

A Study on the Evaluation and Creation of Community Cultural Spaces from the Perspective of Scene Theory

A Case Study of Tianjin Community

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Abstract

Cultural locality and diversity have become the driving forces of community development. In the existing studies, scene theory has guided the transformation of general public space into cultural production space, which not only pays attention to the creation of a material environment but also pays more attention to the characteristics of cultural behaviors of the people, and has far-reaching significance in expanding the way of 'materializing culture' and promoting the renewal of urban community space. However, its inner mechanism and practical influencing factors need to be further studied. In this paper, we deconstruct the space under the framework of the scene, translate the elements of the scene in the community context, construct an evaluation system, take the community cultural space as the object of evaluation, and empirically select 28 sample communities in six types of districts in Tianjin, and summarise the problems of insufficient and poor quality of community hardware resources, the tendency of the cultural scene to be conservative and lack of characteristics, and the limited development of the residents' participation paths and self-organization, and so on. Combining the matching, guiding, and endogenous dynamics of scenario theory, the study proposes guidelines for community cultural development in terms of optimizing spatial quality, reshaping symbolic value, and coordinating people's activities.

Keywords

elements of scenario theory, community cultural space, cultural scenario creation, optimising the creation of guidelines

1. 1. Introduction

1.1. Research Background

Currently, China's community construction has entered a stage of high-quality development, with the constitution cultural consumption gradually becoming a new driving force for urban development, and community cultural development becoming an important component of urban cultural construction. The

lack of cultural facilities at the community level and the decline of cultural spirit at the community core have led to the loss of a sense of belonging in public space, which brings about a lack of original community dynamics. Therefore, it is necessary to link community governance, community identity, and cultural practice to promote the development of community culture; to combine public space, living facilities, and cultural practice to facilitate the formation of community internal vitality; and to combine spatial design, crowd guidance, and cultural practice to enhance the ability of community development action and change.

As a new perspective for urban research, scenario theory focuses on the support of culture for urban development and constitutes the function and significance of cultural values for urban development, which is more suitable for starting from the community dimension and avoids too macroscopic and abstract expressions of culture. Through research on the organization of micro-space, the perception of people, and the adaptation of cultural activities, it is found that scene theory is conducive to shaping the values and lifestyles of community members and enhancing their sense of belonging and responsibility. Through the interaction of environmental, behavioral, and population elements in a specific community scene, a differentiated and targeted specific scene is created, which promotes cultural development as an endogenous driving force of the community.

1.2. Content and Significance of the Study

Terry N Clark and his research team introduced the concept of Scenes into urban research as a new perspective on urban form, focusing on the interactions between the physical environment, socio-cultural and human behaviors, and through the study of specific scenarios, understanding the evolution of urban form trends and highlighting cultural values. Unlike traditional research on public cultural service systems, scenario theory emphasizes the interaction between space and cultural practices and explores the expression and influence of cultural patterns in scenarios. Scenario creation is a holistic approach to creating spaces with a sense of design and attraction through the inclusion of facilities and activities, and the combination of cultural comforts that match the needs of different groups of people.

Scene theory emphasizes the five elements of the neighborhood, physical structures, individual persons, activities, and value, where the value element is more serves as a basis for the neighborhood scope, and the ingredients of space, people, and activities work together to form a good scene effect.

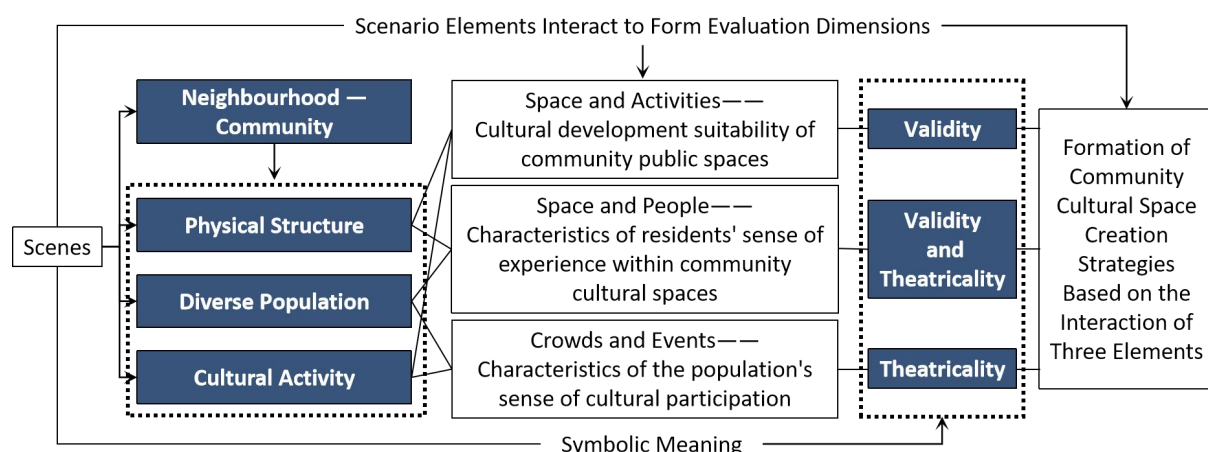


Figure 1. Definition of Elements in Scene Theory. Source: Author's self drawn.

