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International Metropolis Soft Power Evaluation and Empirical Studies from Shanghai

METROPOLIS INTERNATIONAL POWER EVALUATION SOUPLE ET DETUDES EMPIRIQUES DE SHANGHAI

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Abstract

The AHP analysis method is used to determine various factors affecting soft power of international metropolis, and these factors are listed in order. The research finds that the important indices include share of cultural industry in GDP, urban green coverage, number of highly educated personnel, and qualified personnel who have studied abroad choose to stay in the city, etc. The 2009 empirical data analysis from Shanghai showed that indices such as urban environment, urban culture, and urban mobility have increased 85.7%, 91.6% and 128.1% upon those of the year 2000, respectively. While urban mobility is higher than the value of other factors, the index is still low, this may be more due to the lack of openness of the existing residence registration and social security system in Shanghai. In the mean time, education development and urban innovation effects are not significant as well. Therefore, the city should strengthen efforts to attract talents, improve quality of urban culture and urban image, and enhance cohesion of modern metropolis and cultural soft power, to improve the city's soft environment.

Key words: AHP analysis; Soft power; International metropolis; Weight of index

Résumé

La méthode d'analyse du PLA est utilisé pour déterminer divers facteurs influant sur le soft power de la métropole internationale, et ces facteurs sont énumérés dans l'ordre. La recherche montre que les indices importants incluent la part de l'industrie culturelle dans le PIB, la couverture urbaine verte, le nombre de personnel hautement qualifié, et un personnel qualifié ayant étudié à l'étranger choisissent de rester dans la ville, etc analyse empirique des données 2009 de Shanghai a montré que indices tels que l'environnement urbain, la culture urbaine, et la mobilité urbaine ont augmenté de 85,7%, 91,6% et 128,1% sur ceux de l'année 2000, respectivement. Alors que la mobilité urbaine est plus élevée que la valeur des autres facteurs, l'indice est encore faible, cela peut être plus à cause du manque d'ouverture du système de sécurité résidence existante inscription et sociales de Shanghai. Dans le même temps, l'éducation au développement et les effets d'innovation urbaine ne sont pas aussi significatifs. Par conséquent, la ville devrait redoubler d'efforts pour attirer les talents, améliorer la qualité de la culture urbaine et de l'image urbaine et renforcer la cohésion de la métropole moderne et culturel soft power, pour améliorer l'environnement molle de la ville.

Mots clés: Analyse du PLA; Soft power; Métropole internationale; Indice du poids

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INTRODUCTION

China's soft power development strategy ultimately depends on each city to carry out and to implement, in particular, to rely on the metropolis of Beijing, Shanghai and Guangzhou. International experience has shown that innovation and cultural power, as the core of the city's

soft power is the soul of the city to cope with fierce competition and to solve development crisis and to finally growing into a global city. However, the competitiveness structures of many Chinese metropolitan cities are imbalanced, with outstanding hard power while soft power is seriously lagging behind. The "2008 global city index" co-released by the consulting firm AT Kearney and the Chicago Council on Global Affairs(1990) and others ranked 60 cities by 24 indicators from five dimensions such as business activities, human capital, information exchange, cultural experience and political participation. The results show that, New York, London and other world-recognized international cities performed equally well in all the indicators, while Beijing, Shanghai and Guangzhou have outstanding performances in commercial activities reflecting the hard power, and poor on soft targets such as human capital and information exchange performance. This highly unbalanced structure of urban competitiveness of hard power and soft power has become a bottleneck for further development of the city as an international metropolis. To improve the soft power of international metropolis, we have to understand deficiencies, and know which improvements should be made with impact factors, based on evaluation of the soft power of international metropolis. As the evaluation of soft power involve a number of factors and complex structures, so that choose the right evaluation method for improving the region's soft power is essential. Review of literature found that current scholars analyze soft power mostly based on qualitative methods, few use quantitative methods, especially the AHP analysis method.

Selection and determination of evaluation index are the premise for scientific evaluation. Determination of evaluation index of soft power has been the focus of scholars attention. Chicago Global Affairs Committee (2008) released a study of "soft power in Asia: multi-national public opinion survey results", key indicators including five dimensions of cultural soft power, political soft power, diplomatic soft power, human capital soft power, and economic influence. A more than 6100 people large sample survey carried out in six countries including the United States, China, Japan and others, this study of soft power has a strong reference for future researches. Domestic scholars such as Wang Jingbin (2007) conduct empirical analysis on the Sino-Japanese soft power through student questionnaires, Yan Xuetong and others conduct quantitative study on Sino-U.S. soft power using six indicators and from six dimensions, Hu Angang (2007) and others conduct quantitative research on the soft power of media in China and United States. Although these studies in quantitative research conducted groundbreaking attempt, the use of soft power indicator is limited, not yet a full and comprehensive evaluation of soft power. Quantitative study of soft power of the city (area) is even less than the rare quantitative study of national soft power. Ma Qingguo (2007) and others build a city soft power evaluation system containing 23 indicators and four dimensions of regional culture, population quality, public services and regional image, which should be said as a start for the evaluation of city soft power. Han Bo etc. (2009), on the basis of previous studies, integrated to extract a more general resource base of the soft power of the city: public administration, population quality, regional culture and living environment. Zhuang Delin, Chen Xinkang (2009) build a 3- level, 55-indicator evaluation system from the perspective of soft power resources, focusing around the metropolis's soft power resources, and from five dimensions of urban culture, public administration, urban innovation, quality of life and international communication. Thus, different opinions exist in determining regional soft power evaluation indices. In fact, regional soft power is affected by many factors, with different degree of relevance to soft power, if exhaustive, are not economic and not practical. In order to construct the model as simple as possible, through the review of city soft power literature and expert advice, combined with the evaluation index system of comprehensive, science, comparable and operational requirements, and according to the characteristics of soft power of the international metropolis, finally establishes international metropolis soft power evaluation multi-level index system.

