

*City's Study Construction: Considerations for Application of Wenzhou (China)
Creative City*

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The Asian Conference on Arts & Humanities 2023
Official Conference Proceedings

Abstract

City's Study, as the usage of design thinking in Wenzhou urban construction, has had a great development. It has significant guidance for the application of Wenzhou Creative City. This paper aimed to draw the considerations of City's Study for Creative City construction and adopted the mixed method paradigm in the study. The researchers found out that as the City's Study has various functions such as culture, entertainment, and leisure, rather than being limited to cultural functions, it has an obvious promoting effect on residents' learning and studying. This provided an advantaged position for the urban cultural construction in Wenzhou and promotes the construction of the City's 15-minute Cultural Circle due to the usage of design thinking in city construction. The findings can be used by the Wenzhou government in China to support Creative City Construction. The outcome was to take design thinking and people-oriented thought in other areas of city construction such as business and policy-making, which can be a huge boost for the application of Wenzhou Creative City and other cities can take it into consideration as well.

Keywords: Wenzhou, City's Study, Creative City, Design Thinking, Enhancement

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Introduction

Reading space, as the key object of the continuous construction of the public cultural service system in recent years, has become a hot spot in the exploration and research of Public Library (Wu et al., 2021). Under that kind of situation, City's Study, which solves the problem of uneven and inadequate library services to a certain extent, is a new trend in the development of urban public reading space.

Since 2014, Wenzhou has started the exploration of the City's Study. From the establishment of the first City Library to the publication of the City's Study Service Specifications, Wenzhou has generated its unique "Wenzhou experience," which also provides a new path for the national public cultural Service system.

Wenzhou is preparing to apply to United Nations Educational, Scientific, and Cultural Organization (UNESCO) to become a World Creative City. It is a new type of city form and development model that emerges from the background of economic globalization promoted by industrial transfer and industrial upgrading, accompanied by urban renewal and the rise of creative industries. According to UNESCO (2017), The UNESCO Creative Cities Network covers seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music (para.4). City's Study, as a result of the construction of Wenzhou's public cultural system, it not only meets the reading needs of Wenzhou residents but also becomes a name card of Wenzhou. Simultaneously, City's Study in Wenzhou well reflects the use of design thinking in public space, and its experience can be used as a typical reference for Wenzhou to apply for a World Creative City.

Through the intensive analysis of the user needs of the City's Study, identifying its subsidiary functions and making a clear position, so as to make it better serve the society, promote the urban development of Wenzhou, and improve the construction of a World Creative City. This study investigates the City's Study as the starting point to analyze the benefits it brings to Wenzhou's urban development and to find out its guiding significance for the application of Creative City.

Statement of the Problem

The problem to be addressed through this study is an enlightenment of City's Study to Creative City construction. In other words, it tries to solve the following questions in detail:

1. How the establishment of the City's Study in Wenzhou has stimulated cultural reading and learning for residents?
2. What other functions does the City's Study provide instead of cultural function?
3. What new ideas does the City's Study bring to the development of Wenzhou?
4. What is the guiding significance of the establishment experience of the City's Study to the construction of Wenzhou Creative city?

Objectives of the Study

The study aims:

1. To evaluate the effectiveness of the City's Study for increasing residents' learning and reading.

2. To identify the functions the City's Study has.
3. To understand new ideas brought by the City's Study for the development of Wenzhou.
4. To find out the significance of the establishment experience of the City's Study to the construction of Wenzhou Creative city.

