

# A Survey of Hainan Residents' Attitudes towards Migratory Group-Based on the ABC Model of Attitude

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**Keywords:** "Migratory bird" group, Attitudes, Hainan residents, Causes of formation.

**Abstract.** Hainan's unique natural environment attracts a large number of migrants to come here for vacation, pension, work, etc. The more complex population structure leads to the problems of social integration. As an important part of Hainan's external population, "migratory bird" group not only injects vitality into Hainan's development, but also brings difficulties and challenges to Hainan's urban management. This paper investigates Hainan residents' attitudes towards "migratory bird" group based on the ABC model of attitude, analyses the causes of their attitudes, and puts forward practical suggestions for promoting social integration of "migratory bird" group in Hainan.

## Introduction

### Research Background and Significance

Hainan Province is the only tropical province in China. The advantages of its natural resources and infrastructure allocation have attracted many wintering groups from abroad. This group may disturb the normal life of local residents in Hainan and increase the pressure of public administration of Hainan provincial government. The naked running of Heilongjiang provincial officials in Sanya in 2015, the violent fighting between Hainan local residents and "migratory bird" group around the Spring Festival in 2018 and the fog incident in Haikou Port show that there's the contradiction between Hainan local residents and "migratory bird" group. A large proportion of "migratory bird" population has become an important feature of Hainan's population. Therefore, it is of great significance for the further construction of Hainan Province to study how to help "migratory bird" group integrate into local society and play their positive role.

### Literature Review

Most domestic scholars analyze the current situation of the relationship between the residents of Hainan Province and the "migratory bird" group from the perspective of integration of "migratory bird" group into Hainan society. They think that the social integration of "migratory bird" group in Hainan is difficult. The reasons are as follows: First, there are cultural differences between them. Geng Tong and Hu Jing believe that the social integration of migratory elderly in Hainan is hindered by the separation of old people's identity, cultural differences and the crisis caused by Empty Nest [1]; Sun Tao et al believe that most of the migratory population is retired people, so their subjective willingness to integrate into Hainan's culture is low. They prefer to retain the cultural traditions and lifestyles of the original areas. Cultural difference is an important reason for the estrangement between "migratory bird" group and Hainan residents [2]; Liang Shuping and Zhang Qin believe that the stereotype between the inhabitants and the immigrants hinders their interaction and integration [3]; Li Fen and Xiao Huimin believe that the cultural segregation led to the self-interpersonal exclusion of migratory elderly in the inflow area. The lack of communication leads to the incomprehension between two groups, even conflict and antagonism [4]; Yang Xiukan and Wan Meijia also believe that the main reasons for the conflicts between "migratory bird" group and Hainan residents are the differences in consumption view and culture, the weak protagonist consciousness of "migratory bird" group and the increased competition of public resources [5]. Second, the limitation of resources. He Qunzhou believes that the limited resources of Hainan have

greatly affected the attitude of Hainan residents towards "migratory bird" group [6]; Rao Yong believes that the entry of "migratory bird" group makes the industry in the island more competitive. The psychological gap of Hainan residents has increased, and the local residents have gradually become marginalized groups [7].

Most of these studies on the relationship between "migratory bird population" and Hainan residents are from the perspective of "migratory bird" group. These studies neglect to analyze the attitude of Hainan residents towards "migratory bird" group. This paper intends to understand Hainan residents' attitudes towards "migratory bird" group from the perspective of Hainan residents, study the causes of the conflict between the two groups, and put forward suggestions for promoting social integration of "migratory bird" group in Hainan.

## **Interpretation of Related Concepts**

### **"Migratory Bird" Group**

The "migratory bird" group described in this paper refers to the people who live in Hainan for a long or short time from October to April to avoid the cold winter. This group travels between the two places according to certain rules, also known as seasonal floating population. It includes migratory elderly and "migratory bird" tourists, mainly "migratory old people". Migratory elderly accounts for the majority.

### **ABC Model of Attitude**

Attitude refers to the tendency of people's psychological reaction to a certain object's relative stability and internal restriction. It consists of three elements: affection, behavior and cognition. There are restrictive relationships among these elements [8].