This paper analyses the adaptive mechanism of scene theory and community cultural development through the characteristics and value of cognitive scene theory, defines the interpretation of scene elements in the context of community cultural space, and takes ‘determining the evaluation model, applying empirical analysis and proposing optimization guidelines’ as the main line of research. Through

the empirical study of 28 sample communities of 6 categories in Tianjin, the study explores the construction of community cultural space and facilitation of the overall development of community culture through the creation of cultural scenes at the micro level.

1.3. The Applicability of Scene Theory to Community Culture

(1) Endow the community with diverse material structural elements

Scene theory focuses on the construction and communication of the texture characteristics and cultural values in the cultural space of multi-form communities. Research data on various cultural facilities in cities shows that comfortable objects in scenes can reflect distinct local cultural characteristics, and the characteristics of multiple types of material spaces can also make people perceive different cultural values. Some studies apply the scene concept to the updated design of material structures, such as transforming community landscapes through cultural and artistic techniques and reshaping community cultural facilities with local cultural resources. Scene theory enables the study of material structures in a "unitized" manner, facilitating the collection and design positioning of research data, and enabling more precise and detailed adjustment of space to meet different needs.

(2) Extended scenario multi-level cultural practice activities

Scenarios can guide diverse populations to form interactive relationships, explicitly or implicitly shaping individuals' perceptions of community culture and establishing emotional connections within the community. Improving the quality of the scene and promoting nonessential activities such as walking, stopping, chatting, and socializing can stimulate the cultural vitality of the community. For specific group behaviors, such as planning age-appropriate cultural activities, focusing on the history of the community and the Indigenous ecology of the older can evoke cultural resonance within the scene. There is no fixed way to create a scene, and attention needs to be paid to the true characteristics of the community. Through multi-level practical activities, the preservation and management of local culture can be achieved.

(3) Satisfy the cultural and spiritual pursuits of diverse populations

Scene theory focuses on the "human scale" and "human needs", paying attention to residents' participation and expression of opinions. By stimulating participants' senses and emotions, the scene can generate a pleasant and immersive buzz, further enhancing the audience's attention to cultural values. Research has found that by using collective emotions as a bond and collaborating with residents, experts, businesses, and governments to jointly build communities, residents can gain a strong sense of participation and enhance their sense of ownership in the community-building process.

2. Evaluation of Community Cultural Space Based on Scene Theory

2.1. Approach to evaluation system under scenario framework

The community cultural space discussed in this article is the physical field on which residents' cultural life relies, and it is also a holistic concept that covers cultural practice activities, cultural operation mechanisms, and community cultural resources. Research from the perspective of scene theory, this study translates the content of scene theory from the aspects of theoretical logic, basic connotation, and constituent elements, and investigates the "element mechanism" relationship between scene theory and the community cultural field, as a support for evaluating and optimizing community cultural space. And form a research dimension that combines space, crowds, and activities in pairs.

(1) Space and Activities - Cultural Development Adaptability of Community Public Spaces

In the interaction between material structure and cultural activity elements, space is the carrier of activity, and activity is the foundation of production space. Residents' needs for cultural products are mainly based on the experience of cultural symbols in the space, thus creating an intangible driving force for cultural production itself. This endogenous force comes from the service level of cultural facilities in the community space, the cultural activity practice environment, and the cultural scene composed of residents' cultural experiences. In the scene, it is necessary to continuously optimize the material structure, and reserve design flexibility and adaptability, to achieve a good match between spatial cultural production and cultural practice.

(2) Space and Crowd - Characteristics of Residents' Experience in Community Cultural Space

Different scenarios are combinations of comfortable facilities and activities, which contain functions and convey cultural values and lifestyles. The characteristic attributes of the scene attract different groups of people and the cultural values, lifestyle, and quality of life it contains play an important role. The crowd constantly adjusts, transforms, and adapts to the material space as time and space change, and these spaces with their characteristics and functions reflect people's value tendencies and actual needs. The cultural features of space also influence social thought, and people's behavior and interaction are constantly changing in the evolution of space. The relationship between people and space is interdependent, and evaluating community cultural spaces requires attention to residents' experience of using the space, as well as the emotional benefits gained by residents after the space influences changes in their behavior patterns.

