advanced culture. The activities to build a civilized village and town is a great creation for the masses of rural people to pursue noble spiritual and cultural life while improving their material living standards. It is an effective way to promote the construction of a new socialist countryside and implement the rural revitalization strategy. It is also an important part of the mass spiritual civilization construction activities.

Standing at a new historical starting point, taking the road to the new era's rural revitalization in a socialist system with Chinese characteristics as the guide, we will take the spiritual civilization construction of the

capital to a new stage. Based on this, we select a certain town in Beijing as an example and conduct a survey from the perspective of residents to investigate the creation of a civilized urban area, comprehensively understand residents' awareness, participation, and satisfaction, and reveal the achievements and shortcomings in the process of creating a civilized urban area, in order to accelerate the construction of civilized towns and promote the further development of spiritual civilization in Beijing, and to help effectively implement the rural revitalization strategy.

In the research on civilization-centered cities, there is currently a shortage of relevant academic literature in China, with more empirical research being conducted from the perspectives of evaluation and creation of civilization-centered cities. For the assessment of civilized cities, scholars conduct research from the aspects of the design, evaluation, and implementation of the assessment system. Based on the need for the first national commendation of civilized cities conducted by the Central Civic Commission, Deming

Xu, Kuangyu Zhu (2005)<sup>[1]</sup> explored a complete set of scientific and operational evaluation systems, which concretized the abstract "civilized city" standard and achieved qualitative and quantitative evaluation of "soft environment" indicators, laying the foundation for the evaluation of civilized cities in China. Ling Zhang and Dequn Zhou (2012)<sup>[2]</sup> conducted research on the rationality of evaluation indicators, pointing out that there are unreasonable issues in the design of indicators in the existing civilized city evaluation system, and proposing that the relevance of indicators should be eliminated and further simplified. Chen Ning (2014)<sup>[3]</sup> conducted empirical research on the practical situation of evaluation, investigating the situation of S city's self-designed evaluation standards and organizing evaluation. It was pointed out that there are problems in S city's organization of evaluation, such as inconsistent on-site evaluation scoring standards, superficial evaluation, lack of public participation or forced participation, and lack of fairness in evaluation results.

In addition, many scholars have studied the creation of civilized cities from different perspectives, such as the government, society, and the public, respectively, through a combination of theoretical and empirical research. From the perspective of the government, Xinrui Wang (2011)<sup>[4]</sup> took the government behavior in the creation of civilized city in Wuhai City as the main research object and analyzed some of the problems of the government in the creation of the city, such as insufficient openness of the government affairs and incomplete market credit system. Rong Wang (2014)<sup>[5]</sup> studied the problem of government functions from the perspective of administration, proposing that government functions should be optimized in three aspects: clarification of responsibilities, legislation and supervision. From the social perspective, Zonghao Bao (2011)<sup>[6]</sup> studied the model of civilized city creation from the perspective of social development, arguing that the creation of civilized cities can drive city citizens to actively participate in the process of urbanization, and at the same time put forward a new model for the development of civilized cities. From the perspective of the public, Hao Cui (2009)<sup>[7]</sup> studied in detail the whole process of the creation of civilized cities, and concluded that the role of the public in the process of creating civilized cities is irreplaceable, and that the active participation of the public is an important foundation for the continued creation of civilized cities. Yang Dexing and Yin Zhiyang (2013)<sup>[8]</sup> established a model based on the theory of planned behavior to analyze the influencing factors of citizens' willingness to participate. They believe that citizens' willingness to participate is easily influenced by the

surrounding population, and citizens with more free time are more willing to participate. Citizens will decide whether to participate based on the benefits of participation. Yunhui Wu (2016)<sup>[9]</sup> believed that in the process of building a civilized city, the public should not only participate in the entire process but also in all aspects. The depth, width, and effectiveness of public participation should be increased, and can be carried out through "citizen movement" and "citizen culture", with the community as the basic unit, clarifying the construction goals and quantifying them.

