Identifying the Components of Cultural Development; A Qualitative Investigation on Cultural Centers with a Hierarchical Analysis Approach

Abstract

Today, the category of culture development is one of the most crucial aspects of the social system; for this reason, the role of cultural centers can be considered. Examining the effective indicators in the operation of these centers is an issue worth pondering. This study is a qualitative research based on grounded theory and the research community consists of ١٠ experts in the field of cultural development. In the next step, the weighting and ranking of indicators was accomplished with the hierarchical method (AHP); furthermore, the questionnaire of this research has been prepared, distributed and collected. The quantitative section was carried out based on the Karjesi and Morgan model in the community of cultural experts consisting of ٢٩٨ center managers. The analysis of the findings from the interview showed that the basic components of cultural centers include religious and devout, employment, national and local, clothing, health, research, lifestyle, technology and communication. The results of the research by applying the hierarchical method (AHP) specify that the religious and spiritual index was the first priority and the national and local indicators, coverage, lifestyle, health, research, technology, communication and incompatibility rate were the second to eighth priorities. In addition, the average of each of the indicators confirms that the variables of clothing, religion, research, health, employment, technology, lifestyle and national and local indicators respectively have the highest averages, which these results display, this phenomenon is due to the existence of a gap between managers and decision-makers of educational centers and executives.

Research aims:

١. Reviewing the components of cultural development.

٢. Scrutinizing the gap between managers and decision-makers of educational centers and executives.

Research questions:

۱. What is the association between the components of cultural development?

۲. What factors exist in the gap between managers and decision-makers of educational centers and executives?

Keywords: cultural development, hierarchical method, prioritization indicators, foundation data analysis.

Introduction

The issue of cultural development and allocating with its obstacles in Iran, to the three Iranian-Islamic and Western paradigms, have acted in such a way that, in addition to preserving the rich cultural resources of Iran and Islam, it does not hinder the ignorance of modernity and does not act in a way that to be considered as people with frozen thoughts, traditionalists and strangers to the development of contemporary civilization. Also, cultural development should be formed by relying on cultural values and existing structures. The endogenous approach to development requires a socio-cultural context in which the development takes place as well as the conditions related to that particular culture and this approach guarantees the integration of development and social and cultural structures. Hence, the purpose of this research is to identify the components of cultural development. Accordingly, the issue development and the reasons behind it will be discussed, then briefly the role and importance of this feature recent decades will be analyzed. Further on by analyzed culture, a definition of developmental culture will be presented. Also, the concepts of cultural, economic, human, political and social development are investigated. Finally, according to the research problem, hypothesis and research questions are proposed and a conceptual model is presented. Basically, the development of fundamental change is considered one of the economic, social and cultural variables of every society in which one of the pillars of its comprehensiveness in solving the economic and social imbalances within the regions. In this sense, the fair distribution of development facilities among the majority of the population are one of the vital features of a healthy and dynamic economy, and in order to achieve this, planners focus on reducing inequalities and imbalances through the implementation of numerous deprivation-removal programs. In addition, they emphasize the compilation of efficient and realistic programs.

Development is a very broad concept with economic, social, cultural, military, humanitarian and sustainable dimensions. Between the types of development, there is mutual relationship and coordination. In order to achieve progress, all types must reach harmony and agreement. The necessity of studying and investigating these areas is to understand their characteristics and remove any present obstacles; also to aid the progress and development of the society as its well-being all is not hidden from anyone, and this shows the close connection between development and the most vital areas of the people's lives in every society. In general, the scientific and rational approach is to consider all aspects of development, i.e. cultural development, social development, legal development, political development, scientific development, economic development, human development and ecological development in a mutual relationship. According to the investigations carried out in the research literature as well as the investigations applied in cultural centers, including education, so far, no model has been observed that deals with the development of cultural centers.

