

Influence Factors on Management of Reserving Intangible Cultural Heritage of Music in Taiyuan Drums Program, China

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Abstract

The objectives of this research were to 1) To study the situation of protecting Intangible Cultural Heritage of Music in Taiyuan Drums. 2) To study the influence factors on management of protecting Taiyuan Drums program. 3) To study the development of influence factors on management of protecting Taiyuan Drums program. The samples were 400 teachers and students from 4 universities in Taiyuan City. Which research tool was the questionnaire developed based on the conceptual framework of reserving Taiyuan Drums.

The findings revealed that 1) The individual factors have no relationship with the inheritance development of Taiyuan Drums. 2) The organizational factors have a significant influence on inheritance development of Taiyuan Drums. 3) The social factors have a significant influence on inheritance development of Taiyuan Drums.

Keywords: Intangible Cultural, Heritage of Music, Taiyuan Drums

Introduction

As a national Intangible Cultural Heritage, Taiyuan Drums culture has become a cultural phenomenon that worthy of attention for its unique artistic characteristics. It began to develop on the basis of social drum accompaniment, and gradually became an independent and indispensable art form for occasions such as celebrations and festivals. Therefore, the study on the influence factors on reserving in Taiyuan Drums, can helps to protect and inherit not only the Chinese Drums culture and also the traditional culture. So this research is aimed to study and find out the solutions to protect and promote the tradition of Taiyuan Drums playing.

Research Questions

1. What is the situation of reserving Intangible Cultural Heritage of Music in Taiyuan Drums?
2. What are the influence factors on management of reserving Taiyuan Drums program?
3. How the influence factors impact on the management of reserving Taiyuan Drums program?

Research Objectives

1. To study the situation of reserving Intangible Cultural Heritage of Music in Taiyuan Drums.
2. To study the influence factors on management of reserving Taiyuan Drums program.
3. To study the development of influence factors on management of reserving Taiyuan Drums program.

Conceptual Framework

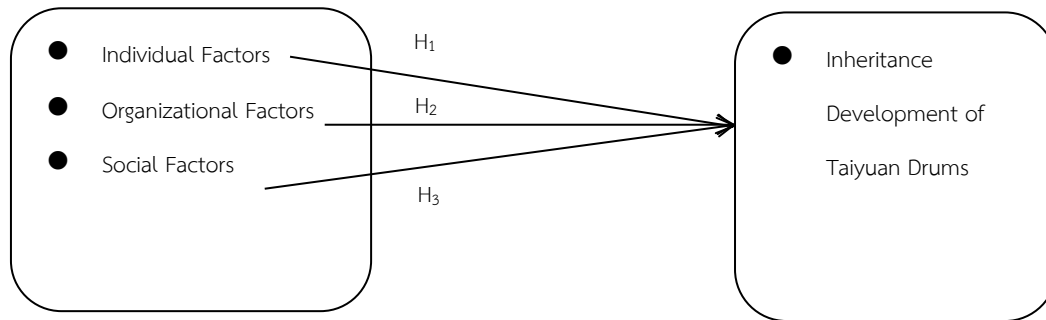


Figure 1 Conceptual Framework

Research Hypothesis

- H: There is a significant impact of all influence factors on inheritable development of Taiyuan Drums.
 H1: Individual Factors have a significant impact on inheritance development of Taiyuan Drums.
 H2: Organizational Factors have a significant impact on inheritance development of Taiyuan Drums.
 H3: Social factors have a significant impact on inheritance development of Taiyuan Drums.

Research Methodology

In this article, the main methods that used to test the conceptual framework and hypotheses are survey questionnaire and in-dept interview as quantitative and qualitative approach. The ten interviewees in this article are all inheritors of Taiyuan Drums.

The author distributed the questionnaire to collect about 400 sampling from teachers and students from 4 universities of Taiyuan (including the 350 for students and 50 for teachers). Because the teachers and students from the universities are a large number of groups that may become an important role in the protecting the Taiyuan Drums in the future.

For this study, the calculation from the population of 400 came up with 60,000 teachers and students of 4 universities in Taiyuan City by using Yamane's formula of sample size with and error 5% and a confidence coefficient of 95% (Yamane, 1967), as shown followed.

$$n = \frac{60,000}{1 + 60,000 * 0.05^2} = 399.3399 \approx 400$$

The questionnaire has 4 parts including Personal profiles, Questions related to the Status of Taiyuan Drums, Questions related to influence factors on protecting Taiyuan Drums and suggestions.

In this survey questionnaire, Part 3 are scaled questions following the 5 scale of Likert's scale concept. (Likert, 1932)

Expected Findings and Discussion

The 400 questionnaires were effectively collected. The effective recovery rate was 100%.

The author employed the descriptive statistics and inferential statistics based on the reliability analysis, the validity analysis and the factors analysis for the questionnaire.