(3) Crowds and Activities - Characteristics of Residents' Cultural Participation

In the interaction between diverse groups of people and cultural activity elements, people's choices and participation in activities are a manifestation of free will, and activities can also affect the thoughts and behaviors of the participating groups. People's reactions and evaluations of activities can directly or indirectly affect their popularity and operational development. Activities can also help people understand themselves, promote communication, and even change their values and ways of thinking. There is a complex dialectical relationship between people and activities. When evaluating the relationship between activities and people, it is necessary to evaluate the attractiveness of the activities themselves and the social impact they bring.

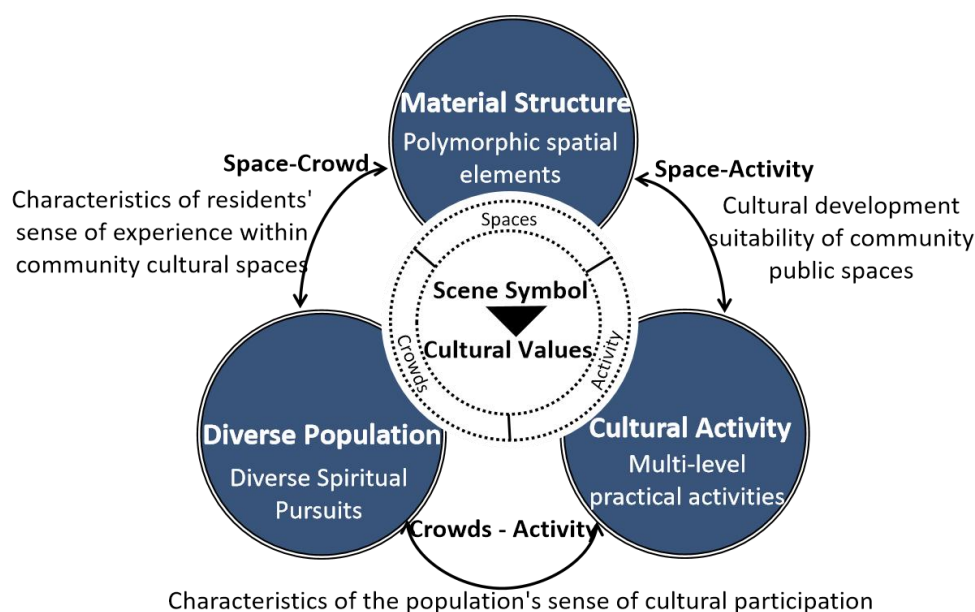


Figure 2. The process of forming an evaluation framework for scene elements. Source: Author's self drawn.

2.2. Exploration of evaluation indicators under scene elements

Communicating in a scene is a channel for obtaining resident information and providing real-time and accurate information dissemination and services to the population. In the scenario theory system, scenario measurement can quantitatively analyze and evaluate the impact and service effectiveness of specific scenarios. Referring to the classification of the New Chicago School, scenario analysis sets the subjective value system into three main dimensions: authenticity, theatricality, and legitimacy, 15 dimensions are divided under these three levels. By establishing a framework of primary and secondary dimensions and performing multidimensional assignment calculations, the value orientation of the scene can be determined. This article adopts the method of on-site visits to understand the subjective needs of residents, observes and studies the objective structure on-site, and combines the research results of relevant literature to screen and refine 6 categories and 16 measurement indicators based on actual usage effects.

The analysis method constructs a structural model consisting of a target layer (A), a criterion layer (B), a factor layer (C), and an indicator layer (D). The indicators are classified into levels according to the factor layers of the three dimensions, and the evaluation system is finally obtained.

