

SOCIO-CULTURAL NEEDS ANALYSIS A CASE STUDY OF CITIZENS OF REGIONAL KHORASGAN

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Abstract

The present study aims to assess the social and cultural needs of the citizens of the region of Isfahan khorasgan collection by descriptive method. The present statistical research community, all the citizens of this region to the number 100468 people formed through the formula number of sample size example 382 Cochran and random stratified sampling method according to size. Tools for collecting information on the religious dimension of the needs of the researcher, artistic, social, recreation and sports was that its formal validity and content approval and validity of it through the cronbach's alpha was estimated to be the equivalent of 0.92. In the descriptive analysis of the data at the level of the average and standard deviation and at the level of inference of single t-test analysis of Friedman, the variance was used. The results showed that the recreational needs of the religious dimension in cultural, artistic, social, sports and more than the average level. The findings also showed the average dimensions of the cultural needs to arrange with the average recreational dimension (3.92), the next highest and lowest artistic (interval) the average ranking of the needs. In view of the significant differences between the demographic characteristics of the citizens

Key words: *needs, culture, social and cultural needs, needs analysis*

Introduction

Needs assessment one of the concepts that in the present age is a prerequisite of any proper and purposeful planning and to help managers and planners to discover the real needs of their practical applications can be tailored to the needs and design. Needs analysis in all areas of economic, social and cultural measures eye application. Being raised with culture as one of the most important and essential component in the management of human behavior, and human factor navigation in regard to cultural needs analysis, especially on the issues of urban management is a necessity. Pay attention to the cultural needs and can be a tool for more accurate planning, the possibility of a more appropriate control, cost savings and higher efficiency in the costs sought. Hence the category of cultural needs analysis has always emphasized the researchers. The present article is to express the importance of the issue and plan first and the necessity of paying attention to the cultural needs analysis survey questions and to plan and they pay this question.

The expression problem

Need in fact a favorable situation the gaps between the feeling and the status quo that motivated move in humans are so compelling that to respond to it of all its forces. Cultural needs although not tangible and palpable but its supply useful works and the lack of proper compensation for the consequences of the community's position. Factors such as, interpersonal relationships, music, fashion, tourism, new subculture, new identity (post modern), new media, consumerism, including factors that human life in the new millennium the field and consequently affect the human needs and creates the need for, and the new internal triggers. The most common definitions of the concept of the need for, defining the preferences it is regarded as Waltham or demands in the areas of people; a variety of their needs. The most common definition is that while needs assessment studies of the parameter space that is a gap [1]. Needs in a conventional classification to two physical, social and groups. On the psychological point of view, the concept of individual needs in terms of interest. Psychologists, their explanation of the need for analysis of the individual units may know and needs in the development of their internal and external factors (irritant), and needs into consideration and according to the conditions of existence, time, place, and type of the cultural conditions and the nature of civilization.

For this reason, in the theoretical topics, different types of bundihai class needs are raised. Classification of biological and physical needs, the needs to the needs of the first component of any mental and of classification needs [2].

However, the conceptual definition, regardless of need, you should know that an important part of human culture is rooted in the needs and they can be "the cultural and social needs". The purpose of the cultural needs, expectations that people have regarding people's leisure and with the use of tools, cultural goods and services to complement their activities this can be in the form of religious activity, activity, social activities, sports activities, recreational activities, art activities and the activities of a media figure, social needs, in fact, is that the needs of activities in order to be the right target and task Raised by the social system (community) absorbed [2]. Social needs are caused by the human society through their experience, flexibility, and can grow. After it was acquired by human social needs, they have to face the emotional and behavioral abilities of experience that a certain situation them.

If the detection of authorities of the social and cultural needs of a community of people with a diagnosis of mental needs vary together does not match, then the people will not follow specified norms and social solidarity will be in trouble. Hence the cultural needs identified as the most important spiritual needs of a community in addition to being a significant share in the growth and development of social and cultural institutions, increased social cohesion field; will provide supply and is a response to this culture need; hence it is a response to the Malinowski interpretation of the functional needs of any society culture that is supplied with the institution-building [3].

Although research shows between the cultural needs and existing facilities in some areas there is no proportional Isfahan [4]. But the institutions such as family, school, universities, media and etc. Each somehow resolve the needs of the different cultural and social strata of society can seek. Fix needs requires the measurement and understanding of the needs of various classes and sections of the community. This issue is through the application of technology is needed, and we can provide to the appropriate authorities and planners to be able to satisfy their cultural needs, better plan.