Descriptive statistics were employed to describe the details of demographic profiles, and the status of Taiyuan Drums. Inferential statistics including Correlation Analysis, Regression Analysis.

Reliability and Validity analysis of the Questionnaire

In order to ensure the quality of the questionnaire, the author had carried out reliability and validity tests the questionnaire.

Table 1 Reliability Test Results of Scales

Item	Number of Items	Cronbach α
Inheritance status	3	0.732
Internal Factors	4	0.934
Organizational Factors	4	0.892
	9	0.975

From Table 1, the Cronbach's α values of all measurement items are above 0.7 (CITC>0.5), so each item has meaning and need not be deleted. Therefore, the questionnaire is highly reliable.

Table 2 KMO and Bartlett's Test Results of Individual Factors

KMO Measure of Sampling Adequacy	0.836	
Bartlett's Test of Sphericity	Approx. Chi-Square	1391.958
	df	6
	Sig	0.000

*Sig < 0.05, **Sig < 0.01, ***Sig = .000

From the Table 2, the results show that correlation between variables of Individual Factors is better, and indicate that the structural is suitable for factor analysis.

Table 3 KMO and Bartlett's Test Results of Organizational Factors

KMO Measure of Sampling Adequacy	0.806	
Bartlett's Test of Sphericity	Approx. Chi-Aquare	1007.968
	df	6
	Sig	0.000

*Sig < 0.05, **Sig < 0.01, ***Sig = .000

From the Table 3, the results show that correlation between variables of Organizational Factors is better, and indicate that the structural is suitable for factor analysis.

Table 4 KMO and Bartlett's Test Results of Social Factor

KMO Measure of Sampling Adequacy	0.940	
Bartlett's Test of Sphericity	Approx. Chi-Aquare	5442.733
	df	36
	Sig	0.000

*Sig < 0.05, **Sig < 0.01, ***Sig = .000

From the Table 4, the results show that correlation between variables of Social Factors is better, and indicate that the structural is suitable for factor analysis. Therefore, the questionnaire is highly valid.

Descriptive Analysis of three variables

This par conducts a descriptive analysis on the specific items of the three variables of individual factors, organizational factors and social factors, which uses five-point Likert scales in Part 3 of the questionnaire.

Table 5 Descriptive Analysis of individual factors

Measurement Items for Variable	Mean	S.D.	Level	Ranking
Reasonable inheritance	3.448	0.908	Agree	4
Inheritors are protected	3.507	0.920	Agree	2
Strong performance innovation	3.463	0.916	Agree	3
High enthusiasm	3.604	0.911	Agree	1

From Table 5, it shows that the respondents think these four aspects have the same effect on the inheritance and protection of Taiyuan Drums.

Table 6 Descriptive Analysis of organizational factors

Measurement Items for Variable	Mean	S.D.	Level	Ranking
Demands for Organization show	3.188	0.854	Neutral	4
Team management mode	3.394	0.849	Neutral	3
Team has a high level of professionalism	3.525	0.887	Agree	2
Organization Development Path (or direction)	3.535	0.864	Agree	1

From Table 6, the result shows that the respondents think these four aspects have the same effect on the inheritance and protection of Taiyuan Drums.

Table 7 Descriptive Analysis of social factors

Measurement Items for Variable	Mean	S.D.	Level	Ranking
Increase the level of publicity	3.854	0.930	Agree	7
Effective organizational guidance	3.881	0.924	Agree	6
Diversity of performers	3.891	0.931	Agree	5
Improvement of economic development level	3.691	0.971	Agree	9
Inheritance of laws and regulations	3.713	0.964	Agree	8
Good cultural atmosphere	3.936	0.930	Agree	1
Support from civil society organizations	3.901	0.966	Agree	3
Promotion of online news media	3.926	0.988	Agree	2
Combination with college education	3.899	0.970	Agree	4

From Table 7, the result shows that the respondents think these four aspects have the same important effect on the inheritance and protection of Taiyuan Drums.

Correlation Analysis of Variables.

This section uses correlation analysis to determine whether all factors are related to the Inheritable development of Taiyuan Drums, thus ensuring the need for multiple regression analysis.

Table 8 Correlation Analysis Results between all influence factors and inheritance development of Taiyuan Drums

		Inheritable Development of Taiyuan Drums
Individual Factors	R	0.140**
	Sig.(2-tailed)	0.005
Organizational Factors	R	0.200**
	Sig.(2-tailed)	0.000
Social Factors	R	0.148**
	Sig.(2-tailed)	0.003

According to Table 8, we can see there are significant positive correlations between all influence factors and the inheritable development of Taiyuan Drums (Sig.<0.01)

Multiple Regression Analysis of Hypotheses Testing.

In this section, the multiple regression analysis was employed to test and verify the hypotheses of this study.

