

The Effects of the Local Culture Status and an Individual Cultural Capacity on Cultural Participation: Moderated Mediation Effect of Growth Mindset

Chang-Seek Lee, Ha-Young Jang

Abstract: *This study was done to investigate the moderating effect of growth mindset on the mediating effect of individual cultural capacity on relationship between local culture status and cultural participation. The subjects of this study were 229 employees of 25 workplaces in Daejeon, 2 metropolitan cities and the Chungnam province. The collected data were analyzed using correlation analysis, frequency analysis, and moderating mediation effect by SPSS and SPSS PROCESS macro. The main results are as follows. Local culture status, cultural capacity and cultural participation showed a significant positive correlation. However, growth mindset showed an otherwise negative correlation with local culture status, and did not show a significant correlation with cultural participation. Second, local culture status had a statistically significant effect on cultural capacity, and cultural capacity had a statistically significant effect on cultural participation. Therefore, the indirect effect of cultural capacity was verified. Third, the effect of moderated mediation on a path from local culture status to cultural participation via cultural capacity, was considered to be significant in low and middle groups of growth mindset. Based on the results of this study, we discussed policy measures to encourage active participation of local residents.*

Keywords : *Local culture status, Cultural capacity, Cultural participation, Growth mindset, Moderated mediation effect*

I. INTRODUCTION

Modern society has improved its standard of living with a continual economic boom, and people have invested time and interest as an investment in their cultural heritage, and power in the field of economic growth in order to attract more capital [1]. As a result, we are able to lead a more affluent life in most developed countries. However, it is also true that the national economy has grown to a high level and the people have become materially rich, but the feeling of happiness felt by individuals has decreased rather significantly, because of a lack of cultural growth and collective cultural attitude. Happiness has a significant correlation with matter, but it is merely a feeling of happiness and means that people need to include additional events and designs in order to live happily. Reflecting on this thought, it is safe to say that modern people prefer to participate in community based socio-cultural

activities, as a way to improve their quality of life and collective outlook in the community [2].

In the modern society, the government began to implement socio-cultural policies in order that cultural arts activities can be included in the lives of modern people living together in communities. As a result of this, in order for all citizens to be able to enjoy all cultures equally regardless of gender, religion, race, generation, region, social status, economic status or physical condition, there were various policies which were implemented for the culture to improve the quality and to play an important role in the development of the national society through the action of increasing the value and status of culture in a nation [3]. However, it has been pointed out that the public cannot reach to the level that can be felt by their own skin or better said by a collective participation in the cultural events in a community. Most previous researches related to culture and arts fields are mainly focused more on culture and arts education than cultural activities and subjects are focusing on the actions and cultural preferences of youth and elderly people in the community.

Therefore, this study aims to establish general adults who can be considered as the main consumers of culture and arts. In addition, I will conduct research with emphasis on culture and art activities, rather than culture and arts education as much as general adults are studied as subjects.

Until now, the identified variables related to cultural arts activities have been identified as environmental variables, local culture status, and the intrinsic ability of individuals due to culture and arts education. On the other hand, considering the ecological aspect of an individual being influenced by the environment, the local culture status and actual conditions will have a significant impact on the individual cultural capacity as noted in individuals collectively from the region. Therefore, this study expected that cultural capacity plays a mediating role between local culture status and the notation of the individual and his or her cultural participation.

On the other hand, this cultural capacity can be changed by emotional regulation ability as noted in individuals [4]. To this end, emotions indirectly affect individuals in terms of their cultural capacity in relation to their structure, which will have a positive or negative impact on cultural participation, that is, between cultural competence and cultural participation.

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The psychological variables that are frequently studied among these emotional variables are related to the growth mindset.

Mindset is identified as a belief in one's own intelligence or ability [5]. The mindset is divided into a fixed mindset, which indicates that a person's qualities are unchanged as if they are engraved on a stone, and a growth mindset, which agrees and notes that any qualities that people possess can be further developed. People with a fixed mindset and those with a growth mindset differ greatly in many respects, including their sense of goal orientation, achievement criteria, thoughts of effort, attribution strategies, preference for task difficulty, thoughts of challenge and levels of frustration as noted when they attempt to learn new tasks [5].