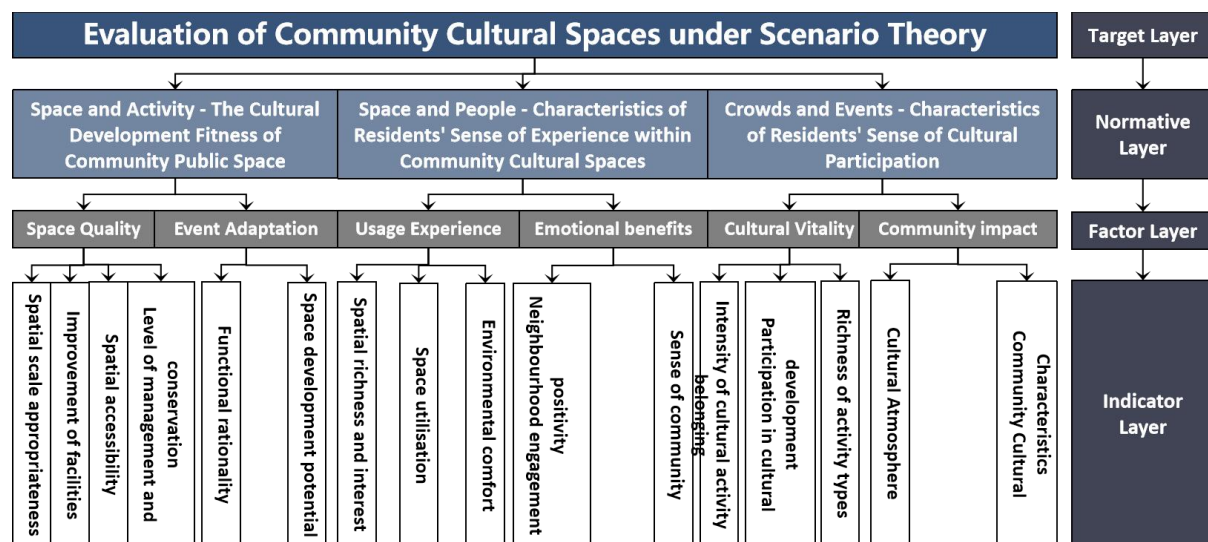


Figure 3. Construction of evaluation index system. Source: Author's self drawn.

2.3. Application of Tianjin Typical Community Evaluation System

As the birthplace of the old city area, the six districts within Tianjin city are rich in historical heritage and cultural resources. In 2021, the Tianjin Planning and Natural Resources Bureau released the "Guidelines for Urban Design of New Residential Communities in Tianjin" (hereinafter referred to as the "Guidelines"). Within the block units, specific types of neighborhood committees with different characteristics have been classified based on factors such as location conditions, built environment, transportation conditions, and historical protection. This study selected 6 typical areas within 6 districts of Tianjin city, including 28 sample communities. The occupancy rate of the sample community is relatively high, and the age limit for community construction is over 3 years. The total number of households in the community exceeds 500. The selection of research subjects comprehensively considers factors such as the distribution of different locations in the community area, local economic conditions, and community types, covering all molds of neighborhood committees within the built-up area of the city as specified in the Guidelines, to ensure the typicality and representativeness of the research sample communities.

Community type	Select communities	Location Resources	Community characteristics	Resident characteristics
Surrounding communities of the park	4	City Park	Multi story buildings are the main focus, with a good ecological environment and complete living facilities	All age group population
Old community	5	Cultural and educational facilities	Built for a long time, with low building quality, insufficient open space, and aging infrastructure	Mainly middle-aged and elderly people
Multi layer TOD community	4	Subway stations, large commercial districts	The public transportation system is complete, the living facilities are abundant, and the block scale is pleasant	All age group population
Medium to high intensity community	4	City squares, large commercial districts	High level of openness, highly mixed functions, and sufficient public space	All age group population
Historical Community	9	Historical scenic spots, urban squares	It has a historical background and was built for a long time. Rich cultural and tourism resources	Mainly elderly and tenants
High-intensity community	2	Street living facilities, community cultural facilities	Significant agglomeration effect, multiple functions meet the demand for cultural facilities	More middle-aged and young people

Figure 4. Analysis of the current situation of the research community. Source: Author's self drawn.

This study developed an expert questionnaire for evaluating the importance of evaluation indicators for cultural spaces in typical communities in Tianjin and obtained a judgment matrix. Interviews were conducted with staff members from 28 sample communities to compare and score the importance of indicators, and 128 valid data were collected. Calculate the average score of each evaluation indicator, adjust according to the degree of dispersion, construct a judgment matrix based on this, conduct consistency testing, and calculate the weight values.

Target layer	Criteria layer	Absolute weight	Factor layer	Comprehensive weight	Indicator layer	Comprehensive weight	Sort
Community Cultural Evaluation under Scene Theory—A	Space - Activities	0.5813	Space quality—C1	0.4359	Suitability of spatial scale—D1	0.0531	6
					Facility completeness—D2	0.2432	1
					Spatial accessibility—D3	0.0248	10
					Management and maintenance level—D4	0.1148	3
			Activity adaptation—C2	0.1453	Functional rationality—D5	0.1211	2
					Potential for spatial development—D6	0.0242	11
	Space - Crowd	0.3092	User's experience—C3	0.2473	Space utilization rate—D7	0.1124	4
					Space richness and fun—D8	0.0225	12
					Environmental comfort level—D9	0.1124	5
			Emotional benefits—C4	0.0618	Positive neighborly interaction—D10	0.0464	8
					Sense of community belonging—D11	0.0155	13
	Crowd - Activity	0.1096	Cultural vitality—C5	0.0913	Cultural activity intensity—D12	0.0531	7
					Participation in cultural construction—D13	0.0282	9
					Rich variety of activity types—D14	0.0100	15
			Community impact—C6	0.0183	Creating a cultural atmosphere—D15	0.0137	14
					Community cultural characteristics—D16	0.0046	16

Figure 5. Summary Table of Indicator Weight Values. Source: Author's self drawn.

