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The design of a cultural measurement model in the field of citizen's innovation and cultural production

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Abstract
The currect study was conducted with the aim of designing and presenting a model of measurement for cultural development in the field of citizens' innovation and cultual products. The study wasconductedwith objectives in which, indicators and components presented in UNESCO 2000 and Abdi et al. (2015) model of measurement for cultural development were presented to 34 people in the form of a questionnaire in order to test and confirm them. The population for the study consist of all graduate and Ph.D. candiates (in their second or higher years of academic study) in Islamic Azad Univeristy, Science and Reseacrh Branch in Tehran and the Isfahan Branch. Participants were selected by the application of Cochran formula. In order to analyze the data, factor analysis was performed using Lisrel software. Finally, according to the data obtained and after the removal of several primary indicators, the finalmodel of measurement for cultural development was presented for the field of cultural innovation in the form of six main aspects: books, translations, newpapers and magaznines, artistics products, handicrafts and entertainment, and cultural services/activities/products.

Key words: *Culture, cultural deelopment, cultural innovation, cultural products, cultural services.*

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Introduction

Many countries around the words, being informed of the importance ofculture and its role in the development of a society, have attempted to devise various cultural plans and policies. They do this so that the path to development is paved and people willenjoy much more prosperity and well-being. To achieve, observing and evaluating the cultural condition within a society is the first step in cultural planning and policy making since by being equipped with appropriate, exact and practical cultural indicators and criteria that reflect the cultural condition within the society, cultural managers and policy makers could be informed ofthe success or failure of the plans, their string and weak points, and pay attention to such issues in the future planning.

Cultural development and the attainment of major cultural objectives and policies in the country requires constant evaluation and measurement of cultural activities; the performance of the related organizations and institutes on one hand and the evaluation of cultural condition within the society on the other. Through constant evaluation and measurement of change trends in cultural matters within urban centers, cultural managers and policy makers can evaluate the rate of success in the implementation of cultural programs, remove and revise weak points and consolidate the strong points. This objective cannot be attained unless reasonable and meticulous models and indicators which are compatible with cultural objectives, ideals and policies in a country are devised. This is because cultural indicators can be helpful in gathering the required data, defense of plans and processing of weak or strong points of cultural plans (Stanley, 2001; Duxbury, 2003; UNESCO, 2012).

An important point that is worthy of note here is that the complex nature of culture and the numerous factors involved in it make the process of evaluation and measurement challenging. In addition, since the building blocks of the shared core of culture in each country differ from each other, a single model cannot explain all issues around the world and is useless. This requires that each country should attempt to devise and develop indicators for the evaluation and measurement of cultural condition according to its own national and local cultural elements.

In Iran, because of scattered and sometimes inefficient indicators used by various cultural organizations, the need for a unified and efficiency in the measurement of cultural development within various areas, especially cultural ones, is felt urgently because of its impact on the development of the society and the maintenance of its identity and values.

Cultural development

Within the past few decades, great attention has been paid to the cultural aspect of development. Of course, paying attention to the cultural aspect of development has turned into an inevitable requirement by international organizations and countries all over the world. A brief look at the developmental plans in the country during the past three decades confirms this claim. Development and discussions related to this, like dimensions of development, balanced development, traditionalism and modernism, factors or inhibitors of development and national development together with the status of a country in the process of global development have been one of the most discussed issues for the past three decades.

Cultural development according to Amiri (2007) means the enhancement and improvement of culture in a society and the attainment of high cultural value. In other words, it means increase in power and efficiency of a culture in being responsive towards human beings' cultural, spiritual and material needs.

According to UNESCO (1996), cultural development means development in the cultural sector of a society. According to this viewpoint, cultural development comes as a result of nurturing the cultural talents. In this regard, discovering such talents and supporting them

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has been considered to be the responsibilities of governments. Cultural development means the development and enhancement of cultural life in a society with the aim of reaching the highest standards. To put it in a simple form, cultural development is the change in various cultural dimensions of a society in order to transcend. Cultural development is synonymous with change and this is a change done with the aim of improving the standard of life of the people and the whole society. Such a cultural change can both be systemic (imposed to people by external factors) and bioglobal, resulting from creative communication between the actors in a society (Habermas, 1991). However, what is meant by cultural development in the current study is, cultural development as the responsibility towards citizens' cultural needs and requirements in an individual or group, not done, in order to attain the highest standards. Cultural development has to be formed by a series of major components and elements that are common among many cultural traditions and just the details of components reveal the differences. The major components of cultural development can be summarized as having cultural rights, benefitting from cultural facilities and opportunities, cultural creativity and production, cultural economy and cultural participation/consumption (Abdi et al., 2015).