People with a fixed mindset tend to believe or think that their abilities are innate in the early stages of life, or that they cannot change their abilities completely later once they reach adulthood. In contrast, people with a growth mindset believe that abilities can be developed through continual effort and learning. People with a growth mindset believe that they can gradually increase their abilities through practice, by making additional efforts on their learning tasks [6]. People with a characteristic fixed mindset regard their challenges as an assessment of ability, because they believe their ability is fixed and therefore stable. They are more interested in how competent they look rather than actually learning something new. People with a fixed mindset tend to be able to pursue familiar challenges and avoid failures in their daily lives [7,8]. These individuals feel that effort is unnecessary if they have the ability, and they feel less intelligent as they try to make their efforts, whereby they are often insecure and are afraid of the effort itself [6]. On the other hand, people with a growth mindset have no fear of failure, and willingly focus on the learning process as a source of inspiration itself. They are happy to try to obtain better information as part of the overall learning process. People with high growth mindset also more positively endure adversity, easily develop new skills and abilities, and enjoy challenging themselves to perform better at tasks [9]. For this reason, these individuals see challenges as positive forces in their lives, and manage it easily because they see the challenge as their own growth opportunity. Therefore, the growth mindset is expected to show a moderating effect between the theory of cultural competence and their cultural participation.

However, existing studies have focused mainly on the previous studies that have addressed the direct effects of local cultural environment and cultural participation, and studies that have addressed the mediating effects of variables other than the environment have rarely been reviewed until now. Furthermore, no research has recently been conducted that addresses the moderating effect of growth mindset on the individual's potential. Therefore, in this study, the role of individual cultural capacity and growth mindset between local culture status and cultural participation behavior is grasped, and the study serves to suggest ways to promote culture consciousness going forward.

Therefore, this study investigates the moderated mediation effect of growth mindset on the mediating effect of cultural capacity, as seen between local culture status and cultural participation. For the above referenced objectives, the

following research questions were set. First, what is the correlation between the cultural status, cultural capacity, growth mindset, and cultural participation? Second, does cultural capacity mediate between the local cultural status and cultural participation? Third, is the growth mindset actually a moderated mediation effect on the mediating effect of the identified cultural capacity?

The results of this study are meaningful to provide the information of basic data related to the theoretical basis and the national cultural development policy, which is useful in order to lead the local culture development and the successful settlement of citizen's cultural consciousness.

II. RESEARCH METHOD

A. Research Model

As shown in Figure 1, the local culture status as the independent variable, the cultural participation degree as the dependent variable, and the cultural capacity as the mediating variable were set in research model. In addition, the growth mindset was set as a moderating variable between cultural capacity and cultural participation, and ultimately, the moderated mediation of the growth mindset effect was sought to be reviewed at this time.