In summary, there is currently a certain research foundation on how to evaluate and create civilized cities, but there is still relatively little research on residents' participation in the creation of civilized cities. To create a national civilized urban area, we must adhere to the fundamental position of putting the people at the center, and adhere to the principle of serving and relying on the people in order to promote the stable and far-reaching development of urban development work. Based on this, this survey starts from the perspective of residents, evaluates the construction of a national civilized urban area in a town in Beijing by understanding residents' awareness, participation, and satisfaction, and compares the development differences between different administrative villages. Through this survey, we analyze and summarize the achievements and existing problems of urban construction from the perspective of the residents of the town, with the aim of proposing relevant and reasonable policy recommendations from the perspective of the people, in order to achieve the goals of urban construction faster and better lower case. You should leave 35 mm of space above the title and 6 mm after the title.

## 2 Current situation

This survey took permanent adults from a certain town in Beijing as the survey subjects. We designed a questionnaire including six dimensions. It contained cultivating civilized and moral customs, humanistic environment, living environment, social environment, ecological environment, and the construction of minors' ideological and moral education. We used the stratified systematic sampling to select sample households. And we collected data through offline household surveys. During the formal investigation process, we collected 1643 questionnaires. The final valid questionnaire was 1518 and the questionnaire effectiveness rate was 92.39%. All the data passed reliability, validity, and independence tests. It indicated that this survey had high validity and randomness, and the results were true and reliable.

**Table 1.** Distribution of basic characteristics of respondents.

Features	category	proportion
sexual distinction	male	43.61%
	female	56.39%
age	18-45	36.17%
	46-65	50.98%
	over 65	12.85%
income	low income	69.83%
	middle income	24.11%
	high income	6.06%

Through this survey, we founded that:

Firstly, the overall promotion effect of creating the civilized urban activity was good, but some administrative villages still needed to increase their efforts in promoting urban development. This survey targeted all administrative villages in the town. We evaluated the awareness rate of creating a civilized city. The results showed that the overall awareness rate of creating a city was 87.75%. And most villages had awareness rates above 80%. Different villages had different situations about the awareness rate of creating a civilized city varies. The lowest rata was only 67.90%. It can be seen that although residents had a good awareness of creating a city, some administrative villages still needed to increase their promotion efforts.

Secondly, the overall participation rate of creating the civilized urban activity was relatively high. But there were differences in gender and administrative villages. We conducted a survey about the participation rate of spiritual civilization creation activities. And the results showed that the overall participation rate of city creation was 84.50%. Most villages had a participation rate over 80%. From this, we can see that the government had achieved effect in the promotion of creating the civilized city and the call for residents' participation.

From a gender perspective, the participation rate of males was higher than females. Groups with lower satisfaction had lower participation rates. But there were groups with higher satisfaction and lower participation rates. We analyzed that they had insufficient leisure time to participate in the activities due to work and other reasons.

Thirdly, residents had a good overall satisfaction evaluation of the city. But there was the problem of uneven development. The survey results showed that the overall satisfaction of creating a civilized urban had reached 96.70%. From the scoring situation, the average score of the overall satisfaction evaluation was 4.30 points (out of 5 points, the same below). It can be seen that the town had achieved certain results at the activities of creating a civilized urban.

From a dimensional perspective, the score of the satisfaction evaluation of cultivating moral norms was the highest. It was 4.52 points and was followed by the social environment. And the lowest score was the ideological and moral construction work of minors. It was only 4.32 points and this dimension needed to be strengthened.

At the same time, the respondents' marital status and their choice of satisfaction with different dimensions both affected their overall satisfaction. The ecological environment and spouse situation affect them significantly.

