

Influences on the Work Desire of Cultural Industry Employees-Based on the SEM with the Data of 303 Questionnaires

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Abstract. Cultural industry is an important part of national economy, but it is still not the mainstay industry of national economy in our country, which is closely connected with the shortage of culture industry talent. Based on the 500 college graduates of Shaanxi province, it explores the relationship among pressure perception, social support and work desire of Cultural industry practitioners, and then checks the moderation of social support. The results show that: stress perception and social support play a significant impact on the work desire of cultural industry personnel employed, and the stress perception is negative related to the work desire, while the social support is positive; social support has moderating effect between stress perception and work desire, low social support plays a negative moderation between them, while the moderation of high social support is not significant.

Question Introduction

“To be a cultural power” is a long-run strategy of cultural development of the Party Central Committee and the State Council of China. The development degree of culture decides the competitive power of a country in global cultural exchanges[1][2]. According to the UNESCO and the GATT, cultural industry is an industry involving the creation, production and distribution of products and services with cultural attributes, which holds an important position in the tertiary industry. It was proposed at the fifth plenary session of the 17th CPC Central Committee to “promote the cultural industry, and make it a pillar industry in national economy”. Besides, it was pointed out in the 2013 government work report that the increment in the cultural industry reached 15%, in the amount of RMB210 million based on conservative estimation, which showed that the cultural industry was expected to become the next pillar industry in national economy.

Shaanxi Province is taken as an example. In 2013, the sectors in the cultural industry which had obtained high investment included the cultural leisure and entertainment service (50.7%), the culture and art service (17.6%), and the production of culture articles (12.4%); in respect of employment, the scientific research and technology support service sector provided most job posts (47.0%), followed by the information transmission, software and information technology service sector (31.6%), and the culture, sports and entertainment sector (21.3%). It shows that Shaanxi Province's cultural industry investment focused on the cultural leisure and entertainment service sector. Through analyses, the proportion tendency of job posts provided by each sector in the cultural industry from 1987 to 2013 has been figured out, as shown in Diagram 1.

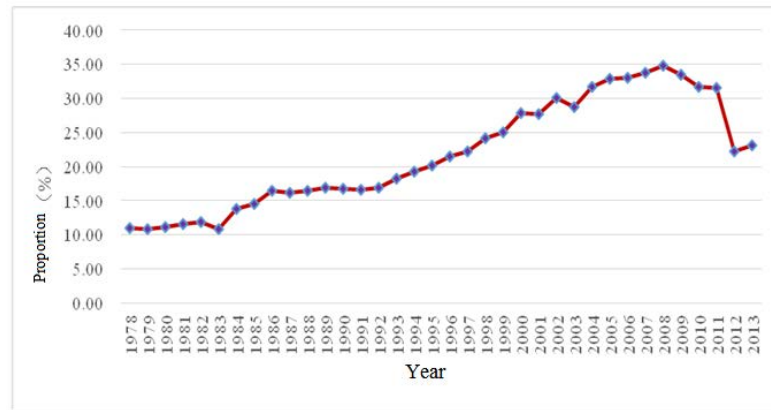


Fig.1. Proportion Tendency of Job Posts of the Cultural industry to that of the Tertiary Industry of Shaanxi Province from 1987 to 2013

According to Diagram 1, it is found that the proportion of job posts provided by the cultural industry takes on a rising tendency. What are the factors affecting the participation desire of practitioners in the cultural industry?

In view of this, it is planned to construct a relevant conceptual model in this article. With the college graduates in Shaanxi Province as an example, a structural equation model (SEM) will be adopted, to discuss their perception of stress, and participation desire in the cultural industry under social support, to draw a constructive conclusion.