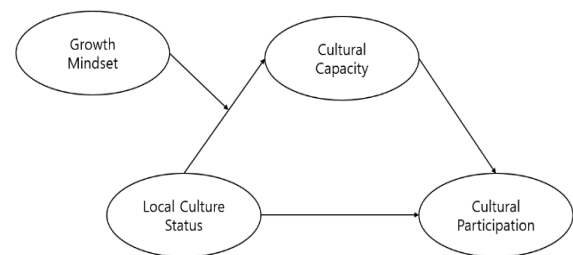


Figure 1: Research model

B. Research Subject

The subjects of this study were employees of 25 workplaces in Daejeon, 2 metropolitan cities and the Chungnam province. The survey was conducted from May 2018 to July 2018 for a total of three months. The total number of questionnaires collected was 237, but 229 were used for the analysis except for the questionnaires which were responded to as unfairly. The male subjects were 189 (82.5%) and the female subjects were numbered at 40 (17.5%). The age distribution of the subjects was from 20 to 57 years, with an average of 34.7 years (± 6.79). Looking at their marital status, there were 120 married (52.9%) and 107 unmarried (47.1%) participants. On the other hand, Buddhism was the most common following among the religions, with 39 (17.0%) of the Buddhists, with 31 (13.5%) of the Christianity, 15 (6.6%) of the Catholics and 2 (0.9%) of the others. The monthly salary of the participants was less than 2 million won for 48 (21.3%), 2 ~ 3 million won for 60 (26.6%), 3 ~ 4 million won for 89 (39.4%) and more than 4 million won for 29 (12.8%) of the participants.

C. Research Tools

Local culture status

We used the local culture status, which was reviewed by one of the related experts based on the study of Lim [10], and a total of six items were selected at that time. Specifically, it consists of six items such as 'there are abundance of performing arts areas in comparison with other regions and the performing arts field is active,' 'there are many art museums compared to other regions,' 'the degree to which cultural events and festivals are held, the degree to which popular culture and arts are abundant, and the extent to which traditional local cultures and customs are preserved.' Each item was rated on 5 point Likert scale ranging from "not at all=1" to "very well=5," and the higher the score, the higher the level of cultural resources in the area. In this study, the reliability of this scale was .915 for Cronbach' α as a whole.

Cultural participation

In this study, we revised and used the validated scales in the studies of Moon [11] and Jang [12]. It is noted that the culture and art activities and experience activities are total 15 items. Among them, 8 items of the viewing activity were classified into two parts, exhibition movie and music performance. The experiential activities were 7 items and classified into three parts: instrumental dance, literary arts and artistic activities. Upon review, the participation in cultural arts and learning activities was rated on 5-point Likert scale from "not at all=1" to "very often=5." The higher the score, the more participation in cultural and arts learning activities. In this study, the reliability of this scale was .823 as a whole.

Cultural capacity

In this case, the individual cultural capacity was modified to suit the study by referring to the research items of Jeon and Jeong [13], Jong and Kim [14]. This scale consists of four items. Each item was rated on a 5 point Likert scale from 1 point to 5 points. The higher the score, the higher the individual cultural capacity. In the present study, the reliability of this scale was .816 for Cronbach' α as a whole.

Cultural mindset

The growth mindset scale developed by Dweck [5] and translated by Lee et al. [15] was used in this study. This scale consists of 8 items in total, four items measuring beliefs about change in intelligence and four items measuring beliefs about personality change. Each item rated on a 5 point Likert scale ranging from "not at all=1" to "strongly agree=5." The higher the score, the higher the growth mindset. In this study, the reliability of this scale was .718 for Cronbach' α as a whole.

General characteristics

In this case, the sex, age, marital status, religion, and monthly salary of subjects were measured and reviewed during the study to determine the results.

D. Data Analysis

SPSS Win 23.0 was used for the analysis of reliability, descriptive statistics, differences in general characteristics, and correlation between variables. The moderated mediation effect of the study model were analyzed using SPSS PROCESS macro 3.0.

III. RESULTS AND DISCUSSION

A. Correlation between The Main Variables And Descriptive Statistics

The results of correlation analysis between the main variables are presented in Table 1. Local culture status, cultural capacity and cultural participation showed a significant positive correlation as reviewed in this case. However, growth mindset showed an otherwise negative correlation with local culture status, and did not show a significant correlation with cultural participation. Additionally, the results showed that local culture status and cultural capacity had the highest correlation ($r = .253, p < .01$), and followed by the local culture status and growth mindset ($r = -.246, p < .01$), and cultural capacity and growth mindset ($r = .197, p < .01$). It is noted that the overall correlation coefficient ranged from $-.246$ to $.253$, and as a result, there was no multicollinearity problem. On the other hand, all of the variables showed a mean value of 2.08 or more and the highest growth mindset was $3.49 (\pm .54)$.