Research Locale

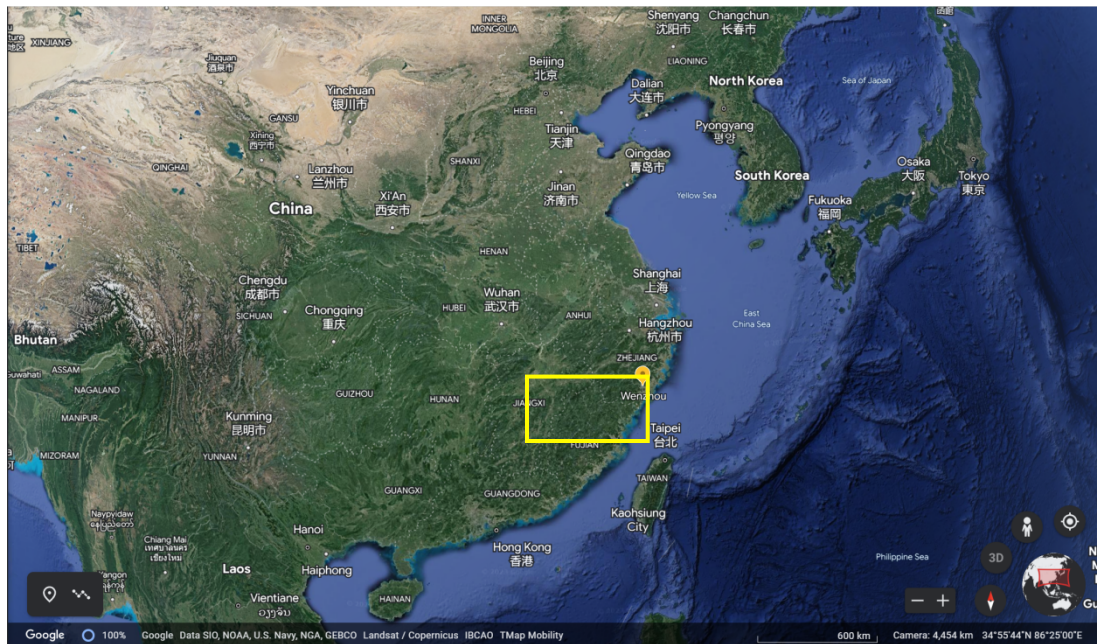


Figure 1. Wenzhou City Locale (Google Earth, 2023)

The location of Wenzhou, China is highlighted in Figure 1 with a yellow square. It is in the southeastern part of People's Republic of China and belongs to Zhejiang Province.

Operational Definition of Terms

Reading Space. Relying on a variety of approaches and power, to provide a specified place for people to read.

Creative City. It is a concept that argues creativity should be considered a strategic factor in urban development (David, 1998). In addition to cities being efficient and fair, a creative city provides places, experiences, and opportunities to foster creativity among its citizens.

City's Study. Self-service public libraries are led by the government and co-operated by social forces, relying on central libraries at all levels, using automated equipment and radio frequency identification technology (RFID) to achieve unified services, and having 24-hour opening conditions (Zhejiang Administration for Market Regulation, 2019; Wenzhou Library, 2023).

Unified services. A model in which public libraries of different levels and sizes in the same region provide services through comprehensive sharing and unified management of resources such as literature, technology, and staff in the process of business operation and management according to the same rules and standards (Zhejiang Administration for Market Regulation, 2019).

Conceptual Framework

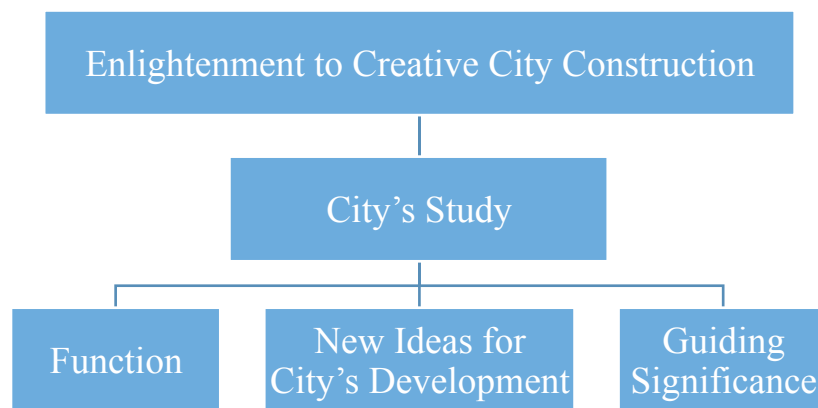


Figure 2. Schematic Diagram of the Conceptual Framework

This study adopts the concept maps model as the conceptual framework. Figure 2 shows the schematic diagram of this study. Effectiveness for increasing residents' learning and reading is the most basic evaluation criterion of the City's Study's function. And the other functions it has will bring new ideas for Wenzhou development and find guiding significance for Creative City construction then. The guiding significance and new ideas it brings are vital independent variables of the research's dependent variable, enlightenment to Creative City Construction.