Reviews the needs or the instructor, is one of the basic and essential components of the planning process. Wherever the issue of codification and plans and adopt a set of measures to be proposed, from needs analysis to be recalled repeatedly. Applications have been formed that can be used to help them collect the appropriate information about the needs and individual needs and wishes of the pattern, group and society. The basic aim formed gathering and analysis of information about the audience. Needs analysis is in fact a process in which the existing situation, specifically the deliberate targets, and then the specified goals based on the priorities for action can be identified. In determining the priorities and needs of the people in the comments about important compliance needs with the priorities as well as with the policy and social and cultural ideals and resources and facilities available and the existing limitations, the severity and frequency of the population takes into consideration [1].

The need for social and cultural needs and especially decisive role in determining the character of a person, society and consequently there is a next generation hence pay attention to the needs of particular social and cultural importance. Their social and cultural needs of specific categories of classification distinct from both, and in the family, educational levels, the Group and etc. Based on different classification codes. These needs can be based on individual interests, gender, age, beliefs, etc. They are different.

A lot of research into the question of cultural needs. Some of the sports research as one of the most important social and cultural needs and have identified [5]. Security needs, h., philosophy of life, equality and justice satisfactory gender differences of the most important social and cultural needs of identified students is reported [6]. Listening to music watching TV program happy and fun of recreational and cultural needs in the use of the Park and go to the social needs of the pilgrimage [7]. the external research also fixes gender discriminatory belief than girls[8]and the need for security and trust relationships, peace is the most important cultural need have this title [9].

Social and cultural needs in the fields of particular importance to the need to introduce a Community origin as to be of value [10] and the original every values are the essence and cultural [3] since the basic role of culture in determining the character of a person and hence it is society [11] Can be the basic structure, the fundamental structure of the identity and affect the community.

Socio-cultural needs, including the most spiritual needs that now, given the cultural institutions, organizations and Governments-has attracted the social, so that attempts to form a wide range of different programmers , will respond to these needs. This is no longer the Prime place in enterprises shall be subject to having the exact information of the feel and the needs expressed by the audience. Accordingly, various studies for assessing the needs of various strata of the people the necessity of that.

Boost extensiveness of social relations, population, and conflict between various spheres of society; increase the complexity of interactions between cultural communication between the generation gap between generation, increasing women's participation in various spheres, social system, increasing the rate of educated women in the higher grades, cultural, transnational communication expenses and etc. The necessity of paying attention to the cultural needs of the important areas.

The difference is the difference of the environment needs, values, norms and personality characteristics of every society in the form of its culture originated in the Community [2]. Hence the share of cultural factors in shaping the need s pause. The supply appears to be rooted in the needs of cultural differences and cultural fissures caused by the authorities and the general public understanding of the issue of cultural needs and the existing vacuum in society are to a large extent to the social, economic and other needs under their influence.

Identify, categorize and prioritize these needs from the perspective of the citizens is the main objective of this research is, hence assuming that cultural needs according to requirements of time and place as well as the environmental variable is different from the question of research is that cultural need of Esfahan khorasgan area citizens? Understanding the cultural needs of citizens at what level? To answer these questions in this study is beginning with theoretical basics and review the research in this area explores the cultural needs in this area. In this study, the cultural needs of citizens living in the town of religious, social, sports, art and entertainment are measured.

The research questions

1. What are Citizens of the social and cultural needs in religion?
2. What are Citizens of the social and cultural needs in entertainment?
3. What are Citizens of the social and cultural needs in art activities?
4. What are Citizens of the social and cultural needs of the region in later social activities?
5. What are Citizens of the social and cultural needs of the region in what branch after sports activities?
6. Do you have the dimensions of the cultural needs of the citizens residing in the same area?

Research methodology

According to the purpose of the present study, which identified the social and cultural needs of the citizens, descriptive research, perform the procedure of collection type. Statistical research society all citizens of the region number 100468 people. Regarding the demographic composition of the population can be divided into the number of male 55257 and 45293 female people pointed out. The sample size using the Cochrane individuals the formula sampling was 382. Tools for collecting information on the religious dimension of the needs of the researcher, artistic, social, recreation and sports was that its formal validity and content approval and validity of it through the cronbach's alpha was estimated to be the equivalent of 0.92.

The findings of the research

The first question: *What are Citizens of the social and cultural needs in religion?*

Table 1-comparison of the cultural needs of the average score on the religious dimension of citizens residing in the region with an average of 3 hypothetical

Componen t	average	deviatio n	SD mean	t	significant levels of	degrees of freedom
Religious dimension	3.45	0.39	0.020	22.45 0	370	0.001

Based on the findings of table 1-average score in religious and cultural needs of the citizens residing in the region of branch 3.45 a larger table of t calculated. So the next religious cultural needs of citizens residing in the region, more than the average level of branch.