Theory and Hypothesis

Introduction to Conceptual Model

Through summarizing the existing documents, it is found that the research on the influence factors of the growth of talent in the cultural industry is advancing day after day. For example, LI Yin et al (2014) [3] divided the talents in the cultural industry into four types by value creation: the creative, the operating, the managing, and the content; while Kaufmann.G et al (1997) [4] proposed that “the way that the external factors influencing the growth of the aforementioned four types of talents were basically consistent” long ago. HE Liwen et al (2015) [5] found that, based on the analysis of the input and output efficiency in the cultural industry in 2010 with DEA model, the school enrollments could directly reflect the level of education of residents, and believed that the raising of education level was the key factor that led to the increase of cultural consumption. DENG Yufan et al (2009) [6] have traced out the geographical distribution law of employees engaged in creative industry in Guangzhou through comparative analysis and research of the whole urban space, the urban regional and spatial structure, and the distribution space of different creative sectors; ZHAO Ruifeng et al (2011) [7] have provided a scientific method of forecasting the development of practitioners in the cultural industry in Guangxi by constructing a grey predication model for analyzing the development tendency of practitioners in the cultural industry in Guangxi.

A hypothesis is built as shown in Diagram 2.

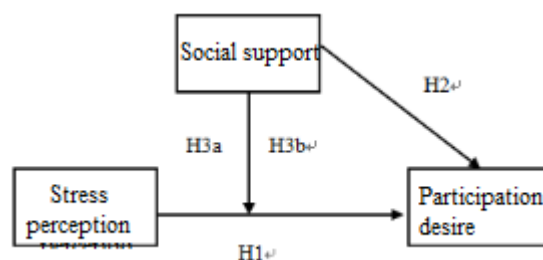


Fig. 2. Research Model

Stress Perception, Social Support and Participation Desire

Lazarus et al (1958) [8] believed that stressful event referred to conflict, contradiction, and frustration, and significant changes to people caused thereby. Kaplan et al (1984) [9] proposed that mental stress included the correlation among family, environment and job nature. FAN Fumian and LI Wei (2000) [10] found that most students had an unhealthy psychological status and physiological reaction through search. The research of LIU Jie (2004) [11] showed that 80.1% of college students obviously felt heavy stress. All these above are responsible for the change of stress perception of the college graduates at the time they decide to enter the cultural industry.

Cullen (1994) [12] believed that social support referred to the emotional and material support given by the society or family or friends to an individual, while Malecki (2002) [13] et al insisted that social support refer to the supporting activities of human body to the people around.

Based on the analyses as above, the following hypotheses are put forward:

H1 Stress perception has a negative impact on the desire of college graduates of participating in the cultural industry.

H2 Social support has a positive impact on the desire of college graduates of participating in the cultural industry.

Adjustment Function of Social Support

SHI Jianfeng, YE Junjie, et al believed that as long as an individual could feel social support, such as respect, understanding and satisfaction, the individual would believe in social support [14][15]. QUAN Hongyan et al (2008) [16] found, through survey, that the mental health of college students was a type of throughout social support, which made the individual have a stable emotion and be responsible. GONG Yuxuan (1994) [17] believed, through research, that social support was an important resource for individuals to manage stress. Based on the analyses as above, the following hypotheses are put forward:

H3 Social support can adjust the stress perception and the participation desire, of which the effect is decided by the degree of social support.

The hypothesis as shown above contains two meanings. Thus it can be expressed:

H3a The effect of high social support adjusting college students' stress perception and participation desire is not significant.

H3b Low social support has a negative adjustment effect on college students' stress perception and participation desire.

Research Design

Sample Selection and Research Tool

To facilitate sampling, 500 questionnaires had been handed out to the college graduates in Shaanxi Province, and 303 effective questionnaires had been taken back at final. The rate of effective questionnaire reaches 60.6%. For purpose of ensuring the reliability and validity of questionnaire variables, a stress perception assessment scale is adopted for analysis in this article, mainly referring to the CSQ of Pagana, the Dental Environment Stress Questionnaire (DES) of Garbee, etc. The social support is measured from the aspects of "the degree of respect, the degree of understanding, and the degree of satisfaction" based on the subjective support part in the "Social Support Assessment Scale" [18] in the mental health assessment handbook.

Process and Method of Data Analysis

Reliability Test

First, according to Cronbach's α analysis of questionnaire with SPSS, it is found that the reliability is high; second, the overall Cronbach's α of stress perception, social support and participation desire all comply with the threshold value ($\alpha > 0.7$) proposed by Nunnally; last, all variables in the scale have been subjected to Cronbach's α check, of which all results are higher than 0.7. This shows that the variables in this research are highly reliable.

