Cultural Space Experience and Cultural Benefits Survey (Hongcun / Xidi Residents)

Questionnaire ID: ____ (For researcher use only)

Dear Participant,

Hello! This questionnaire aims to understand your everyday cultural-space experiences in Hongcun/Xidi, including sensory atmosphere, narrative understanding, social co-presence, immersive engagement, cultural trust, participation agency, and perceived cultural benefits. Please answer based on your most recent experiences in local cultural spaces (e.g., ancestral halls, streetscapes, exhibitions, community cultural activities) in Hongcun/Xidi.

This survey is anonymous and does not collect any personally identifiable information. Your participation is voluntary. You may stop at any time without any consequences. All responses will be used only for academic research purposes. It takes approximately 5–8 minutes to complete. Thank you for your support and cooperation!

Section A: Screening (Continue only if eligible)

A0. Have you lived continuously in Hongcun or Xidi for 5 years or more?

☐ Yes (Continue) ☐ No (Thank you. End of survey.)

Section B: Demographics *(Sample Characteristics, SC)*

SC1. Gender

☐ Male ☐ Female

SC2. Age

☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55–65

SC3. Highest educational level

☐ Primary school or below ☐ Junior high school

☐ Senior high / Technical secondary ☐ Bachelor’s degree

☐ Master’s degree or above

SC4. Relationship to the cultural space studied (SC4)

☐ Long-term local resident ☐ Returnee resident

☐ Resident engaged in tourism-related activities

☐ Resident involved in heritage-related / cultural work

☐ Other local resident

Section C: Scale Items *(Latent Constructs)*

Response scale (all items):

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree . (Please tick one option)

Please answer based on your most recent experiences in local cultural spaces in Hongcun/Xidi.

Construct	Item	1	2	3	4	5
Sensory Richness Design *(SRD)*	SRD1. The cultural space offers multi-sensory cues that feel vivid and well-balanced.	☐	☐	☐	☐	☐
	SRD2. Textures, sounds, and visual details are well arranged to avoid monotony.	☐	☐	☐	☐	☐
	SRD3. The overall sensory profile helps me notice fine details with ease.	☐	☐	☐	☐	☐
	SRD4. Variations in intensity (quiet vs. lively moments) feel deliberate and effective.	☐	☐	☐	☐	☐
Narrative Coherence *(NCO)*	NCO1. The storyline of the space unfolds clearly from beginning to end.	☐	☐	☐	☐	☐
	NCO2. The information presented in different places is logically connected and consistent.	☐	☐	☐	☐	☐
	NCO3. The transitions between segments feel natural.	☐	☐	☐	☐	☐
	NCO4. The overarching theme remains consistent across details.	☐	☐	☐	☐	☐
Social Co-Presence Quality *(SPQ)*	SPQ1. I can perceive others' presence and responses in a meaningful way.	☐	☐	☐	☐	☐
	SPQ2. Exchanges with others feel smooth and respectful.	☐	☐	☐	☐	☐
	SPQ3. Group activities enhance my engagement with the space.	☐	☐	☐	☐	☐
	SPQ4. The setting supports inclusive participation and does not make people feel excluded.	☐	☐	☐	☐	☐
Flow Absorption *(FLA)*	FLA1. I often lose track of time while engaging with the space.	☐	☐	☐	☐	☐
	FLA2. My attention remains focused without distraction.	☐	☐	☐	☐	☐
	FLA3. Tasks/activities feel effortless and intrinsically rewarding.	☐	☐	☐	☐	☐
	FLA4. I feel fully absorbed by what the space offers.	☐	☐	☐	☐	☐

Credence-Based Cultural Trust *(CTR)*	CTR1. The presented facts and references appear dependable.	☐	☐	☐	☐	☐
	CTR2. Explanations are consistent and free of exaggeration.	☐	☐	☐	☐	☐
	CTR3. The sources of cultural information are clearly shown, so I can check them if needed.	☐	☐	☐	☐	☐
	CTR4. The delivery avoids bias and respects multiple viewpoints.	☐	☐	☐	☐	☐
Participation Agency Level *(PAL)*	PAL1. I am encouraged to make choices that shape my experience.	☐	☐	☐	☐	☐
	PAL2. My inputs (comments/actions) can trigger visible changes.	☐	☐	☐	☐	☐
	PAL3. I can tailor pathways or content to my preferences.	☐	☐	☐	☐	☐
	PAL4. Feedback channels are open and my voice matters.	☐	☐	☐	☐	☐
Cultural Space Benefit *(CSB)*	CSB1. The space enhances my understanding of the cultural subject.	☐	☐	☐	☐	☐
	CSB2. I feel motivated to revisit or recommend it to others.	☐	☐	☐	☐	☐
	CSB3. It supports learning outcomes and meaningful reflection.	☐	☐	☐	☐	☐
	CSB4. It generates positive value for community and stakeholders.	☐	☐	☐	☐	☐

End of Questionnaire

Thank you again for your participation! We wish you a pleasant day.