Cultural creativity

Cultural creativity is considered as one of the major components of cultural development since one of the important features in a developed cultural system is its dynamicity in interacting with the ever-changing world surrounding it. Such a culture is equipped with the required flexibility to create and admit new symbols in accordance with its approved values and beliefs. To what extent does a society permit its citizens to participate actively in its cultural life by valuing creativity, innovation, and self-actualization? Creativity is an extended phenomenon that can reveal various aspects of human endeavor such as economic, social, political and cultural (Farahani, 2009). Creative cultural products play a major role in providing for customers' evolving needs and requests. On the other hand, they have a considerable share in the modern economy because of the establishment of new job opportunities and wealth leading to the development of a society (Sasaki, 2010; Cheng, 2006; Bianchini, 1995). To what extent do such industries involve cultural creativity and production? What percentage of urban areas' economy can be attributed to them?

In addition, the more the opportunities to be benefitted from cultural facilities and products in a society, the higher would be the cultural capital of individuals living there, helping a lot in the development and enhancement of culture in a society (Amiri, 2007; Phillips, 2010; Waters, 2006).

Cultural creativity is associated with the opportunities and capabilities' of individuals and group of people in the area of culture. Enjoying cultural rights and capital in a higher rate helps and facilitates cultural creativity. In fact, cultural development requires that the majority of people and groups in a society have equal opportunities to present their cultural creativity and innovation.

Within a culturally developed society, creative thinking with regard to shared cultural symbols is encouraged and publicized leading to the creation of an atmosphere of innovation and research. In such a society, an appropriate situation exists for thinking and rethinking on the shared elements of culture in order to create, modify or improve them. On the other hand, a closed and traditional society that has limited all opportunities for creation and innovation in the area of shared cultural symbols would lead to problems and difficulties with regard to the development of that society in the long run. A developed culture must be equipped with facilities to resolve modern issues and needs in the process of social, economic, political, technological, etc. changes. This aim cannot be attained unless the culture of creative thinking

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is encouraged and people are motivated to develop and modify shared cultural symbols and models in accordance with the societal needs. Cultural or creative products are considered the major symbols of cultural creativity within any society. Creative cultural industries refer to an extensive area of economic activities in the form of producing and making use of information and later, presenting products through innovation and creativity (Bianchini and Landry, 1995). Creative cultural industries involve advertising, architecture, handicrafts, fashion design, movie and music industry, visual arts, publishing, software, toys and video games and radio/television. These industries are called creative and they are able to benefit from individual creativity, skill and talent as advantages in order to create wealth and job opportunities (Hawkins, 2001). In other words, creativity is a process that modifies input (individuals' intellectual capital and cultural capital) and turns them into economic and social capital. Creative cultural products are systematic modifiers that can prepare products according to consumers' needs and make them usable. Creative cultural industries can attract target consumers through the presentation of their produced cultural products. In this way, not only can they enjoy the current consumers but also, they may be able to lead in finding new domestic and foreign target population and manage the market. They may devise certain models to increase new target consumers and attempt to produce cultural products and services by making use of knowledge and technology.

Many studies have shown that in the case where cultural industries act according to the needs of consumers, they will be able to increase cultural consumption, development of cultural atmosphere and cultural capital, and consequently enhancement of cultural development in the societies (Cheng, 2006). Considering what was pointed out above, having appropriate criteria for the measurement of cultural creativity can be of great help to cultural and urban managers in the country in the way towards development. Questions such as "in various areas, cultural goods and services are in what condition?, "How much artistic or entertainment products and artifacts are being produced?, "at what level are the services and products being presented?, "Is there a match between the level of creativity/production and consumer requests? and many other scan provide valuable information on urban management and development. In the current study, six major aspects including books, translations, periodicals, artistic products, handicrafts and entertainment, cultural services and virtual cultural products have been taken into consideration in order to have a measurement on the rate of cultural creativity (Abdi et al., 2015).

Methodology

In the current study, confirmatory factor analysis was applied to test aspects, components and indicators involved in the measurement of cultural creativity. In order to do this, aspects and components involved in the measurement of cultural creativity in the areas of cultural creativity and production were categorized into 6 major aspects and 20 components according to models such as Measurement of Cultural Development (UNESCO, 2000), the one presented by the Iranian Supreme Council of Cultural Revolution (2003) and the Measurement of Cultural Development (Abdi, et al., 2014). Later, a questionnaire was prepared by the researcher and presented to the population in order to test and get conformation. In the end, the final model of measurement for cultural development was presented after the collection of questionnaires and analysis of the data.