Research Methods

Research Design

The research problem of this study aims to find out the enlightenment for Wenzhou Creative city application on the views of the City's Study construction and assessing the residents degree of familiarity of reading space . The research question focuses on the roles that City's Study plays and the function it has. And gain experience from the construction of the City's Study for Wenzhou's development and Creative City application. Hence, this research adopts the mixed method as mentioned via Creswell and Creswell (2017). It will obtain the primary data through investigation. Besides, the collected data will be used in evaluating the effectiveness of the City's Study and identifying its functions. For the sampling strategy, the main target population is the residents in Wenzhou, the sampling itself is simple random sampling, and the sampling approach is a random online questionnaire survey. As shown, it is believed that "what" and "how" questions would be best addressed by using a survey method as a research design. The researcher will collect, display and analyze the research data at an objective level to make sure the result is reliable and convincing.

Participant and Sampling

The main target population for this study is the residents of Wenzhou. The research collected questionnaire responses from 124 participants and conducted data analysis. The researcher uses simple random sampling, and the sampling approach is a random online questionnaire survey. In order to make the questionnaire more targeted, question correlation is set in the questionnaire, that is, participants' answers to the questions will affect the presentation of their questions, so as to better conduct survey research and data collection.

Research Instrument

The research used an online self-made questionnaire, which includes closed-ended and open-ended questions. It has single choice question, multiple choice questions, multiple-answer choice questions, scale selection questions and short answer question. Also, to make the survey more accurate, multiple choice questions also give participants the option to fill in their own opinions and thoughts. The questionnaire will be divided into two parts by the choice of participants: evaluation for the public library and City's Study.

Data Analysis

The collected data can directly satisfy the first two research purposes: evaluate the effectiveness of City's Study for increasing residents' learning and reading (objective 1), and identify the functions that City's Study has (objective 2). Then, integrating the collected data and conducting the descriptive analysis can understand new ideas bring by the City's Study for the development of Wenzhou (objective 3), and find out the significance of the establishment experience of the City's Study to the construction of Wenzhou Creative city (objective 4).

Limitations of the Study

The limitations of the study contains three aspects. First, most of the participants are not from Wenzhou. Therefore, they do not know enough about the City's Study, and may not even know it. Second, due to the limited time and the limited scope of questionnaire distribution, there are not many valid questionnaires for the research. Third, the questionnaire is only designed to ask questions about the City's Study, and the correlation between it and the creative city can only be analyzed and established by researchers.

Ethical Issues

In any process of this research, ethical issues will take top precedence. In this study, the researcher explains clearly the purpose of study before data collection. In addition to that, those data and participants' personal information will not be disclosed. The confidentiality and anonymity of the respondents will be maintained and their views will also be respected. And all responses from the surveys will be bounded by ethical considerations. Lastly, the researcher will not use their private information for other use other than this study or give out their private information to others.

Results and Discussion

There were a total of one hundred twenty-four (124) respondents included in the survey. Below are the results of the survey and a discussion about the presented data.

Wenzhou Residency

Table 1. Responses on residence location

	Wenzhou Residents	Non-Wenzhou Residents
Frequency	18	106
Percentage	14.52%	85.48%

The respondents' basic information is only focused on whether they are Wenzhou Residents. According to Table 1, only a small amount (14.52%) of respondents are from Wenzhou, and a majority (85.48%) of them are Non-Wenzhou Residents.