Validity Test

We have properly modified the questionnaire based on the suggestions given by the subjects of pre-survey, and have verified the construct validity [19] with a structural equation model AMOS7.0 software. According to the results, we draw a conclusion that GFI, CFI, NFI, IFI, RFI, etc. all approximately reach 0.9, which shows that the construct validity of stress perception is good.

(3) Related Analysis

We have tested whether the variables are closely related to each other via correlation coefficient. If the test result reaches 0.05 ($p < 0.05$), the correlation coefficient will be marked with “*”; if reaches 0.01 ($p < 0.01$), then marked with “**“. According to Table 1, the prerequisites for testing the regulated variables have been met with.

Table 1. Mean Value and Standard Deviation of Participation Desire, Stress Perception and Social Support and Related Analysis thereof

Related Analysis thereof			
Participation DesireStress PerceptionSocial Support			
Participation Desire	1		
Stress Perception	0.357**	1	
Social Support	0.256*	0.518**	1
Mean Value	5.0112	103.7830	18.9083
Standard Deviation	2.71947	16.19382	3.28792

Model Empirical Research and Analysis

Confirmatory Factor Analysis

According to the empirical analysis results, the professional skill contributes most, of which the factor loading is 0.73, followed by workload, professional experience, employment status, interpersonal relationship and educational background; while among the three indexes of social support, the degree of understanding contributes most, of which the factor loading is 0.57, followed by the degree of satisfaction (0.48) and the degree of respect (0.39). After correcting the model in accordance with the standard of fit index, both CFI and IFI of the fitness degree are higher than 0.90. This indicates that the fitness of the model is good as a whole, as shown in Tables 2 and 3.

Table 2. Confirmatory Factor Analysis Index of Stress Perception

	χ^2	df	χ^2/df	GFI	CFI	IFI	RFI	NFI	AIC	BCC	ECVI
M_0	58.967	9	6.552	0.878	0.841	0.851	0.708	0.819	90.698	92.507	0.456
	8.329	7	1.190	0.988	0.989	0.997	0.960	0.983	35.898	36.575	0.179
M_1											

Note: M_0 before model modification; M_1 after model modification

Table 3. Regulatory Effect Model of Social Support

	χ^2	df	χ^2/df	GFI	CFI	IFI	RFI	NFI	AIC	BCCQ	ECVI
M_0	259.797	74	3.511	0.816	0.715	0.698	0.563	0.668	332.167	326.965	1.662
M_1	92.236	64	1.442	0.943	0.967	0.961	0.835	0.875	172.674	181.171	0.869

Note: M_0 before model modification; M_1 after model modification

Result Analysis

We have constructed the model immediately after making confirmatory factor analysis over the data with AMOS7.0 software, as shown in Diagram 3. The diagram shows that the more sensitive the stress perception is, the more reluctant the college graduates are to enter the cultural industry, namely the lower the participation desire; the impact of social support on participation desire is not significant; the interaction item edge between stress perception and social support significantly have a negative impact on participation desire.

The adjustment effect of social support on the correlation between stress perception and participation desire is not significant, as shown in Diagram 4. The diagram shows that high social support can not significantly adjust college graduates' stress perception and participation desire.