IV. MATH

If you are using *Word*, use either the Microsoft Equation Editor or the *MathType* add-on (<http://www.mathtype.com>) for equations in your paper (Insert | Object | Create New | Microsoft Equation *or* MathType Equation). "Float over text" should *not* be selected.

Table 1: Correlation between the main variables and descriptive statistics

	1	2	3	4
1. Local culture status	1			
2. Cultural capacity	.253**	1		
3. Cultural participation degree	.067	.166*	1	
4. Growth mindset	-.246**	.197**	-.022	1
M	2.96	3.49	2.08	3.13
SD	.72	.52	.61	.56

* $p < .05$, ** $p < 0.01$

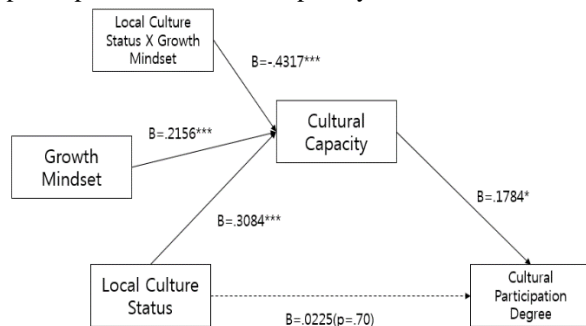
These results suggest that there is a need to increase cultural capacity in order to increase the cultural participation of local people. These results are consistent with previous studies [4]. Therefore, a multifaceted cultural capacity improvement program is needed in the community to aid in furthering this cause, which also benefits the goodwill in the community as well. Specifically, local governments should share various knowledge and information through counseling and education on cultural education and the benefits of resident participation in local cultural events and activities. We should also expand opportunities for cultural participation by our members. In addition, it will be necessary to consider policies to develop and disseminate various learning materials and programs for the residents to educate them on the advantages of participating in local cultural events.

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A. Moderated Mediation Effect of Growth Mindset

To examine whether growth mindset moderates the mediating effect of cultural capacity between local culture status and cultural participation, we analyzed these variables using the SPSS PROCESS macro Model 7 proposed by Hayes [16]. The results are shown in Figure 2, Figure 3, Table 2 and Table 3.

As a result, local culture status had a statistically significant effect on cultural capacity (.3084, $p < .001$), and cultural capacity had a statistically significant effect on cultural participation (.1784, $p < .05$). Therefore, the indirect effect of cultural capacity was verified in this case. On the other hand, local culture status did not have a statistically significant effect on cultural participation (.0225, $p = .70$). The cultural capacity between the local culture status and the cultural participation mediated completely.



* $p < 0.05$, *** $p < 0.001$

Figure 2: Statistical model of moderated mediation effect of growth mindset

Table 2: Moderating effect of growth mindset

Variables	Effect	SE	t-value	p
Mediating variable model (DV: cultural capacity)				
Constant	3.4397	.0302	113.8969	.9697
Local culture status → cultural capacity	.3084	.0434	7.1037	.0000
Growth Mindset → cultural capacity	.2156	.0551	3.9150	.0001
Local culture status X Growth Mindset → cultural capacity	-.4317	.0542	-7.9707	.0000
Dependent variable model (DV: Degree of cultural participation)				
Constant	1.4567	.2692	5.4114	.0000
Local culture status → Degree of cultural participation	.0225	.0577	.3903	.6967
Cultural capacity → Degree of cultural participation	.1783	.0764	2.3330	.0205

Finally, as shown in Table 3, the conditional indirect effect of growth mindset on the path (local culture status → cultural

capacity → cultural participation) is significant at the level of -.5620 and 0 of growth mindset. Therefore, the effect of moderated mediation on a path from local culture status to cultural participation via cultural capacity, is considered to be significant in low and middle groups of growth mindset.