Research in the light of constructing a fuzzy comprehensive evaluation model for the evaluation index system and its associated weight reconstruction. Firstly, each factor in the evaluation factor set (U) is quantitatively scored according to 5 rating levels to determine the evaluation factor set (V). Then, the questionnaire survey data will be classified and counted according to the percentage system for the

number of respondents on different comment sets, and finally used as the membership matrix (R) of the indicator on the corresponding comment set. Based on the previous expert scoring data, the weight values of the indicators are calculated, and the weight set (ω) of the factors is determined. The fuzzy comprehensive evaluation vector (B) is obtained through matrix operation. Finally, the actual scores of each indicator layer are calculated by multiplying B by V.

3. Empirical Analysis of Community Cultural Space Evaluation Results

This study adopted three approaches for data collection. The first method is field research, which collects data through real-life photography. The second method adopts the in-depth interview method in "qualitative research", selecting 28 community members for semi-structured interviews. The interviewees include community workers, cultural activity organizers, and ordinary residents, collecting their willingness to use community cultural spaces and construction management information, and obtaining 28 valid interview samples. The third method is a questionnaire survey, which distributes questionnaires to 28 sample communities in 6 districts to obtain the basic information of the surveyed population and their feedback on the indicators. Each district distributed 100 questionnaires, totaling 600, and received 583 valid questionnaires, with an effective rate of 97.17%. The target layer (A) score of 128 sample communities is 2.93 (<3), with a rating close but not reaching a good level. The score of factor level indicators shows that the community has obvious shortcomings in creating characteristic cultural scenes, mobilizing residents' spontaneity and organization, and promoting joint participation in the cultural construction.

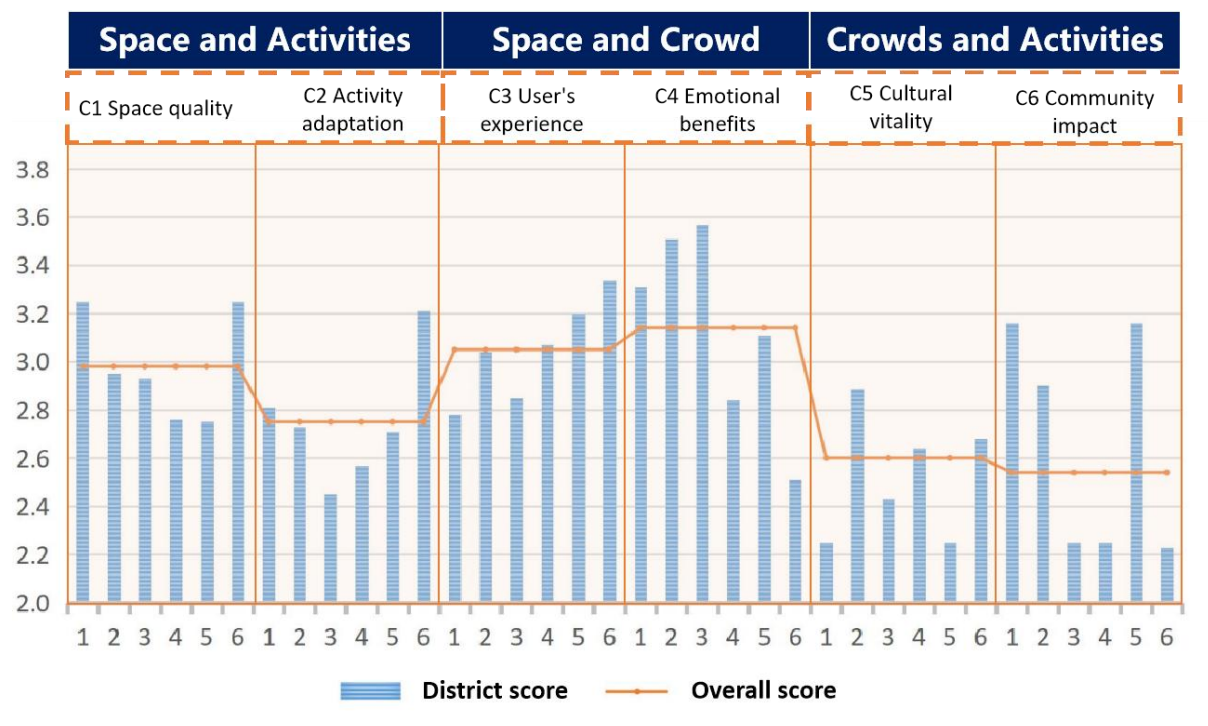


Figure 6. Comprehensive comparison of factor layer scores in different regions. Source: Author's self drawn.

3.1. Space and Activities - Adaptability between Space and Cultural Development

The spatial activity criterion layer (B1) includes two-factor layer indicators, spatial quality (C1) and activity adaptation (C2), as well as six fourth-level indicators. The relationship between spatial and cultural development adaptation is analyzed based on the scores.