## **Data Sources and Research Methods**

### **Data Sources**

The object of study in this paper is the residents of Hainan Province. We selected Haikou, Sanya and Lingshui as samples, where the number of "migratory bird" group is larger and the conflicts between "migratory bird" group and local residents is more frequent. Through preliminary literature research, public opinion survey and case interviews, the research group has designed relevant questionnaires. We adopted the stratified sampling method and set the sampling ratio at 8:4:3 behavior based on the population ratio of the three areas. 160 questionnaires were distributed in Haikou, 80 in Sanya and 60 in Lingshui. A total of 295 valid questionnaires were collected in this survey, with an effective recovery rate of 98.3%, including 125 males and 170 females.

### **Research Methods**

The research methods used in this paper are literature analysis, case interview, questionnaire survey and mathematical statistics.

## **Research Findings and Analysis**

### **General Situation of Hainan Residents' Attitudes towards "Migratory Bird" Group**

This part makes a concrete analysis of Hainan residents' attitudes toward "migratory bird" group from the three elements: affection, behavior and cognition.

**Affective Dimension.** About 39.5% of the respondents chose to like it and 60.4% chose to have no feeling or don't like it when were investigated the emotional expression of "migratory bird" group, such as table 1. Only about a third of Hainan residents have clearly expressed their preference for the "migratory bird" group. Therefore, Hainan residents have no obvious positive tendency towards "migratory bird" group in terms of emotion.

Table 1 Emotional expressions of "migratory bird" group(%)

Degree	Frequency	Percentage	Effective percentage
Like	115	39	39.5
No sense	113	38.3	38.8
Dislike	63	21.4	21.6
Total	291	98.6	100

**Dimension of Behavior Tendency.** According to behavioral propensity measurements, 66.4% of respondents chose to welcome "migratory bird" group to Hainan for tourism and vacation, while only 54% of respondents chose to welcome they winter in Hainan, such as table 2.

Table 2 An analysis on behavior tendency of Hainan residents to "migratory bird" Group(%)

	Welcome	Indifferent	Not welcome
For tourism and vacation	54	29.2	16.8
For wintering	66.4	24.4	9.2

It can be seen that compared with the purpose of winter, the local residents prefer the "migratory bird" group only for tourism and vacation, especially for high-end consumption. Taking population type as independent variable and the above two questions as dependent variable, and we carried out the chi-square test. The results showed that  $\chi^2=7.014$ ,  $p=0.32>0.05$ ;  $\chi^2=15.248$ ,  $p=0.018<0.05$ . It can be seen that there is a significant correlation between population type and the variable of "For wintering in Hainan", but there is no significant correlation between population type and "Tourism and holiday in Hainan".

Further analysis shows that 21% of the household registered population chose to don't welcome "migratory bird" group winter in Hainan, while only 1.6% of the non-registered population chose this option among the respondents, such as table 3. From this we can guess that the type of population will affect the choice of behavioral tendency and Hainan residents of non-registered population tend to be friendlier.

Table 3 Interactive analysis of population type and representation of "migratory bird" group winter in Hainan(%)

Population type	The representation of "migratory bird" group winter in Hainan			Total
	Welcome	Indifferent	Not welcome	
Household registration population	52.4	26.6	21	100
Non-registered population	59.1	39.3	1.6	100
Total	54	29.2	16.8	100

$\chi^2=15.248$ ,  $p<0.05$

**Cognitive Dimension.** According to the survey, 20% of the respondents thought that the overall quality of the "migratory bird" group was high or high, 66% of the respondents thought it was general, and 14% thought it was low or low, such as table 4. Therefore, in general, the residents of Hainan Province do not have a high evaluation of the overall quality of "migratory bird" group.

Table 4 The evaluation of the overall quality of "migratory bird" group

Degree	Frequency	Effective percentage (%)
High	11	3.8
Relatively high	47	16.2
General	192	66
Relatively low	32	11
Low	9	3.1
Total	291	100

In terms of the main impact of “migratory bird” group, the top five choices are house price, price, transportation, urban sanitary environment and medical care. Almost all respondents believed that the influx of “migratory bird” group was the cause of higher house prices, higher prices and greater traffic pressure. However, in terms of “water and electricity” and “urban sanitary environment”, the positive evaluation proportion is higher, such as table 5.