Respondents' Degree of Familiarity to the City's Study

Table 2. The basic response to the "City's Study"

Categorical Item	Whether have heard of the "City's Study"				Whether have been to the "City's Study"			
	Yes		No		Yes		No	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Wenzhou Residents	15	83.33%	3	16.67%	2	11.11%	16	88.89%
Non-Wenzhou Residents	36	33.96%	70	66.04%	8	7.55%	98	92.45%
Total	51	41.13%	73	58.87%	10	8.06%	114	91.94%

Table 2 is a basic research result of the "City's Study" based on the responses of Table 1. It aims to give an overview of the respondents' degree of familiarity with the City's Study. As the City's Study was initiated and promoted by Wenzhou, it is obvious that the Wenzhou residents (83.33%) have heard of the City's Study much more than Non-Wenzhou residents (33.96%). And the gap is quite large which accounts for nearly more than half. However, whether Wenzhou residents or Non-Wenzhou residents, the total number of people who have visited the City's Study accounts for only 8.06 percent of the respondents, only 10 people. And there is 58.87 percent of the respondents had neither heard of nor been to the City's Study.

Figure 3 shows the frequency of respondents' visits to the City's Study among the people who have heard of it. A great majority (80.39%) of them just heard about it, but they have never been to the City's Study. And among the 10 people who have visited the City's Study, 7 of them just visit is once a month. Only 1 people go there twice a week.

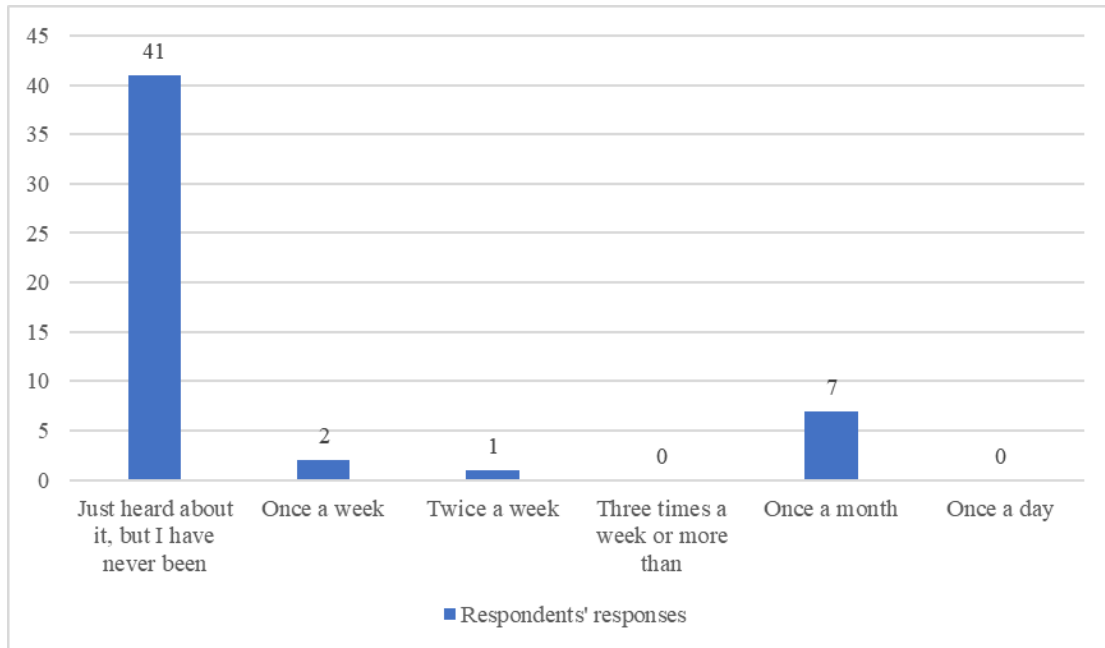


Figure 3. The frequency of respondents' visits to the City's Study

Respondents' Degree of Familiarity to the Public Library

Considering that most respondents may not be familiar with the City's Study, correlation questions are set in the questionnaire to understand their comparative familiarity with the Public library, as shown in Figure 4. It can be seen that nearly half of them (45.61%) never go to the Public Library. And for most people (67.74% of the respondents who go to the Public Library), once a month is the most frequent visit to the Public Library. Only 0.88 percent of respondents go to the Public Library every day.