Table 9 Regression Analysis Results of Internal Factors and Inheritable development of Taiyuan Drums

Model 1	B	Std.Error	t	Sig.
Constant	1.977	0.059	33.48	0.000**
Individual Factors	-0.007	0.021	-0.316	0.752
Organizational Factors	0.063	0.026	2.465	0.014*
Social Factors	0.037	0.018	2.509	0.040*
R ²	0.040			
Adjust R ²	0.033			
F	5.625			
Sig. (F)	0.001**			
Dependent Variable: Inheritable Development of Taiyuan Drums				

*Sig.<0.05, **Sig.<0.01, ***Sig.=0.000

From Table 9, the result shows that at least one of the Individual Factors, the Organizational Factors, and the Social Factors will affect the Inheritable Development. The model formula is :

$$\text{Inheritance case} = 0.063 * \text{Organizational Factors} + 0.007 * \text{Social Factors}.$$

The final concrete analysis shows that:

The Organizational Factors and the Social Factors have a significant positive influence on the Inheritable Development of Taiyuan Drums.

Therefore, the results of this study accepted:

SubH2: Organizational Factors has a significant impact on Inheritable Development of Taiyuan Drums.

SubH3: Social Factors has a significant impact on Inheritable Development of Taiyuan Drums.

The Individual Factors has no significant impact on the Inheritable Development of Taiyuan Drums. Therefore, the results from this study rejected the SubH1. (Individual Factors)

Results and Discussion

Finding from Descriptive Analysis of Dept-interview.

The finding from the in-dept interview for 10 Taiyuan Drums inheritors is about the problem of inheritance status. That is the young people nowadays have little understanding of Taiyuan Drums, and the performance income is not optimistic, and there are even self-raised funds and debts. It is a problem that affects the inheritance to Taiyuan Drums.

Findings from Chi-Square Analysis.

The results from correlation analysis of variables found that the individual factors, organizational factors and social factors lead to the highest probability of the inheritable development of Taiyuan Drums.

Findings from Testing Hypotheses.

The results from testing 3 sub-hypotheses can be revealed as follow.

H1: Individual Factors have no significant impact on inheritance development of Taiyuan Drums. This finding shows clearly that the rationality of inheritance, inheritors protection or not, performance innovation and the high enthusiasm of the team members can not impact on the inheritance development of Taiyuan Drums.

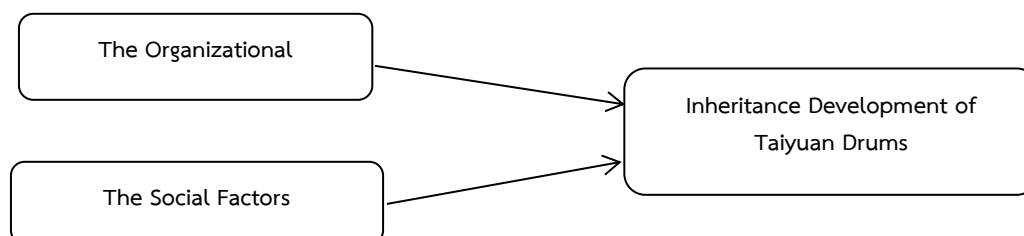
H2: Organizational Factors have a significant impact on inheritance development of Taiyuan Drums. The finding shows clearly that whether the performance funds is sufficient, the management mode and professional level of the performance team, and the direction of team development can further promote the inheritance and development of Taiyuan Drums.

H3: Social Factors have a significant impact on inheritance development of Taiyuan Drums. The finding showed clearly that using these methods of strengthening the propaganda of Taiyuan Drums, enhancing organizational leadership, increasing the diversity of performers, improving the level of economic development, improving the inheritance laws, improving the cultural atmosphere, getting support from civil society organizations, the promotion of online media, and combining with college education to develop the Taiyuan Drums.

Conclusion and Recommendations

The purpose of this article is to study the influence factors of protecting Taiyuan Drums. The results from Hypotheses revealed that the organizational factors and social factors have a significant influence on protecting Taiyuan Drums. This study agreed with the findings of Deng Danquan (2016) who found that “In recent years, the school must not only introduce the intangible cultural heritage into the campus, let the teachers and students know about it, but also strengthen the cultivation of the talents.”

And the hypotheses are presented to form the protecting Taiyuan Drums model, as shown in Figure 2



**Figure 2: Taiyuan Drums' Inheritance
Development of Organizational and Social Factors**

The Taiyuan Drums as a course is carried out in colleges and universities, which is undoubtedly the most beneficial to the protection and inheritance of the Taiyuan Drums. The college students have a higher cultural background, and their joining has also added new vitality for the development and innovation of Drums. The emergence of college students, a special heritage group, can reflect the enthusiasm for their younger generation of the gong and drum performances. What's more, learning drums can enhance the young generation's understanding and love of the intangible cultural heritage, so as to better reserve it.

Recommendations for Future Research

The research findings from this study only cover four universities in Taiyuan City. The population is not large enough for the best results. The researchers in the future research should collect the larger sampling to study.

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