### 3 Existing problems

Firstly, the practical activities of civilization in the new era can help guide the moral and ethical trends of residents. But the function of the new era civilization practice center needs to be strengthened. The administrative villages in the town have carried out various civilization practices. It included poverty alleviation, scientific popularization, policy promotion activities and so on through volunteer services. The survey showed that the atmosphere of volunteer service activities in each administrative village was strong. The residents were highly satisfied with it. The promotion effect of diligence and frugality was good. Residents can actively respond to the trend of diligence and frugality. However, the popularization of socialist core values and public bowls and chopsticks was insufficient. The function and role of the new era civilization practice center had not been fully realized.

Secondly, in terms of cultural environment construction, the promotion of cultural life was not in place. Some respondents believed that there were issues such as a single form of cultural activities, uninteresting cultural activities, insufficient professional training personnel, and inadequate promotion. The promotion effect of cultural and sports activity points still needed to be improved. Some respondents believed that there are few types of infrastructure about sports. It cannot meet daily activity needs. And there were issues such as occupation and appropriation of the venue, incomplete infrastructure, and untimely maintenance.

Thirdly, the various details of social environment construction still needed to be improved. The town's legal publicity was in place. And the satisfaction of each village was high. However, there were still some shortcomings, such as a single form of legal publicity and education activities, unclear explanations, and poor practicality of legal publicity content. The social security was stable. Residents were generally satisfied with the sense of security of living. However, there are still some issues related to social security.

Fourthly, ecological construction still needed to practice the principle that "green waters and green mountains are golden mountains and silver mountains". Residents of this town had approached normalization in terms of green travel and garbage classification. The lifestyle was popularized with simple, moderate, green, and low-carbon. The concept of green travel and low-carbon travel was deeply rooted in the hearts of the people. However, the coverage rate for disposable and over packaged goods was still relatively high. There were no restrictions on the use of disposable and over packaged products in residents' daily lives. And there was a lack of green supervision for some products. There may be inadequate promotion of disposable and over packaged products.

Fifthly, the improvement of the construction of minors was still on the way. The data showed that 41.98% of respondents believed that there were security issues around the school. The attention to minors' activity venues was not high. And the frequency of participation in cultural and sports activities was relatively low. Only 46.30% of respondents said that their villages often organized activities for minors and parents' schools. But the frequency of organization was not high. The satisfaction rate of respondents with internet cafe management was less than 80%. The internet cafe supervision had become a prominent issue.

#### 4 Countermeasure suggestions

First, take multiple measures to improve the awareness rate of the creation of the city. It is recommended to call on relevant public accounts to participate in more civilized practice activities in the new era, such as fitness activities and cultural and sports activities in the region. When there are cultural performances and other activities in the cultural service station of the street or village, you can contact the residents through the grid members to organize everyone to watch and enrich the cultural and entertainment life. Organize more legal publicity activities related to the vital interests of residents to increase the awareness rate of city creation activities, such as property management and land disputes,

vehicle and traffic safety, protection of the rights and interests of the elderly, women and children, labor and social security, etc. It is recommended to paste green and low-carbon environmental protection slogans in prominent places in villages and towns to improve the awareness of green and low-carbon lifestyles.

Second, hold interesting and beneficial city creation activities to promote the participation of the whole people. The organization and preparation of city-creating activities should be diversified to bring fun to residents and stimulate residents' enthusiasm for participation. With the passage of time, residents will realize a new look of spontaneous organization and active participation in city-creating activities. For the female group, their enthusiasm for participation should be fully mobilized, so that they can be liberated from housework and add a wonderful contribution to the creation of the city. For office workers, they should fully consider their work and rest time, and choose the appropriate time to invite them to participate in the city creation activities.

