

Developing a Model for Assessing Public Culture Indicators at Universities

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Abstract

The present study is aimed to develop a model for assessing public culture at universities and evaluating its indicators at public universities in Mashhad. The research follows an exploratory mixed approach. Research strategies in qualitative and quantitative sections are thematic networks analysis and descriptive- survey method, respectively. In the qualitative section, document analysis and semi-structured interviews with cultural experts are used as research tools. In this section, targeted sampling is carried out. In the quantitative section, a questionnaire which is developed based on the findings of the qualitative section is used as the research tool. Research population of the quantitative section consists of all the students who are admitted to public universities in Mashhad between 2009 and 2012. Sample size was calculated according to Cochran's formula. Stratified sampling was used to select the sample. The results of the qualitative section led to the identification of 44 basic themes which are referred to as the micro indicators. These themes were clustered into similar groups. Then, 10 organizer themes were identified and recognized as macro indicators. In the next phase, importance factor of each indicator is determined according to the AHP method. The results of the qualitative assessment of indicators at public universities of Mashhad show that the overall cultural index declines during the years the student attends the university. Additionally, the highest correlation exists between national identity and revolutionary identity. The only negative correlations are observed between family and two indicators including social capital and cultural consumption. The results of the present study can be used to assess the state of public culture among university students and also be considered as a basis for assessing cultural planning.

Keywords: Cultural planning, Evaluation, Indicator development, Academic culture, Public culture



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