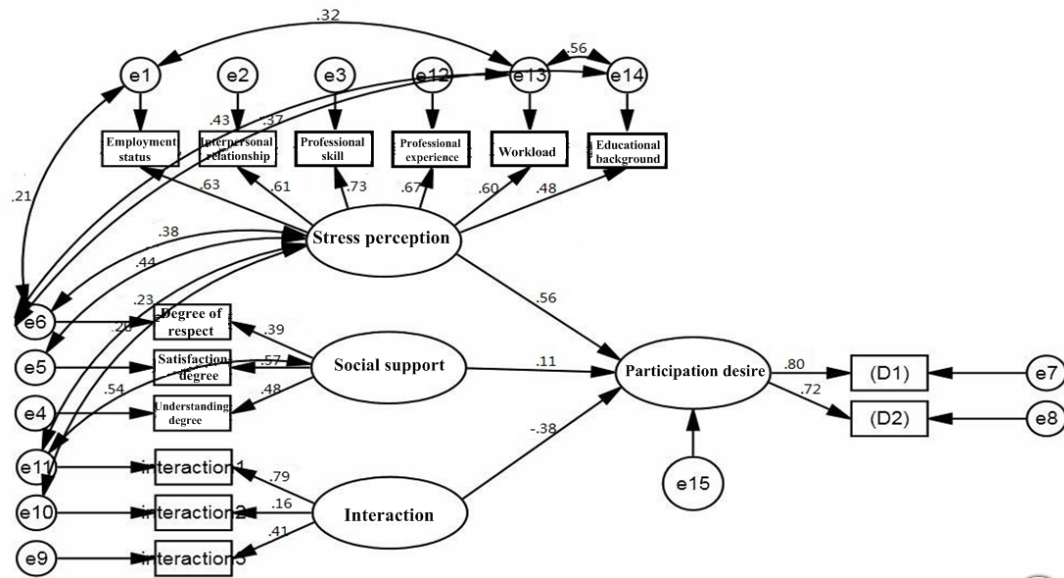


Fig. 3. Modified Model

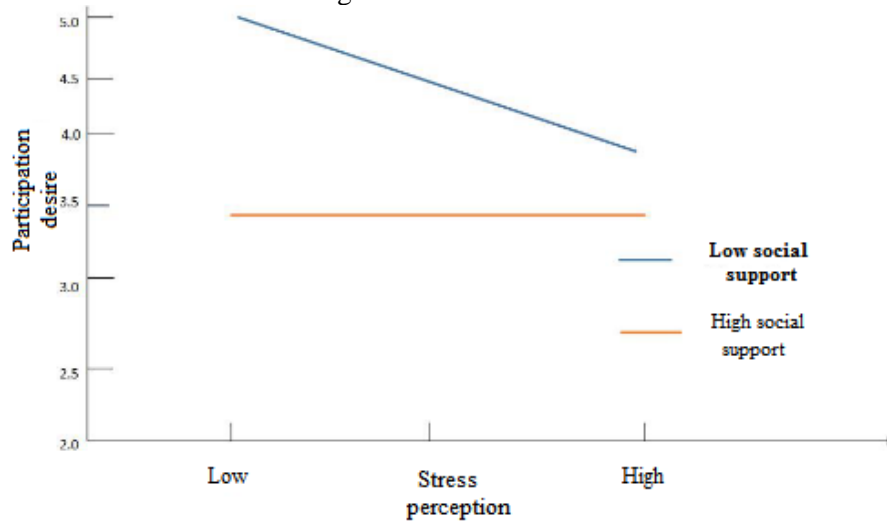


Fig. 4. Regulation Function Sketch of Social Support

Conclusion

In this research, the five hypotheses all are proved to be tenable through the analysis of the correlation among the three variables in the conceptual model constructed by integrating the stress perception, social support and participation desire of the practitioners in the cultural industry into a research framework, and the correlation among the stress perception, social support and participation desire of the practitioners in the cultural industry proposed in this article is also proved to be tenable on the whole. On this basis, the following suggestions have been put forward on how to promote the cultural industry and arouse the enthusiasm of the practitioners in the cultural industry, as below:

Reduce stress

Help the practitioners in the cultural industry reduce stress at the source, to raise their participation desire, and attract more persons to enter the cultural industry. First, the practitioners themselves should enhance their knowledge; second, the government and enterprises should make efforts to improve the employment status of the practitioners in the cultural industry, so that more culture practitioners can make contributions according to their ability.

Provide more social support to a proper extent

The prosperity and development of the cultural industry requires more efforts to cultivate professionals by reasonably, purposefully and designedly developing and cultivating human resources for the cultural industry. As analyzed in the article, social support should remain at a proper level. McClelland pointed out in the achievement need theory that the respect to and the recognition of their achievements [20] are the best reward for those who lay emphasis on achievement need. Therefore, social support should be controlled within a reasonable range.

Expand employment channel

The government should give support by promoting the coupling development between the cultural industry and its related industries, and expanding employment channel while pointing a way to finance to cultural enterprises, to realize the diversified development of the cultural industry.

The strategy of “One Belt and One Road” of China aims to substitute the division mode of labor in traditional industries with a modern, comprehensive and sustainable mode established via cooperation with countries along the line. To this end, with the support of the policy of “One Belt and One Road”, we should bring our comparative superiority in the cultural industry into full play, to blaze a trail for realizing the goal of “accelerating economic transition and upgrading of our country”.

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