Regarding the background of the current research, it should be said that so far no independent work with this title has been published so far. However, some works have investigated the components of cultural development in different centers. Salehi Amiri and others (٢٠١٨) in an article entitled "Identification of dimensions and components of cultural development in the National Library of Iran" believe that the components of "Identification and introduction of common cultural features with other countries", "Strengthening Non-governmental organizations and "dialogue between civilizations" are considered to be effective cultural factors in cultural development in the national library. In this research, there is no mention of cultural development in educational centers. Rashidi (٢٠١٥) in the sociological study of the effects of socio-economic development on ethnic identity in Mahabad city, seeks to answer questions related to "how development affects collective identity" and according to the methodological nature used to explain the causes and factors, contexts and conditions, deals with the strategies and consequences of this impact and has used the grounded theory method with in-depth interviews and field participation among the residents of Mahabad city. Development in the field of modernization and economic and technological projects has superficially changed all aspects of individual and social life and created crises on the components of Ethnic-Kurdish identity. Shahsawari et al. (٢٠١٤) in an article entitled "Research on the importance of cultural development and its effect on society's self-esteem" state that what is important in the concept of culture is mental beliefs and values that can be found in the social

relations of humans and their observed behavior and actions; furthermore, they state that cultural development has led to the self-confidence of the society and this itself plays an important role in the formation and cultural identity of the society. Cultural development in the form of giving importance to local and national values should be able to respond to the spiritual and material needs of the people of their society through cultural and social planning. Cultural policy is one of the concepts related to cultural development that has been considered in the last few decades. The goal of this phenomenon is the progress and new and systematic dynamics of the society. Finally, Ismail Kaousi (٢٠١٤) worked on the design of the development model of intercultural relations in the age of globalization and sought to identify and present the development model of intercultural relations in the era of globalization in the country. The results obtained from Friedman's test also exhibited that culture is ranked third in priority compared to the three components of political, economic, and military power; However, in the field sector, the members of the statistical community, despite considering the role of culture in foreign policy, considered the influence of culture to be less than political and economic power in this field.

Keller (٢٠١٧) in the study "Relations between Culture and Development" states that the relations between culture and development are varied and systematic. Different principles of growth and development indicate systematic cultural differences in the development of the dynamics of expansion as recognizing different paths of advancement is essential for basic sciences and a moral imperative for applied fields. Albert (٢٠١٤) in the study "The Role of Culture in Social Development across the Lifespan: An Interpersonal Relationships Approach" has highlighted some of the advantages and disadvantages of developmental cultural psychology. The method of comparing psychological phenomena in different cultural contexts considers the possibility of testing universals and paying attention to the cultural aspects of these processes; as a result, an opportunity to overcome ethnocentrism is presented along with the chance to isolate other involved variables. The purpose of our analysis is how cultural concepts reach development thinking and planning. Considering multiple cultures and development as a set of embedded cultural practices and meanings, our approach addresses issues related to how development paradigms adopt explicit cultural concepts or introduce implicit cultural norms into them. and, it is proposed. In this research, according to the presented models and development variables prevailing in cultural centers, the necessary model is also implemented based on the Grand Theory method. This

research is a assorted type of research (qualitative and quantitative) and the statistical population of this research, according to the nature of the research method, consists of two groups of people:

The statistical community, a qualitative part of the experts of this research, consists of those cultural centers that are knowledgeable about the subject of the research and can provide valuable information to the researcher; therefore, the statistical community in the current research are experts in the field of cultural development patterns with professional knowledge and experience in the field of culture, whose number is equal to ١٠ people. Statistical community of the quantitative part, simple stratified random sampling has been done. In this research, there are ١٤٥٠ experts, teachers and managers of cultural centers, of which there are ٣٠٢ according to the Kargesi Morgan table. ٣٢٠ questionnaires have been distributed, of which ٢٩٨ questionnaires were returned and analyzed. In this investigation, after carrying out the interview based on the foundation's data research principles, first the main indicators are determined, and then these indicators are determined through the questionnaire that is attached, by managers and assistants working in cultural affairs in educational centers and then by nursery teachers.