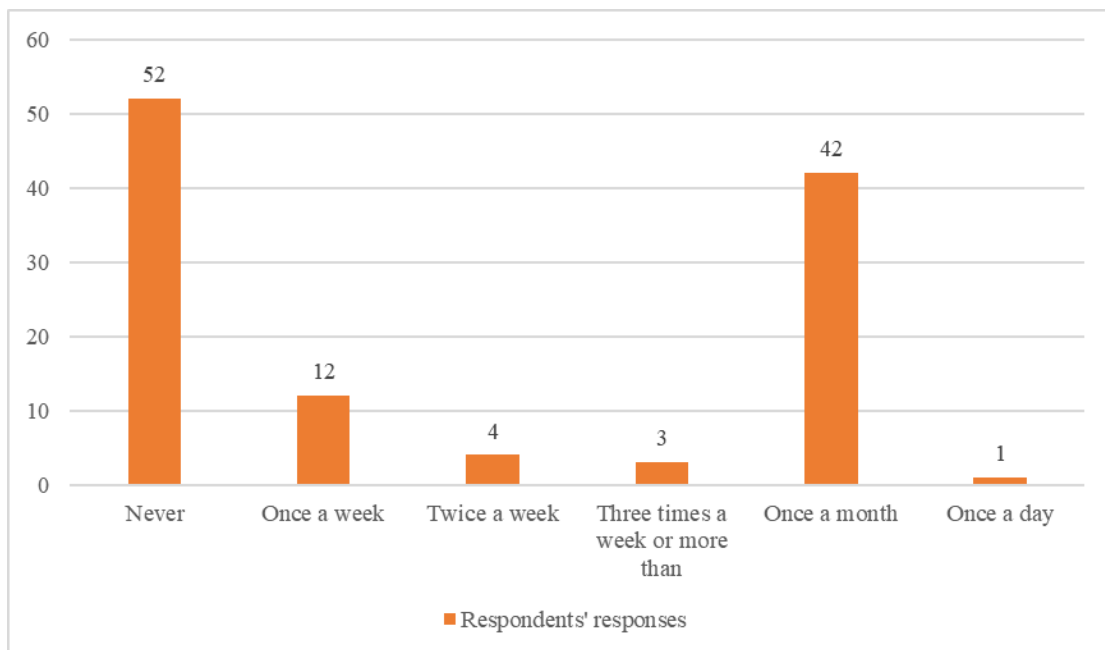


Figure 4. The frequency of respondents' visits to the Public Library

Public Library Problems

Among the people who never go to the Public Library, they are asked to explain the reason for that. The most common answer will be “It is so far” (42.30%) and “It is not convenient” (36.54%). Also, the respondents who go to the Public Library also give the problems that the Public Library has nowadays, as shown in Figure 5. A majority of them will be influenced by decoration (58.33%) and convenience (54.17%). In addition to that, the Public Library is not good enough to meet their needs. 29.17 percent of them will think that the Public Library does not have the books they want. 45.83 percent think that it only provides book-related services and the function is too simple.