The second question. *What are Citizens of the social and cultural needs in entertainment?*

Table 2-comparison of the average score in the needs of the recreational cultural citizens residing in the with an average of 3 hypothetical

Component	average	deviation	SD mean	t	significant levels of	degrees of freedom
Regional dimension	3.79	0.95	0.049	15.982	372	0.001

Based on the findings of the Table 2-average score in the needs of the recreational cultural citizens residing in the region of khorasgan 3.79. A larger table of t calculated. So the need of the recreational cultural district resides in citizens in later khorasgan branch, more than the average level.

The third question: *What are Citizens of the social and cultural needs in art activities?*

Table 3-comparison of the average score in the needs of cultural and artistic citizens residing in the region with an average of 3 hypothetical

Component	average	deviation	SD mean	t	significant levels of	degrees of freedom
Art dimension	3.40	0.92	0.048	8.428	372	0.001

Based on the findings of the Table 3-average score in artistic and cultural needs of the citizens residing in the region of khorasgan 3.40. A larger table of t calculated. So the next artistic cultural needs of citizens residing in the region, more than the average level of khorasgan.

Fourth question: *What are Citizens of the social and cultural needs of the region in later social activities?*

Table 4-comparison of social and cultural needs of the average score in the citizens residing in the region with an average of 3 hypothetical

Component	average	deviation	SD mean	t	significant levels of	degrees of freedom
social dimension	3.43	0.90	0.046	9.262	372	0.001

Based on the findings of table 4-average score in social and cultural needs of the citizens residing in the region to be 3.43. A larger table of t calculated. So the needs of the social dimension in cultural citizens residing in the region, more than the average level of khorasgan.

Fifth question: *What are Citizens of the social and cultural needs of the region in what branch after sports activities?*

Table 5-compare the average score in sports and cultural needs of citizens living in the region with an average of 3 hypothetical

Component	average	deviation	SD mean	t	significant levels of	degrees of freedom
Sport dimension	3.49	1.01	0.052	9.380	372	0.001

Based on the findings of table 5-average score in sports and cultural needs of the citizens residing in the region of khorasgan 49/3. A larger table of t calculated. So the needs of the sport in the next cultural citizens residing in the region, more than the average level of khorasgan.

The sixth question: *Do you have the dimensions of the cultural needs of the citizens residing in the same area?*

Based on this test the Friedman for the component ratings. The outcomes of these rankings in tables 6 and 7.

Table 6- average ranking

Dimensions	Average ranking
Religious	2.82
Recreational	3.92
Art	2.58
Social	2.78
Sport	2.91

The results of table 6 shows the average ranking of the recreational needs of the dimensions of the highest rank and artistic needs of the lowest ratings allotted.

Table 7-cultural dimensions of the needs test, Friedman

N	371
Chi-square	167.146
degrees of freedom	4
Sig	0.001

Table 7-results show that results between the cultural needs of the next set of 5 ranking at the level of $p > 0.001$ significant (Chi-square value is 167/146). Therefore, an examination of research that showed significant differences between the sets of scores in the 5th dimension there are cultural needs, can be verified.

Discussion and conclusions

As was discussed in order to meet the needs of the people, cultural expectations regarding people's leisure time and using the tools of cultural goods and services, to complete their cultural. These activities can be in the form of religious activity, activity, social activities, sports activities, recreational activities, art activities and the activities of a media figure, social needs, in fact, belong to the activity in which the goal is to be the right and duty of social system raised by (the community) can be absorbed.

As well as the social needs are caused by the human society through their experience, flexibility, and can grow. After it was acquired by human social needs, they have to face the emotional and behavioral abilities of experience that a certain situation them. Survey results showed that the recreational needs of the religious dimension in cultural, artistic, social, sports and more from intermediate. The findings of the cultural dimension also showed the average needs to arrange with the next highest average recreational and later Henry lowest average ranking needs to be accounted for. Socio-cultural needs, including the most spiritual needs that now, given the cultural institutions, organizations and Governments-has attracted the social, so that attempts to form a wide range of different programmers, will respond to these needs. This is no longer the Prime place in enterprises shall be subject to having the exact information of the feel and the needs expressed by the audience. Accordingly, various studies for assessing the needs of various strata of the people the necessity.

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