Table 5 Analysis of the main impact and degree of “migratory bird” group on Hainan residents (%)

Main impact	Percentage	Degree of impact				
Price	21.9	Obviously improve 67.1	Improve 32	Not change 0	Decline 0	Obviously decline 0.9
Housing price	22.5	Obviously improve 72.2	Improve 27.8	Not change 0	Decline 0	Obviously decline 0
Transportation	14.2	More convenient 14.2	Not change 0	Short term congestion 85.8		
Medical care	8.8	Higher level and more resources 38.9	Not change 0	Short-term resource shortage 61.1		
Neighborhood	7.5	More harmonious 38.5	Not change 0	Became tense 61.5		
Public Security	8.5	More secure 39.3	Not change 0	Worse 60.7		
Urban sanitary environmen	10.3	Better 41.5	Not change 0	Worse 25.5		
The use of water and electricity	5.3	More convenient 30.4	Not change 0	Short-term resource shortage 9.5		
Else	1.1					

“Migratory bird” group also has a positive impact, for example “it brings new culture to local society and enriches local cultural life”, “it stimulates the consumption and promotes economic development”. The two options account for 25.2% and 35.2% respectively. However, 15.1% of respondents believed that “migratory bird” group has no positive impact, such as table 6. Hainan residents have a contradictory understanding of the economic impact of “migratory bird” group. On the one hand, they think the arrival of “migratory bird” group has raised prices and house prices. On the other hand, they think their arrival has stimulated consumption and promoted economic development.

Table 6 The positive impact of “migratory bird” groups

Positive impact	N	Percentage (%)
Enriching cultural life	119	25.2
Stimulating consumption	166	35.2
Improving the level of education	51	10.8
Improving the level of social management	51	10.8
Improving the construction of public facilities	42	8.9
No positive impact	43	9.1
Total	472	100

In conclusion, we believe that Hainan residents have a certain degree of prejudice against the “migratory bird” group.

### The Reasons for the Formation of Hainan Residents' Attitudes towards Migratory Birds

From the perspective of social psychology, there are three reasons for bias: Firstly, there are conflicts among interests, cultural concepts and habits in social groups. Secondly, the produce of prejudice is influenced by the socialization of the subject. Thirdly, the individual's unique personality and psychological factors influence the produce of prejudice [9]. The table 7 shows there are three main

reasons for the contradiction between local residents and "migratory bird" group: Firstly, there are cultural differences and conflicts in habitual patterns among groups. Secondly, Hainan residents believe that the arrival of "migratory bird groups" has increased their living pressure. Thirdly, individuals have special personality or psychological factors, such as persistence, irritability and hostility.

**Table 7** The main reasons for the contradictions between the two groups

Main reason	N	Percentage
Living habits and cultures are different	168	36.2
Its arrival makes life more stressful.	102	22.0
Unreasonable behavior of "migratory bird" group	98	21.1
Personality factors of both sides	39	8.4
Exclusion tendency of local residents	26	5.6
"Migratory bird" group have formed geographic groups	24	5.2
Else	7	1.5
Total	464	100.0

## Conclusion

We can draw the following conclusions: Firstly, Hainan residents have a certain degree of prejudice against the "migratory bird" group and the produce of the prejudice is affected by the positive effects of the "migratory bird" group. Secondly, the main reasons for the prejudice are the conflict of cultural values and habitual patterns, the fierce competition of resources among groups and the special personality or psychological factors of individuals.

Based on the above conclusions and the current social situation in Hainan, we give the following suggestions: Firstly, considering the government's seasonal purchase of public services and the seasonal supply of public services. It can effectively alleviate the tension in the use of public resources such as electricity, water and public transport, and enhance the flexibility of public service supply. Secondly, we should carry out regular and systematic cultural exchange activities to enhance cultural identity between the two sides. Thirdly, we should improve the formulation of relevant laws, regulations and policies, especially the laws, regulations or policies on housing prices, prices and other aspects which related to the people's livelihood, and strengthen the compliance and implementation of the rules. Fourthly, the government actively uses modern media and network technology to publicize and shape the positive image of local residents in Hainan through government websites and micro-blogs. Meanwhile, it expresses its acceptance attitude towards the "migratory bird" group and its expectation for the active participation of "migratory bird" talents in the construction of Hainan Province.

## Acknowledgement

This research was supported by the National Social Science Project: Research on Consultative Democracy at Grass-roots Level Driven by Governance Demand(18ZZB56)

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