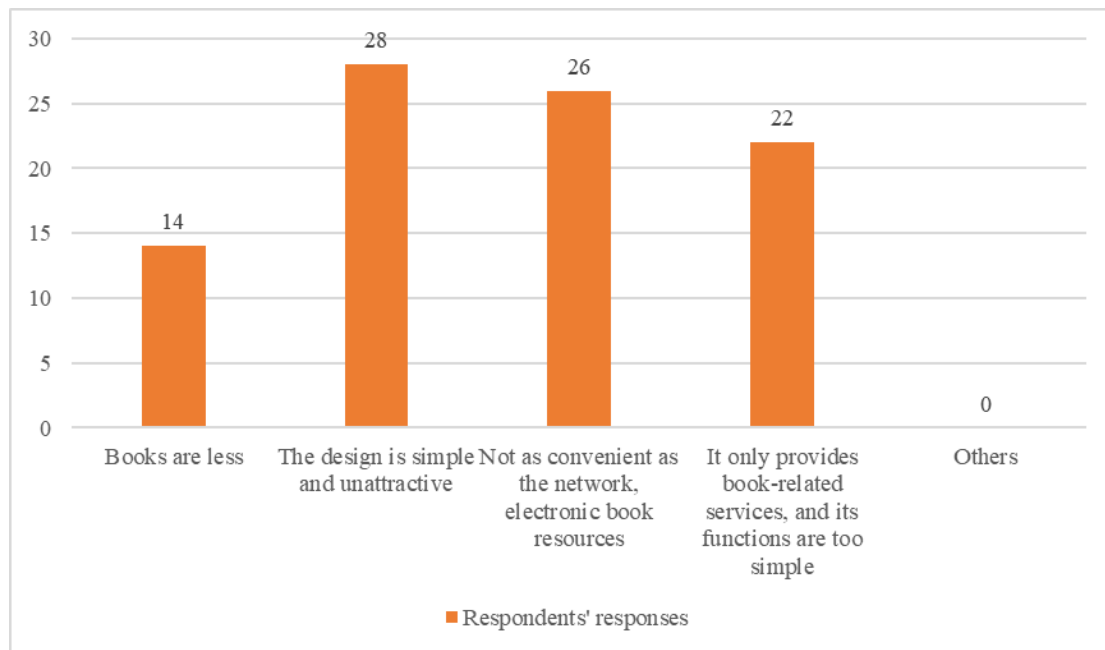


Figure 5. The problems existing in the Public Library nowadays

Comparative Advantage of the City's Study

Respondents think that City's Study is much more convenient compared to the traditional public library. City's Study has wider distribution to build the '15 Minutes Cultural Circle' (Zhang, 2021; Wu et al., 2021), which means that residents can find at least 1 public cultural Library and two public cultural spaces walking from their homes in 15 minutes. Due to the specified design style, for instance, Zhang and Jiang (2022) mentioned that City's Study has a specific decoration theme to suit the trend of cultural and tourism integration, 40 percent of respondents think that it can be a place to take photos and share on the Internet, according to Figure 6. More than half of them think that the City's Study has both a cultural function (70%) and a recreation function (80%). In addition to that, 30 percent of the respondents think that it can provide a venue for parent-child interaction and host activities and competitions.