Population of the current study was all graduate Ph.D. holders majoring in Management and Cultural Administration and Ph.D. candidates in their second years or higher, Islamic Azad University (Science and Research Branch And Isfahan Branch). The reason for such choice was their knowledge and expertise in areas of cultural management and planning. In addi-

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tion, simple random sampling technique was applied to select the sample for investigation. Considering the fact that the size of population was known, Cochran formula was applied for the purpose of selection of the sample. Since the value of the dependent variable was between 0 and 1 and that

$$n = \frac{NZ^2\frac{\alpha}{2}pq}{d^2(N-1) + Z^2\frac{\alpha}{2}pq}$$

Cochran formula for determining the sample size can be presented as follows:
Assumptions:

1. p %95, Z=1.96, p=q=0.5, pq=0.025
2. N= 84
3. d=0.14

$$n = \frac{84 \times (1.96)^2 0.5 \times 0.5}{(0.14)^2(84-1) + (1.96)^2 0.5 \times 0.5} = 31.181818 \sim 32$$

Therefore, the sample size for the current study can be shown as follows:

$$n = 32$$

From the above, it can be seen that the sample size is higher than 32. Therefore, sample size for the current study was determined to be 34, which was selected according to simple random sampling technique.

Validity and reliability

With regard to the validity of the questionnaire used in the current study, content and face validity were investigated. The questions in the questionnaire were designed according to the findings of the initial segment of the study (Grounded Theory). By having in mind that in the application of Grounded Theory methods, opinions of experts and the elite are taken into consideration, it can be argued that the questionnaire used in the current study has a high level of face and content validity. In addition, Cronbach Alpha coefficient for the questionnaire was determined as 0.98, suggesting that the questionnaire had a high level of reliability.

Data analysis

In order to analyze the data collected, confirmatory factor analysis was performed by the use of Lisrel software. In the first step, factor loadings for all indicators, components and dimensions involved in the measurement of cultural development were investigated. Factor loading shows the strength of the relationship between factors (hidden variables) and visible variables which ranges from 0 to 1. In the case where factor loading is below 0.3, the relationship is considered very weak and negligible. Factor loading between 0.3 and 0.6 is reasonable and if it is more than 0.6, it is considered very appropriate. Diagram 2.4 shows the factor loading obtained for the indicators involved in the measurement of cultural development. In the second step, t-value was implemented in order to determine the meaningfulness of the relationship between the variables. Bearing in mind that $p<0.05$, correlations will be considered significant in the case where the factorial loadings appear to have values less than 1.96, leading to the removal of the variables. Since the significance of a correlation requires the absolute value of the correlation coefficient to be higher than 1.96,, it could be concluded that the correlation between the variables in the study turned out to be significant.

According to Table 1, all the coefficients estimated for paths related to cultural innovation and production are significant. The value of standardized parameter for all indicators of cultural innovation and production are in an acceptable rate. In addition, it can be seen in the above table that the value of t for all indicators is above 1.96, leading to the conclusion that the correlation between the variables is significant. Therefore, all indicators of cultural innovation and production are confirmed at this stage.

Result

According to the findings in the current study, books and its indicators were confirmed in the field of cultural creativity and production. As shown inTable 2, the strength of factor loading related to cultural creativity and production on books was determined to be 1.00 and its significance = 8.25. Confirmatory factorial analysis

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Parameter / Items and factors	T	Standardized parameter	SEM	Estimation of b
Books				
Circulation	-	0/48	0/77	0/53
Titles	6/30	0/49	0/76	0/50
Translation				
Circulation of books translated into Persian	-	0/62	0/62	0/61
Circulation of the books translated from Persian into other languages	7/73	0/62	0/61	0/59
Newspapers and magazines				
Circulation of the major national newspapers	-	0/60	0/64	0/62
Circulation of the major international newspapers	8/00	0/57	0/68	0/57
Circulation of the major local newspapers	8/66	0/63	0/60	0/71
Circulation of magazines and periodicals	8/87	0/65	0/57	0/76
Cultural products				
Production of movies, TV series, etc.	-	0/59	0/66	0/62
Production of music albums and other forms of artistic products	8/25	0/59	0/65	0/65
Production of high-quality international products in the field of arts and culture	8/76	0/64	0/59	0/70
Production of equipment related to entertainment, sport, and toys	8/56	0/62	0/61	0/73
Production of handicrafts	7/76	0/55	0/70	0/55
Cultural services				
Number of cultural festivals held nationally and internationally	-	0/66	0/57	0/66
Number of cultural activities performed nationally and internationally	9/48	0/70	0/51	0/70
Number of cultural and artistic exhibitions held nationally and internationally	9/56	0/71	0/50	0/73
Virtual cultural products				
Number of online newspapers and magazines	-	0/63	0/60	0/64
Number of entertaining and educational software produced	9/35	0/69	0/53	0/69
Number of electronic books published	3/27	0/44	0/82	0/43
Number of websites, blogs, etc.	4/66	0/53	0/72	0/56