(1) Shortage of material space resources and poor quality of facilities

There are few public spaces available for activities in old communities, and the quantity and quality of hardware facilities need to be improved. The scoring results show that the investment in public cultural resources is insufficient and uneven, and there is a significant gap in environmental facilities among different types of communities. The problem of missing public facilities is particularly prominent in most early-built communities, where residents who stay for rest usually bring their seats, resulting in a low score for facility completeness (D2). The public spaces in most communities are monotonous and lack spatial hierarchy and design sense, and few device designs stimulate residents' interest in participation. Some communities have limited space and small public spaces, lacking the possibility of long-term sustainable development. The poor level of spatial development potential (D6) in historical communities is because the area is located in the historic district of Wudao, and public space resources are limited by historical development factors and geographical environment, making it difficult to obtain sufficient spatial support for the development of community culture.

(2) Imbalance in material structure supply and low functional rationality

The development effectiveness of community cultural space is not yet prominent, and the rationality of activity functions is poor. Field research has found that the cultural service space in the community has homogeneous and single functions, and residents have limited access to it. As most cultural activity stations in the community are located in the same building as the office of the community neighborhood committee, the cultural space is encroached upon and the area is insufficient to meet the needs of diverse cultural activities. Compared to outdoor activity plazas and fitness equipment with higher usage rates, indoor cultural venues, and facilities are less visited by people. Most of the interviewed residents expressed uncertainty about whether their community has indoor cultural activity venues and facilities, while a well-equipped community cultural service center in the area has been closed and unused for more than a year. Due to the lack of effective operational management and long-term maintenance, the low utilization efficiency of community cultural spaces leads to resource waste and the inability to meet the site conditions required for cultural activities, making it difficult to implement community cultural development plans.

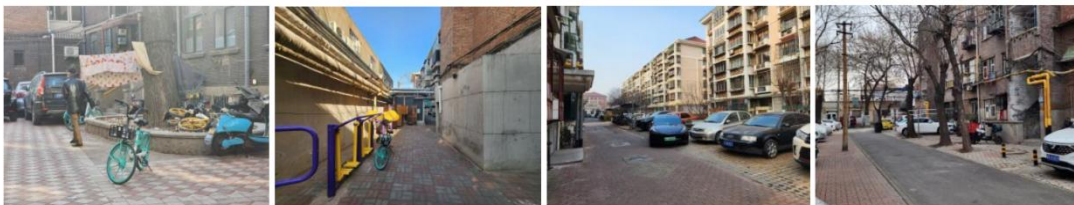


Figure 7. Space quality and activity adaptation. Source: Author's self drawn.

3.2. Space and Crowd - Characteristics of Residents' Experience in Space

The spatial crowd criterion layer (B2) includes two-factor layer indicators, user experience (C3) and emotional benefits (C4), as well as five fourth-level indicators. The characteristics of residents' experience perception in the space are discovered from the scores (Figure 6).

(1) The characteristics of the development scenario need to be organically combined with the surrounding resources

The sharing and location of resources around the community are important factors that affect the creation of cultural scenes. Through the high-scoring features in the sample community, it was found that there are open and shared commercial activity spaces adjacent to cultural resources such as historical districts and urban parks, or around the community, which can expand new cultural activity scenes. In

sample areas 1 and 5, residents around the park and in historical communities share high-quality cultural resources with tourists nearby. The Five Avenues Historical District has high-quality cultural scenic spots, and the urban park contains diverse cultural spaces such as cultural and sports plazas and themed exhibition halls. Community residents near these resources score significantly higher in the emotional benefit (C4) evaluation of neighborhood interaction enthusiasm (D10) and sense of belonging (D11). The cultural spaces used by community residents in Zone 4 mainly come from the sharing of resources in commercial areas, such as the construction of shared sports fields in commercial districts, the opening of commercial activity spaces to residents, and the support of commercial plazas for residents to gather. Analysis shows that optimizing the comfort supply system can help community residents obtain high-level cultural scenes in street spaces and even in their daily lives.

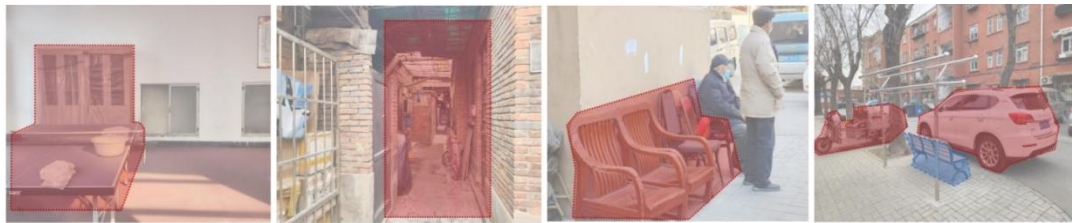


Figure 8. User experience and emotional expression. Source: Author's self drawn.

