

Cultural and Social Needs Assessment of Households Case study: District 6 of Mashhad Municipality

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Abstract

This research article is taken from the research project of cultural and social needs assessment of households in District 6 of Mashhad Municipality. The statistical population of this study consisted of citizens living in District 6 of Mashhad Municipality in 2015. The research method was survey and micro analysis unit (individual) that the sampling method was a class appropriate to using the map and list of households in the blocks and clusters of the sample. The total population in region six was 198,782 and the sample size was 638. In this study, eight sets of concepts of citizenship culture excellence, promotion of social capital and public participation, promotion of social health and reduction of urban anomalies, promotion of vitality, vitality and health of citizens, increasing and improving the level of services to pilgrims and tourists, affecting identity and physical space The city was assessed through the use of Islamic and national art, the development of cultural, social, artistic, sports and tourism centers and spaces, and the way in which the municipality enters into cultural activities. Some of the results of this study showed that: In the field of education, two important priorities are: religious, cultural (43.8%) and technical (24.5%). In the field of education, two important priorities are: family and skills. Life (26.3%) and public health (16.7%), in terms of the way of providing education, two important priorities are: educational classes (24.9%) and media advertising (21.7%), in the field of cultural exhibitions, two priorities Important are: family (27.7%) and media and digital (21.3%), in the field of elements and works of art, two important priorities are: the subject related to Imam Reza (AS) (30.5%) and the subject of uplifting (30.3%).

Key words: Citizenship Culture, Social Capital, Cultural Activity, Municipality, Cultural and Social Needs Assessment

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