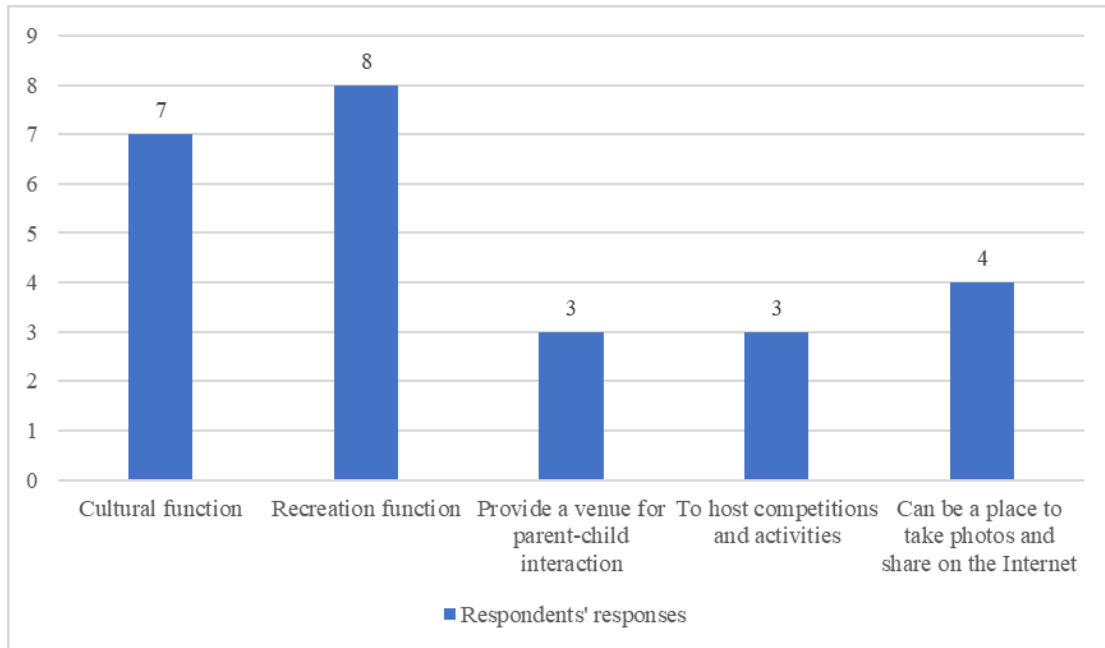


Figure 6. Functions of the City's Study

General Evaluation of the Reading Space

Table 3 is the respondents' evaluation of the City's Study and the Public Library. Respondents are satisfied with both reading spaces that they have been to. And the City's Study has a higher degree of satisfaction than the Public Library.

Table 3. Evaluation of the Reading Space

Item	Mean	Interpretation
Degree of satisfaction with the Public Library you have been to	3.50	Satisfied
Degree of satisfaction with the City's Study you have been to	3.79	Satisfied
Average	3.645	Satisfied

And when respondents are asked the question that "If there is a public library that is designed according to a specific theme, has a unique style of decoration, and provides self-catering service 24 hours a day, would you prefer to go to this kind of library for various activities such as studying and reading?," the vast majority (89%) of them choose to will go there for studying and reading, as shown in Figure 7. This is a potential choice of the "City's Study," which shows the City's Study has a better satisfaction and attraction of the respondents indeed.

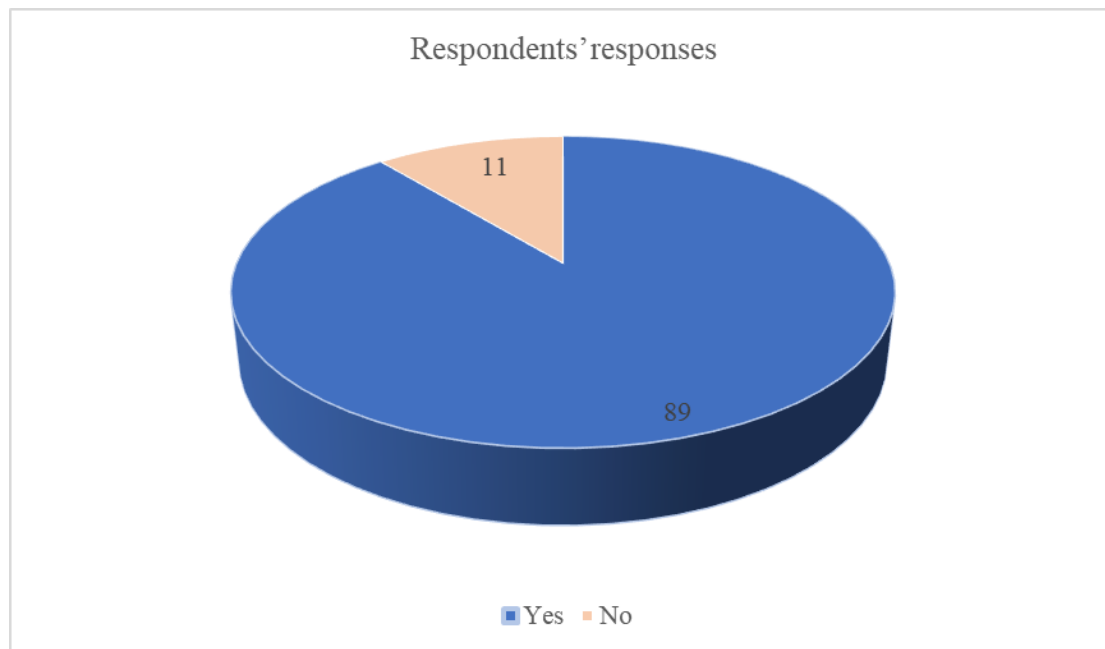


Figure 7. Choice of a Potential City's Study

Conclusion

The study was conducted primarily to: (1) evaluate the effectiveness of the City's Study for increasing residents' learning and reading; (2) identify the functions the City's Study has; (3) understand new ideas brought by the City's Study for the development of Wenzhou; (4) find out the significance of the establishment experience of the City's Study to the construction of Wenzhou Creative city.