Table 1. The impact of endogenous latent variables on the observed variables, Y (LAMBDA-Y, yλ)

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Factors related to cultural production			
Books	8/25	1/00	0/99
Translation	9/31	0/87	0/85
Newspapers and magazines	10/37	0/98	0/96
Cultural products	10/37	1/00	0/97
Cultural services	10/29	0/87	0/86
Virtual products	10/63	0/95	0/96

Table 2. The impact of exogenous latent variables (ξ, KSI) on endogenous latent variables (η, ETA).

showed that all the paths are significant within the probability of 95%. In addition, the significance coefficient of 8.25%shows strong correlation between the variables. Consequently, the component related to books was presented with two major indicators (circulation of books published in a year and the number of books authored) in the final model of measurement for cultural development. Book is considered as a strategic cultural product, playing a major role in the transfer of values, knowledge, skills and techniques to younger generations in addition to the training of knowledgeable, innovative and creative individuals. Nowadays, one of the oldest and most important indicators of cultural development across the globe is the circulation of books and people's views towards newly published books. In models presented for the measurement of cultural development including UNESCO (1997, 2000, 2004,2011), Stanley (2001), Hawkins (2001), Hong Kong (2005), Verbano (2007), Supreme Council of Cultural Revolution (2003, 2010), Farahani (2009), Rashidpour (2010), the impact of books on the measurement of cultural development was approved.

Investigating the findings confirmed the component of translation and its indicators. According to Table 1, the strength of factor loading related to cultural creativity and production on translation was 0.87 and significance = 9.3. Confirmatory factorial analysis confirmed that all paths are significant (probability of 95%). In addition, the coefficient of significance equal to 9.31 points to the strong and significant correlation between the variables. Bearing this in mind, the component of translation was presented in the final model of measurement for cultural development which has two indicators (circulation of books translated into Persian and those published in Persian into other languages).

Translation is one of the major elements in the cultural transformation of Iranian society, especially over the last century. In fact, translation has played a key role in familiarizing Iranians with modern culture and social life in addition to changes and innovations in various branches of science. On the other hand, the role of Iranian translators and authors in making the Iranian culture and civilization known to other societies and cultures is of great importance too. Cultural managers and planners know that translation is in the form of medium that acts to transfer science, technology and cultural elements in the modern world and can be considered a cultural requirement because it facilitates the process of communication between nations. In models presented for the measurement of cultural development including UNESCO (1997, 2000)()and Reashidpour (2010), the impact of translation on the measurement of cultural development were noted.

Investigating the findings on the component of newspapers and its indicators confirmed the component. According to Tables 4 to 6, the strength of factor loading related to cultural innovation and production on newspaper and its components was determined to be 0.89

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with significance = 10.37. Confirmatory factorial analysis showed that all paths are significant (probability of 95%) and the coefficient of significance pointed to the strong correlation between the variables. Therefore, the component of circulation of newspapers and journals having four components (circulation of major national newspapers, major international newspapers, major local newspapers and magazines and periodicals published in the year) was determined as the third component of cultural creativity and production.

Development requires educating, informing and preparing public opinions in order to make use of material and immaterial potentials. In this regard, newspapers with their informing, educating and entertaining functions can be considered to be the major parameters of cultural development. The modern societies play a significant role in increasing individuals' awareness by producing and distributing information. Having known their importance, cultural managers and planners make use of newspapers as popular and inexpensive media and driving force among people in order to attain cultural development. Therefore, dealing with the issue of newspapers, it is of great importance in designing models for the models of cultural development. In models presented for the measurement of cultural development such as UNESCO (2000, 2004, 2009), Hawkins (2001), Canada (2001), Stanley (2001), Hong Kong (2005), Canada (2011), Supreme Council of Cultural Revolution (2003, 2010), Farahani (2009) andRashidpour (2010), the impact of such factors was noted.