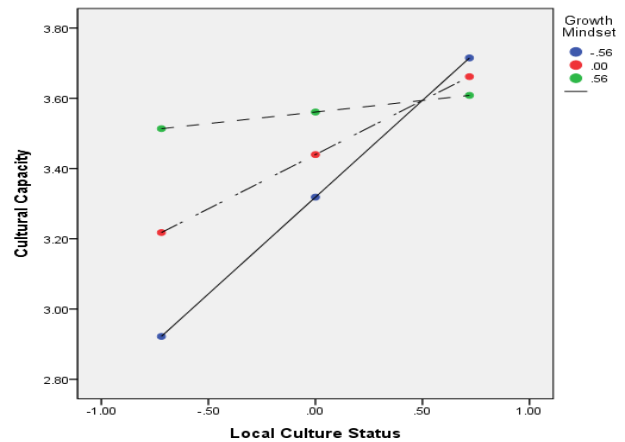


Figure 3: Moderating effect of growth mindset on the relationship between local culture status and cultural capacity

Table 3: Moderated mediation effect of growth mindset

Conditional indirect effect	β	Boot Se	LLCI*	ULCI**
M-1SD	.5510	.0573	.4381	.6640
M	.3084	.0434	.2229	.3940
M+1SD	.0658	.0483	-.0294	.1611

* LLCI = boot Lower bound on 95% confidence interval of the indirect effect

** ULCI = boot Upper bound on 95% confidence interval of the indirect effect

These results suggest that the local cultural capital does not directly influence the cultural participation of residents, but rather strengthens their cultural capacity, ultimately leading to cultural participation of the residents in local cultural activities. Therefore, local governments can consider investment in the local cultural environment rather than forcibly bringing in the resident's cultural participation. In other words, local governments should provide policy support for active participation in the arts, sports, tourism, and traditional cultural activities and events. In addition, it is necessary to integrate scattered local cultural resources through building a system for cultural capital, and to play a bridge role between the utilization of these resources by the cultural consumer and suppliers or vendors offering these activities locally.

It is important to understand that the moderated mediation effect of growth mindset on cultural capacity was also verified in this study. Specifically, it is concluded that the growth mindset has a positive effect on the cultural capacity of local residents. These results are consistent with the results of various positive studies of the existing growth mindset [5,7,8]. This result is significant and worthy of note, which is because growth mindset not only

functions as an internal growth factor, but also a driving force for various cultural capacities. On the other hand, it is necessary to also consider the induction effect of growth mindset [5]. This refers to the function to grow to the behaviors expected of the group to which they belong. It is therefore noted that people acquire lessons learned from diverse experiences and cultures, and actively participate in the problem-solving process. Based on these participatory functions, individuals develop their cultural values and capabilities, and eventually become active participants in a variety of social and cultural activities as a result of this process. Therefore, local governments will need to develop programs that will strengthen not only investment in local cultural capital, but also in assisting to develop an individual growth mindset. This can be achieved by structuring the cultural competence in three stages: understanding, acceptance, participation, and associating each with the growth mindset.

V. CONCLUSION

In summary, the aim of this study was to investigate the moderating mediation effect of growth mindset on the relationship between local culture status and cultural participation through cultural capacity. As a result, cultural capacity was found to be a mediating effect, and growth mindset was proved to be moderating mediation effect in that case. Based on the results of this study, we discussed various ways to bring about the increase of cultural participation of local residents.

Based on the limitations of this study, suggestions for future research are as follows. First, this study is difficult to generalize nationwide, in that it only targets workers in Chungnam province and the area of the Daejeon metropolitan city. Therefore, in the future, a sampling should be conducted not only in non-employees but also in participants in other regions. Also, age and gender comparisons should be possible upon the next considered reviews of these factors. Second, the present study revealed the effect of moderated mediation effect of growth mindset, but we could not confirm the mechanism by which it showed such effects. In other words, it is unclear whether the growth mindset has influenced individual cultural psychology or whether the greatest influence was on cultural participation. This further identification of structural verification is left to future research.

Despite these limitations, however, this study is meaningful in that it is the first study to combine the theories related to growth mindset with cultural life. The results of this study will provide a measurement of policy basic data for successful local culture festivals and cultural events that are becoming active in the recent years.

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