

Research on the cultural endowment demand of retired old people

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Abstract: *Cultural pension is a new direction of the development of modern social pension industry, but also a new topic to solve the needs of people's livelihood. In this study, 328 retired elderly people from enterprises and public institutions in 5 cities in Shandong Province were surveyed by cultural pension questionnaire by random sampling method, to understand the current situation of the cultural pension needs of the retired elderly people, and to explore the influencing factors. The results show that the awareness rate of the retired elderly people about the cultural pension is 67.07%, and the demand rate of the cultural pension needs is 81.71%. Cultural pension awareness, cultural pension interest has a significant impact on the demand for cultural pension. Therefore, the relevant government departments should make use of the popular media forms of the elderly to carry out extensive publicity, further strengthen measures to ensure that the elderly continue to meet their cultural needs, and promote the comprehensive development of the cause of the elderly in China.*

Keywords: *Retired old people, Culture endowment*

1. Introduction

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China clearly proposed to "implement the national strategy of actively coping with the aging of the population". Shandong Province has the largest aged population in China, the highest degree of aging, and the most important task to cope with the aging of the population. By the end of 2019, the elderly population over 60 years old in China is about 254 million, accounting for 18.1% of the total population in China. Among them, the elderly population in Shandong Province is 23,252,100, which is the only province in China with an elderly population of more than 20 million, with an aging rate of 23.09%. By 2035, the elderly population is expected to account for more than 30%, entering a deeply aging society. With the rapid development of the cause of the aged in China, the spiritual and cultural needs of the elderly are rising, and the willingness to participate in cultural activities and social development is strong. The contradiction between the growing demand of the elderly for cultural pension and the imbalance and insufficiency of cultural pension supply at the present stage needs to be solved urgently. The purpose of this study is to investigate the current situation of cultural pension demand of retired elderly people in enterprises and institutions, and analyze its influencing factors, so as to provide scientific basis for the implementation of cultural pension.

2. Subjects and methods

2.1 Sample

Using random sampling method, 328 retired old people from enterprises and public institutions in 5 cities of Shandong Province were selected for sampling investigation. Inclusion criteria: conscious elderly aged 55 years and above; All the participants gave informed consent and volunteered to cooperate, and were able to use mobile phones to answer the questionnaire. Exclusion criteria: elderly people suffering from major diseases, unclear consciousness and cognitive impairment, and unable to skillfully operate smart phones.

2.2 Procedures

In this survey, questionnaires were sent to the mobile phones of the research subjects through the questionnaire star to inform the research subjects of the purpose of the survey. After obtaining the

consent of the research subjects, the questionnaire star was used for unified filling. The questionnaire should be filled out separately using the uniform instructions. Each person can only fill in once. The questionnaire survey was stopped within the specified time, and statistical analysis was conducted after the data were derived from the questionnaire platform.

2.3 Measures

Questionnaire method is adopted. The cultural pension questionnaire is designed on the basis of references and revised by pension experts^[1-2], including the cognition survey of cultural pension, the demand of cultural pension, and the supply of cultural pension services. A total of 328 questionnaires were sent out in this survey, among which 328 were valid, with an effective rate of 100%.

2.4 Analysis

SPSS 23.0 statistical software was used for statistical analysis of the obtained data. Enumeration data were described by the number of people and composition ratio. Logistic regression was used to analyze the influencing factors of the cultural pension needs of the retired elderly. $P < 0.05$ was considered statistically significant.

3. Results

3.1 The general information

There were 131 males (39.9%) and 197 females (60.1%); 93 persons aged 55-60 (28.4%), 134 persons aged 60-65 (40.9%), and 101 persons aged over 65 (30.7%); 19 (5.8%) were junior high school students, 67 (20.4%) were senior high school students, and 242 (73.8%) were college students. 298 persons with spouses (90.9%) and 30 persons without spouses (9.1); 15 persons (4.6%) had a monthly income of 1500-2500 yuan, 21 persons (6.4%) had a monthly income of 1500-2500 yuan, and 292 persons (89.0%) had a monthly income of over 3500 yuan. There were 9 patients (2.7%) with poor health condition, 93 patients (28.4%) with normal health condition, and 226 patients (68.9%) with good health condition. 318 persons (97.0%) had family locations in cities, and 10 persons (3.0%) had family locations in cities and rural areas.

3.2 Cultural pension status of retired elderly people

In this survey, the awareness rate of the retired elderly was 67.1%, 148 people (45.1%) were interested in the cultural pension, and 139 people (42.4%) were generally interested in the cultural pension. 116 people (35.4%) believed that cultural pension is to participate in recreational activities to enrich their old age life on the basis of guaranteeing material life needs, and 148 people (45.1%) believed that cultural pension is a comprehensive process of seeking emotional communication, physical and mental health, and reflecting values.