(2) Creating a Neighborhood Interaction Scene with Diversified Living Facilities

Filling and improving community life circles with diversified infrastructure can help create a scene of neighborhood interaction. In areas with high emotional benefit (C4) scores, the 5-minute living circle of the community often includes relatively complete living infrastructure. Area 3 is mainly a multi-story TOD community type, with community medical service centers, district-level key middle schools, and primary schools, kindergartens, and other facilities built within the four enclosed neighborhoods. Within the 10-minute living circle of the community, there are supermarkets and street squares, which enhance the quality of life for residents, strengthen their sense of belonging to the community, and create many scenes of neighborhood interaction. This increases opportunities for social interaction between residents, naturally narrowing the interaction distance between neighbors and building a relatively strong social network. Infrastructure is the material foundation of community cultural space and also the "generator" of individual public activities, connecting people with different symbolic features and activity intentions to participate in the scene space.

3.3. Crowds and Activities - Characteristics of Residents' Cultural Participation

Under the criteria layer of population activity (B3), there are two-factor layer indicators of cultural vitality (C5) and community influence (C6), as well as five-level four indicators. The cultural participation characteristics of residents are analyzed through scores (Figure 7).



Figure 9. Performance of spatial activities. Source: Author's self drawn.

(1) The technical aspect of organizational training is not strong, and there is a lack of participation from resident organizations

Lack of multi-stakeholder participation makes it difficult to implement event planning. Residents generally have a low evaluation of the cultural construction initiated by the community, and their involvement in cultural construction is relatively low. In interviews, residents mentioned phenomena such as cultural space being occupied and misappropriated, unreasonable opening hours, and lack of cultural connotation and educational experience in activities, which have already influenced their enthusiasm for participation. Poor implementation of event planning also leads to rare participation of residents. Research has found that many cultural event planners lack resident participation and support from surrounding businesses, resulting in community activities being promoted but not carried out.

Lack of professional guidance and weak impact of residents' self-organized activities. Neighborhood committees and other organizations lack professional technical capabilities, making it difficult to organize and build high-quality community cultural spaces as an assisting force. The problem of organizational capacity is a major factor restricting the development of community self-organization, and the low awareness and support of residents towards it also becomes a limiting factor. Many people in the interview were unclear about what cultural organizations exist in the community, and even if they have the willingness to develop their strengths and interests, they are not clear about the channels through which they can join the corresponding resident cultural groups.

(2) Poor dramatic scenes in community culture and insufficient creation of cultural characteristics

The community cultural space exhibits low neighborly scene characteristics, resulting in poor cohesion and atmosphere creation of the community. Through the survey results, it was found that there are relatively few traditional festival activities in the community, and most residents believe that the importance of traditional cultural festivals in their community is low, and there are fewer events held; The intensity of daily cultural activities in the community is generally moderate, with standardized forms of activities and a lack of attractive cultural characteristics that are close to residents' lives. In recent years, the diversification of residential structures has made it increasingly difficult for people within communities to reach consensus and connect, while the diversification of lifestyles has made people's social circles more dispersed, making it difficult to form an emotional community within the community, and the connections within the community have become increasingly difficult to maintain. The dramatic display of urban personality and community characteristics is gradually decreasing, and cultural scenes are becoming more conservative and singular.

4. Guidelines for Optimizing Community Cultural Space under the Influence of Scenarios

According to empirical evaluation analysis, the scene creation of community cultural space mainly consists of three parts: optimizing spatial quality, reshaping symbolic value, and coordinating crowd activities. Scene "regards space as a cultural value mixture that gathers elements, symbols, and interactions. Through the matching effect of scene creation, it combines existing resources with application needs, and transforms material structures to promote the daily use of scenes; By guiding and combining the subjective needs of the crowd with objective local factors, we aim to enhance the perception of the crowd and promote the dissemination of the scene; By coordinating scene elements to stimulate endogenous motivation within the community and improving operational mechanisms to promote the implementation of scenes. The community cultural scene formed from this can shape unique spatial symbolic connotations, spread cultural values through practical activities, guide public behavior and lifestyles, construct a two-way feedback mechanism between space and people, and cultivate collective cultural spirit.

4.1. Optimize material structure and expand cultural activity scenes

The role of scene matching contributes to the significance of the quality of community cultural space. The fixed user group in the community enables the social interaction role of the scene to be more fully utilized. While optimizing the material structure of the community through the hierarchical layout of public spaces, improvement of community living facilities, design of all-age sports spaces, and addition of interactive technology devices, the local cultural scene of the community is preserved to achieve cultural production in the space. Scene creation, as the main means of optimizing community public cultural spaces, is demand-oriented, enhancing the physical environment while forming community-specific cultural values to expand community activity scenes.