Third, pay attention to the balanced development of villages and towns, and focus on strengthening the construction of ecological environment. The ecological environment is the basic condition for the survival and development of residents, and the rural ecological environment is the basis for rural social development. This survey shows that the respondent's satisfaction with the "ecological environment" will significantly affect the respondent's choice of overall satisfaction with creating the civilized urban activity, and the impact will be the greatest. While ensuring the overall balanced development of creating the civilized urban activity, the government can actively promote the construction of rural ecological environment, such as green agricultural development, the improvement of rural living environment, and the protection and restoration of important ecosystems, so as to improve the satisfaction of residents with creating the civilized urban activity.

Fourth, establish an "arena competition" to promote "learning comparison and catch-up" among administrative villages. The evaluation of the living environment of the interviewees in different administrative villages is different. In this case, we can learn from the "compared learning to catch up" broadcast competition launched by Mentougou District, Beijing. Through the guidance of the operation manual of the national civilized urban area evaluation system, the whole region is integrated into the competition assessment in an all-round way, forming a good state of horse racing incentives. Potential.

Fifth, continue to promote the construction of social environment and create a comfortable and secure social environment for residents. It is still necessary to further strengthen legal publicity and education activities, strive to popularize the law to every household, strengthen publicity and guidance, and improve the awareness of public safety in villages. We will solidly carry out safety culture activities in communities, schools, villages and families, promote community safety production self-management, self-education and self-service, and cultivate a new concept of public safety.

Sixth, take multiple measures to publicize and restrict, and make every effort to build an ecological environment with green water and green mountains. It is necessary to increase the publicity of green lifestyle, so that every resident can establish a concept of green life and actively reduce the use of disposable products and over-packaged goods. At the same time, it is necessary to strengthen the supervision of the local packaging industry, put an end to excessive packaging, implement relevant policies to encourage manufacturers to optimize green products, and create good products through a variety of measures. Good ecological environment.

Seventh, the ideological and moral construction of minors requires the joint efforts of families, schools and society to take care of the healthy growth of minors. Some parents want to educate their children but don't know how to educate them. Village committees or community neighbourhood committees can regularly hold relevant lectures, or publish relevant articles and videos on how to participate in the family education of minors on official accounts. Schools can also provide some good educational methods, such as providing students' parents at parent-teacher meetings. Specific help, etc.

### Acknowledgments

This paper is a phased achievement of Innovation and Entrepreneurship Training Program for College Students (2023010406051).

### References

- [1] Deming Xu, Kuangyu Zhu. Civilization and Civilized Cities: Research on the National Civilized City Evaluation System[M]. Shanghai: Shanghai People's Publishing House, 2005.
- [2] Ling Zhang, Dequn Zhou. Analysis of the correlation between the evaluation indicators of civilized cities based on the DEMATEL method[J]. Journal of Nanjing University of Aeronautics and Astronautics(Social Science), 2012,14(03):63-65+71.
- [3] Ning Chen. Research on the Evaluation Practice of Creating a National Civilized City in S City [D]. Shenyang: Master's Thesis of Northeastern University, 2014
- [4] Xinrui Wang. Research on Government Behavior in the Creation of Civilized Cities: Taking Wuhai City as an Example [D]. Hohhot: Master's thesis of Inner Mongolia University, 2011.
- [5] Rong Wang. A Study on the Government Administrative Functions in the Process of Creating a Civilized City: Taking L City as an Example [D]. Hunan Normal University, 2014.
- [6] Zonghao Bao. Civilized city: a new model of sustainable urbanization with Chinese characteristics[J]. Studies on Marxism, 2011(03):5-16+159.
- [7] Hao Cui. Research on public participation in the creation of civilized cities[D]. Suzhou: Master's thesis of Suzhou University, 2009.
- [8] Dexing Yang, Zhiyang Yin. Analysis of the influencing factors of citizens' willingness to participate in the construction of civilized cities: A case study of Suzhou [J]. Ability and Wisdom ,2013(05):340-342.
- [9] Yunhui Wu. Research on the Path of Improving Citizen Participation in the Construction of a Civilized City in Suzhou [J]. Economic Research Guide, 2016(09):108-109+126.