3.3 Cultural pension needs of retired elderly people

This study shows that 258 retired elderly people (81.7%) have the need of education. 298 people (90.9 percent) are satisfied with their current lives and have a strong sense of happiness. 249 people (75.9%) did not generally feel lonely or lonely, and 72 people (22.0%) did occasionally. 273 (83.3%) had more communication with their children. 282 (85.9%) were proficient in accessing the Internet or using smart phones to obtain information and life services.

3.4 Cultural support for the retired elderly

The satisfaction rate of 328 retired elderly people who participated in the survey to the current cultural pension activity places was 22.2%. 306 people (93.3%) thought that the elderly culture atmosphere in the surrounding community or street was not good or sufficient. 219 people (66.7%) had no mental health activities for the elderly in their communities or streets. 150 persons (45.7%) lived in communities, nursing homes and streets where there were few cultural activities related to the elderly. 117 (35.7%) had not organized cultural activities related to the elderly in their communities, nursing homes or streets.

3.5 A single factor analysis on the influence of cultural endowment demand of retired elderly people

In this study, univariate analysis showed that there were statistically significant differences in the cultural pension needs of retired elderly people with different educational levels ($\chi^2=9.481, p < 0.01$), health status ($\chi^2=11.356, p < 0.01$), awareness of cultural pension ($\chi^2=14.209, p < 0.01$) and interest in cultural pension ($\chi^2=35.578, p < 0.01$).

3.6 Multivariate analysis on the influence of cultural endowment demand of retired elderly people

With the demand for cultural pension (no need =1, need =2) as the dependent variable, education level (junior high school or below =1; High School and Technical School =2; College or above =3), health status (poor =1; General = 2; Good =3), cultural pension knowledge (never heard of =1; Heard of =2), interested in cultural pension (not interested =1; General = 2; Logistic regression analysis was carried out for the independent variable of interest =3. The results showed that the retired elderly had different needs for cultural pension with different awareness of cultural pension and interest in cultural pension ($P < 0.001$).

4. Conclusion

4.1 The retired elderly have insufficient cognition of cultural endowment

Cultural endowment is a new living pattern of the elderly in terms of spiritual needs and cultural security, and a new stage and new concept of the development of endowment in the new era^[3]. The results of this study show that the awareness rate of the retired elderly to the cultural pension is lower than the survey of Zhao Yonglian^[4] on the retired cadres in universities in Chengde in recent years, the state and government have paid more and more attention to the development of the undertakings for the aged, and introduced a series of old-age related policies and measures. However, there is a lack of targeted guidance and publicity for the cultural old-age pension^[5], and the concept of the cultural old-age pension has not been deeply rooted in the hearts of the elderly, and the elderly group has not paid enough attention to the cultural old-age pension, and their ideological understanding is not in place. The government and the relevant departments should strengthen the cultural endowment propaganda, build a good atmosphere of public opinion, guide the elderly to establish cultural endowment concept, carry out cultural endowment into the enterprise, into the community, into the family activities, so that the concept of cultural endowment into the brain into the heart, to create a new era of cultural endowment new environment.

4.2 The retired elderly have a strong demand for cultural support

With the development of social economy, the material living standard of the elderly has been continuously improved, and the spiritual and cultural needs have been rising day by day. Retired people in enterprises and public institutions generally have high cultural quality, stable income, relatively good physical quality and urgent need for spiritual and cultural pension, which is consistent with the research results of Mao Cui^[6]. The elderly to cultural endowment knows, the more interested in the more cultural endowment, the higher the demand of the cultural endowment, so you need to develop the old education, strengthen cultural endowment, knowledge and interest fully mobilize the enthusiasm and initiative of the elderly to cultural endowment, help them cultivate cultural endowment, edify sentiment, satisfy the elderly is yearning for a better life, improve the quality of the elderly life^[7].

4.3 There is an imbalance in the supply of cultural services for the retired elderly

Some studies point out that the government has not invested enough in the cultural pension, the spiritual and cultural needs of the elderly have not been met, the service projects are single and the contents are scarce^[8-9], which is similar to the results of this study. In recent years, some activities of "cultural endowment" have been launched in various provinces and cities^[10-11], but there are problems such as ineffective implementation and mere formality. Government departments should step up cultural endowment facilities investment, widen the channel of the culture endowment and the carrier, build respect love helpage support policy system and social environment, the elderly spiritual and cultural life rich, strengthen the spirit of the elderly care, the social value of respect for the elderly and to encourage the elderly to take an active part in social governance, voluntary service and care

education activity, the next generation to improve engagement of the elderly, the acquisition, happiness and satisfaction.

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