4.2. Reshaping spatial symbols and enhancing cultural perception among the masses

The guiding role of the scene helps to reshape the symbolic value. Starting from the positive construction approach and taking the local culture of the community as the starting point, combined with location conditions and resources, specific imagery and symbolic expression of the space are constructed. From the perspective of reverse construction, the cultural characteristics of the community are reprocessed from the aspects of theme grasp and form extraction, combined with the dynamic growth of social needs, and cultural innovation is used to infer the reshaping and development of spatial scenes. From the perspective of theme construction, targeting the new youth-oriented community, modern media technology and operational models are utilized to creatively interact and showcase specific spatial plots or cultural themes, rendering symbolic imagery through multi-sensory experiences. The above three approaches, activate the driving force of community culture from the production of spatial symbols and the perception of population values.

4.3. Improve the operating mechanism and create a good cultural atmosphere

The intrinsic motivation of the scene helps to maximize the effectiveness of community cultural services. In scene creation, attention should be paid to residents' participation and long-term investment in operation, actively expanding the service population for all age groups. Firstly, enhance residents' awareness of co-construction and promote self-organizing development. The government empowers community cultural development, professionals empower community volunteers, and media platforms empower community image promotion. Secondly, encourage residents to engage in self-organized development, discuss needs and resources together, and attract effective participation from diverse populations. Thirdly, we advocate for government guidance to obtain financial support, establish a community cultural development fund, ensure stable construction investment, and guarantee sustainable operation and maintenance.

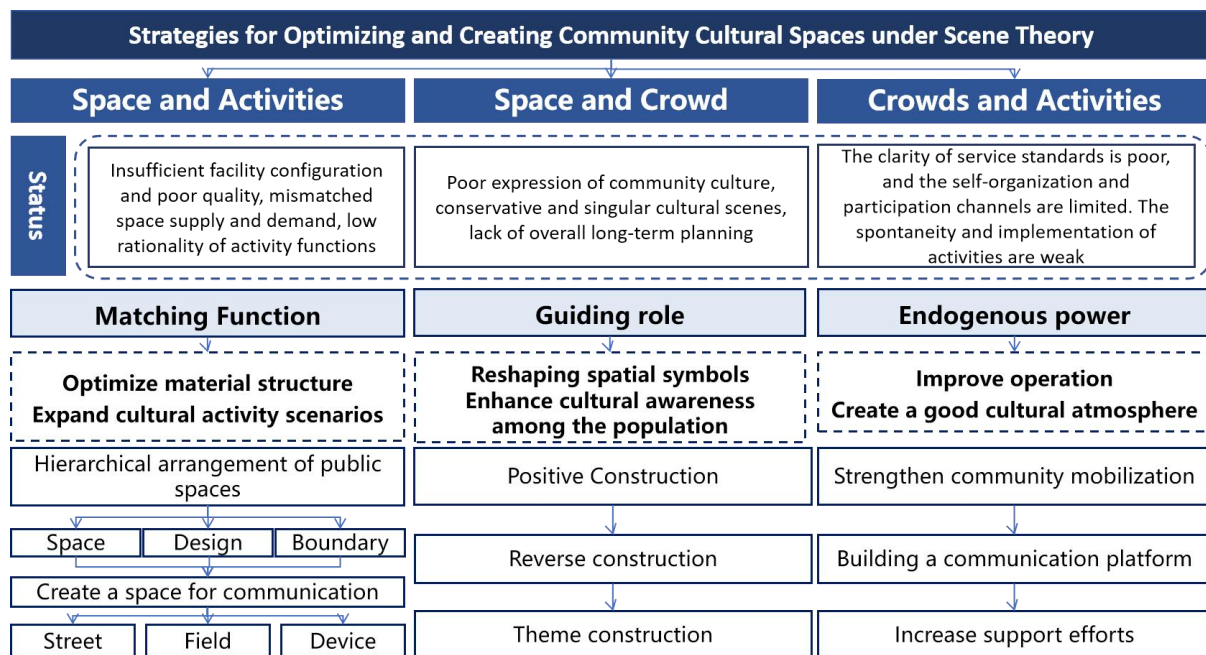


Figure 10. Ideas for Creating Community Cultural Space under Scene Theory. Source: Author's self drawn.

4.4. summary

The locality and complexity of culture are strong demands of community members for scene creation and comfortable object setting. This article is based on the structure of an evaluation system for community cultural space from the perspective of scene theory. Through empirical research, the scene indicators are quantified, providing a data foundation and example materials for related research. In the evaluation results, the differential characteristics of the area were extracted and summarized, and the common current problems and influencing factors were summarized, making the conclusions of this study have few universal values and providing data basis and example materials for establishing community cultural scenes.

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