Production, storage and maintenance of knowledge, civilization and human thoughts are among the major characteristics of cultural products. Valuable spiritual heritage of human beings can be enhanced and distributed widely by making use of cultural products such as books, newspapers, movies, music, etc. In the model presented for the measurement of cultural development, it should be noted that creativity in the production of cultural products can enrich the culture of a society and enhance the identity issues there on one hand and play a major role in economic development and creation of job opportunities on the other hand. According to the participants, cultural creativity and producing such products, especially those presenting higher standards of Iranian culture and arts such as highly-prized movies, collection of poems or a novel, not only leads to economic success but also portrays a real picture of the Iranian society in the best way possible. This is an act that cannot be done even by spending millions of dollars or holding a large number of international seminars and festivals. In addition, special attention has to be paid to handcrafts that have played a major role both in establishing identity and economic success. The impact of creativity and its factors on the production of cultural products has been notified in a variety of models and studies presented for the measurement of cultural development such as UNESCO (1997, 2000, 2004, 2009, 2012), Hawkins (2001), Stanley (2001), Daxbury (2003), Vabarnoa (2007), Hong Kong (2005), Canada (2011), Supreme Council of Cultural Revolution (2003, 2010), ()Farahani (2009) and Rashidpour (2010).

Furthermore, findings in this study confirmed the impact of creativity and production of artistic, entertainment and handicraft productions. As shown in Table 2, the strength of factor loading related to cultural creativity and production on artistic products and its components was determined to be 1.00 with significance = 10.29. Confirmatory factorial analysis showed that all paths are significant (probability of 95%) and significance = 10.29 showed the strong significant correlation between the variables. Therefore, creativity and the production of artistic products was presented with 5 indicators in the final model of measurement for cultural development.

The component of cultural services and activities together with the related indicators in the field of cultural creativity and production was confirmed in the final model. According to

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Table 2, the strength of factor loading related to cultural creativity and production on books was determined to be 0.87 and significance = 10.29. Confirmatory factorial analysis showed that all paths are significant (probability of 95%) and the coefficient of significance equals 8.25, showing that a significant correlation exists between the variables. Accordingly, the component of cultural services and activities was presented in the final model, having three major indicators (national and international cultural festivals held within a year, national and international cultural activities, and the number of national and international cultural exhibitions held).

Nowadays, the fast development of communication and electronic technologies has caused the arrival of a new wave of electronic books, software such as games, entertainment or education, and electronic versions of periodicals or newspapers in cultural markets. Such products have faced warm welcome from different social groups. Mass production, being inexpensive, and having simple technologies on one hand, the attraction of such products have led cultural managers and planners to have a special look at this issue. That is because electronic versions of cultural products not only have all advantages of traditional cultural products, but also enjoy the advantage of easy access. Investigating the findings resulting from the analysis of data in the second stage confirmed the correlation between creativity and production of electronic versions of cultural products as a component in the model of measurement for cultural development. As shown in Table 2, the strength of factor loading related to cultural creativity and production, on the factors involved in electronic cultural products was determined to be 0.95 and significance = 10.63. Confirmatory factorial analysis showed that all paths are significant (probability of 95%) and the coefficient of significance equal to 10.63 pointed to a strong significant correlation between the variables. Therefore, the component of cultural creativity and production of electronic products was presented in the final model having four major indicators (electronic periodicals and newspapers, entertainment software, electronic books, and websites or blogs.

Cultural creativity as an effective factor in cultural development is a process that helps in making the cultural dreams come true. Wishes, identity, beliefs and values of an individual or a group of people can be best performed in the form of cultural products or services. In fact, all cultural products or services have special immaterial value in addition to having material one.

Conclusion

As a result of having a relatively young population on one hand, permanent need of people for cultural products that is increasing all the time by development in technologies, and being intertwined with everyday life, Iranian society needs to do more work in the field of cultural creativity and the production of new cultural products. Paying no attention to such need results to the massive import of cultural products from other culture and the introduction of some unwanted or undesirable cultural elements in the country. On the other hand, lack of an integrated system for the evaluation of cultural products and services has made cultural managers and planners to be faced with a major challenge in the development and evaluation of plans for cultural development. According to the findings in this study that was performed with the aim of presenting indicators that are important in the measurement of cultural development in the field of cultural creativity and production, the indicators were classified into six groups which include the circulation of books authored, circulation of books translated, circulation of magazine and periodicals published, the rate of production of artistic, entertainment, sport and handicraft products, cultural services and activities, and the rate of production of electronic cultural products.

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