The hypotheses that this research follows are:

١. Religious dimension has a significant effect on cultural development;

٢. The employment dimension has a significant effect on cultural development;

٣. The national and local dimension has a significant effect on cultural development;

٤. The covering dimension has a significant effect on cultural development;

٥. The health dimension has a significant effect on cultural development;

٦. The research dimension has a significant effect on cultural development;

٧. The lifestyle dimension has a significant effect on cultural development;

٨. The aspect of technology and communication has a significant effect on cultural development.

Conclusion

In the first hypothesis, it was claimed that religious dimension has a significant effect on cultural development. Based on P_value ٠,٠٠٠, which is accepted at the confidence level of ٩٥٪, this claim

is accepted; Therefore, it can be concluded that religious dimension has a significant effect on cultural development. The findings of the present research are in line with the research of Reza Esmaili (٢٠١٥) and Vahid Riahi (٢٠١٥). The second hypothesis, that is, the employment dimension, was also accepted with the P-value of the employment dimension equal to ٠٫٠٠٠ at the ٩٥٪ level; Consequently, it can be concluded that the employment dimension has a significant effect on cultural development. In explaining the second sub-hypothesis of this research, it can be said that these findings are in line with the researches of Rashidi (٢٠١٥) and Marimut et al. (٢٠٠٩).

The third hypothesis, that is, the national and local dimension, was accepted with a P-value of ٠٫٠٠٠ at the ٩٥٪ level, and it was found that it has a significant effect on cultural development. These findings of the present research are consistent with Albert (٢٠١٤) and Esmaili (٢٠١٥). The fourth hypothesis, i.e. the coverage dimension, was also accepted with a P-value of ٠٫٠٠٠ at the ٩٥٪ level. It can be concluded that the covering dimension has a significant effect on cultural development. This finding is in line with the research results of Keshavarz (٢٠١٢) and Mohseni (٢٠٠٧). The fifth sub-hypothesis, i.e. the dimension of health, has a P_ value of ٠٫٠٠٠, which results in the null hypothesis of health having a significant effect on cultural development. In explaining the third hypothesis of this research, it can be said that the findings of the present research are in line with those of Rashidi (٢٠١٥), Shaheswari et al. (٢٠١٤) and Liaqtdar (٢٠١٥).

In the sixth hypothesis, the research dimension has a significant effect on cultural development. To obtain the amount of this relationship, the t-test method has been used. The results of data analysis show that the value of P_value is ٠٫٠٠٠, which means that the null hypothesis is accepted at the confidence level of ٩٥٪. Therefore, it can be concluded that research has a significant effect on cultural development. In explaining the third hypothesis of this research, it can be said that the findings of the present research, Rasouli (١٣٩١) and Kabiri Sarafizadeh (١٣٩٠) are consistent. The claim of the seventh hypothesis, i.e. the lifestyle dimension, and the secondary one, i.e. the technology and communication dimension, were accepted with the P-value of the employment dimension equal to ٠٫٠٠٠ at the ٩٥٪ level. This finding is in line with Rizvani (٢٠١٣), Esmaili (٢٠١٥), Lotfi (٢٠١٥) and Gadami (٢٠١٥) respectively.

Practical suggestions

The following executive amendments are suggested as an executive solution:

١. Strengthening the skills and competencies of the employees of cultural and educational centers;

٢. Providing a suitable platform for creating motivation;

٣. Enhancing cultivation, which is considered the engine of progress;

٣. In-service and applied training, for cultural centers, education and necessary foundation for the development of culture.

Suggestions for future research

١. This research can be carried out in other statistical communities as well, and according to the demographic, social characteristics and the requirements of the people and other effective factors can be achieved.

٢. Other researchers can compare the same issue simultaneously in other cultural and educational centers and the obtained results.

٣. Given that the purpose of this research is to examine the dimensions of cultural development based on grand theory; Therefore, interested researchers can expand each of the items extracted from Grand Tettori with another variable that can show more, including the view of intellectual capital on the issue of culture.

٤. It is recommended to the researchers to follow the issue of cultural development from the behavioral aspect to pay attention to the adaptive behaviors resulting from it.

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