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学位の種類	博士（知識科学）		
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論文題目	Pathways to Public Participation in Intangible Cultural Heritage: An Integrated Model of Cognition, Education, Digital Dissemination, and Commercialization		
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論文の内容の要旨

In the context of the continuous development of the dissemination of intangible cultural heritage (ICH), the public participation mechanism is undergoing profound changes. However, there is still a lack of systematic analysis on how multiple factors jointly influence public participation through different paths. This study aims to explore how cognition, education, digital dissemination, and commercialization act on public participation in intangible cultural heritage through different paths. To achieve this goal, the research combines questionnaire surveys, platform data analysis, and structural equation modeling (SEM) for empirical analysis. Firstly, the survey results of Dalian residents indicate that behavioral intention plays a key role in shaping place attachment, while the influence of knowledge is relatively limited. Secondly, cluster analysis based on Douyin platform data identifies two main dissemination patterns, revealing the differences in content strategies and interaction mechanisms between official institutions and individual creators. Further, the results of the structural equation model show that cognition, education, and commercialization all have significant positive impacts on digital dissemination, among which the commercialization factor demonstrates the strongest driving force. Based on the comprehensive analysis results, this study identified three paths influencing public participation: the education-driven cognitive path, the commercialization-driven cognitive path, and the direct commercialization path achieved through digital communication, among which the last path was the most prominent. These paths collectively form an integrated participation mechanism model, revealing the mediating roles of cognition and digital communication in different paths. Research indicates that public participation is influenced by both intrinsic motivations (such as cultural identity and educational experiences) and extrinsic incentives (such as commercial displays and platform mechanisms). Commercialization not only fails to undermine cultural values but also enhances participation through digital dissemination, becoming a key driving force. This study expands the application of participatory culture theory in the field of intangible cultural heritage and provides practical implications for cultural governance, platform regulation, and content creation.

Keywords: Intangible cultural heritage; public participation; Public Cognition; digital Dissemination; Education; Commercialization

論文審査の結果の要旨

Mrs. GUO, Lifang integrated participatory culture theory, media affordance theory, and value co-creation theory to investigate the mechanisms driving public engagement in intangible cultural heritage. She utilized a multi-level data combining regional questionnaire surveys, and large-scale short video interaction data mining from digital platforms (Chinese Tiktok) to provide empirical evidence.

The findings identified the behavioral intention as a central bridge to place attachment and the discovery that commercialization serves as a core driver of digital participation. She adopted Structural Equation Modeling to propose pathways for public participation in the online context of intangible cultural heritage.

This is an excellent dissertation, and we approve awarding a doctoral degree to GUO, Lifang.