The City's Study has great effectiveness for increasing residents' learning and reading, and it also has the potential effect on encouraging the people who never go to the Reading space to go there for studying and learning. The cultural function is the primary function of the City's Study. It has a recreation function as well. In addition to that, it also can be a place to host competitions, activities, and parent-child interaction.

The City's Study did a fantastic job in Wenzhou's urban cultural development and promote the construction of the City's 15-minute Cultural Circle, getting full recognition of the innovative model of the provincial government (Li, 2020; Duan & Xiong, 2020). This is a great innovation of Wenzhou city cultural construction and has achieved fruitful results, which are meaningful for both government and residents. The construction and development experience of the City's Study can be taken in other areas of development in Wenzhou, which can bring new ideas for the development of Wenzhou. City's Study is an excellent example of design thinking in urban construction. Hence, this can be a considered to put design thinking and people-oriented thought into use in the future Creative City construction to help Wenzhou apply for it.

The below recommendations are based on the conclusions and displayed to strengthen the study.

1. This research can be taken as a footstone of the research on City's Study and Creative City on the sides of culture.

2. Other cities around the world can learn from Wenzhou's City's Study construction experience as well. This framework can also be applied in other cities' process of urban development and Creative City application;
3. This study can be developed by engaging more local residents' responses and more participants in the study. It can take a more objective and quantitative approach to measure and design;
4. Future work can focus on relative and interdisciplinary research. For instance, design thinking in other areas of city development is an essential point, to begin with.

Acknowledgements

Thanks for my instructor Rose to help me revise and keep me move. Thanks for all the participants engaged in this study. I really appreciate your contributions.

Appendix

Questionnaire survey on the guiding experience of City's study construction experience for Wenzhou Creative City application

1. Are you from Wenzhou?

A. Yes

B. No

2. Have you ever heard of the "City's Study"?

A. Yes

B. No

Notice: The following questions will be presented according to the different answers to the previous questions

3. [This depends on choice A on question 2]

If you have heard of "City's Study", how often do you go there?

A. Just heard about it, but I have never been.

B. Once a week

C. Twice a week

D. Three times or more than three times a week

E. Once a month

F. Once a day

4. [This depends on choice A on question 2 and choice A on question 3]

How often do you go to the public library?

A. Never

B. Once a week

C. Twice a week

D. Three times or more than three times a week

E. Once a month

F. Once a day

5. [This depends on choice A on question 4]

What's the reason you never go to the public library?

6. [This depends on choice B/C/D/E/F on question 3]

Item	A. Very Dissatisfied with Most	B. Dissatisfied with Most	C. Most are common	D. Satisfied with Most	E. Very Satisfied with Most
Are you satisfied with the City's Study you have visited?					

7. [This depends on choice B/C/D/E/F on question 4]

Item	A. Very Dissatisfied with Most	B. Dissatisfied with Most	C. Most are common	D. Satisfied with Most	E. Very Satisfied with Most
Are you satisfied					

with the public library that you have visited?					
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8. [This depends on choice A/B/C/D on question 7]

What problems do you think exist in public libraries today? (Multiple Response)

- A. Books are less
- B. The design is simple and unattractive
- C. Not as convenient as the network, electronic book resources
- D. It only provides book-related services, and its functions are too simple
- E. Others _____*

9. [This depends on choice A/B/C/D/E on question 6]

What other functions besides cultural functions do you think the City's Study you have been to provide ? (Multiple Response)

- A. Cultural function
- B. Recreation function
- C. Provide a venue for parent-child interaction
- D. To host competitions and activities
- E. Can be a place to take photos and share on the Internet
- F. Others _____*

10. [This depends on choice A/B/C/D/E/F on question 9]

What do you think is the innovation or creation of City's Study compared to traditional public library?

11. [This depends on choice A/B/C/D/E on question 8 and choice A on question 4]

If there is a public library that is designed according to a specific theme, has a unique style of decoration, and provides self-catering service 24 hours a day, would you prefer to go to this kind of library for various activities such as studying and reading?

- A. Yes
- B. No

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