Take Shanghai as an example, this paper use AHP to mathematically think the processes of international metropolis soft power evaluation, and to simplify the complex factors of the international metropolis soft power, to evaluate and analyze soft power determinants, and to explore the reasons and to put forward policy recommendations.

1. CONSTRUCT THE INTERNATIONAL METROPOLIS SOFT POWER EVALUATION INDEX SYSTEM

The concept of regional soft power refers to the sum of powers in the regional competition such as the credibility of regional government, regional social cohesion, and charisma of cultural characteristics, creativity of local people and attraction to people from outside of the region, based on regional culture, the government's public service, the quality of manpower and other non-material elements. Urban environment can be said as the complex of social and material conditions for the survival and development of soft power, including various external factors combined affecting the development of soft power influence of. Thus, the construction of the urban environment is an important factor of soft power. This article refers to urban environmental indicators as economic development level, urban construction level, living conditions, business environment, international and domestic exchanges. Although there is consensus on the level of economic

development as indicators of hard power, but it is essential as a development environment of soft power.

Urban culture is the core of soft power of any level of the organization. Soft power of urban culture is reflected firstly in the urban cultural industries and basic cultural resources level strength index, the former can be measured from the proportion of the cultural industry in GDP, the latter can be measured from five indicators as performing arts venues, the number of practitioners in cultural institutions, and other

Development of urban education is to maintain the vitality of the city's soft power, refers to the continuous training , education and development of human resources or personnel, their skills constantly update, improve the city's vitality. So here selects three indicators of higher education, vocational training, and public education spending to do the measurement.

There are many ways in measuring city innovative ability, innovation is inseparable from human resources, an important way to measure human resources is mainly through the qualifications obtained after education, their ability reflected, recognized and assessed in practices. Thus , the qualifications and ability are selected to measure the city's innovation soft power.

Talents flow reflects the attractiveness of urban cities, the ultimate goal is to attract talents, this index can be measured mainly from the directions of international and national flow of talents.

2. THE EVALUATION INDEX WEIGHT DETERMINATION

The Analytical Hierarchy Process (AHP) is a multi-objective evaluation decision method proposed by T. L. Satty (1977). The method will be trying to make evaluation decision process of complex system mathematic. The basic idea is to divide complex problem into several levels (target strata, criterion layer, layer) and some elements scheme (each layer containing object), and conduct simple comparison,

Table1
Metropolis Soft Power Index Weight and Order

First level rule layer	Weight	second level rule layer	Weight	Index layer	Weight	Total weight	Total order
Urban environ-ment	0.3975	level of Economic development	0.3621	per capita GDP (yuan per person)	0.4230	0.0606	3
				Import and export volume per capita (U.S.$ per person)	0.2803	0.0402	7
				The amount of foreign investment per capita (U.S.$ per person)	0.1837	0.0263	12
				Fixed asset investment per capita (yuan per person)	0.1129	0.0162	21
		City Construction	0.2566	road length (km) at year-end	0.3649	0.0371	8
				Green coverage (%)in urban area	0.3155	0.0320	10
				Urban per capita public green area (in square meters)	0.1829	0.0186	15
				Total public library collection (in 10 000 volumes pieces)	0.0984	0.0100	28
		living conditions	0.1895	average living conditions of workers in real wages (yuan)	0.3874	0.0290	11
				Water production capacity (cubic meters per day)	0.2380	0.0178	18
				Total electricity consumption (kWh)	0.1673	0.0125	24
				Sewage treatment capacity (in 10 000 tons per day)	0.1315	0.0099	29
				number of doctors per 10000 people	0.0752	0.0056	37
		Professional environment	0.125	science and technology activities new product output value as share of GDP(%)	0.3328	0.0165	20
				Number of scientific and technological activities institutions	0.2200	0.0109	27
				Technology expenditures accounted for the proportion of local expenditure%	0.1583	0.0078	33
				Number of foreign enterprises	0.1195	0.0059	36
				Number of domestic enterprises	0.1031	0.0051	38
				Number of private enterprises	0.0666	0.0033	40
		International and domestic exchang-e	0.0685	international and domestic academic exchanges (times)	0.5050	0.0137	23
				International and domestic exhibition (times)	0.2769	0.0075	34
				Foreign students	0.2181	0.0059	35
Urban cultural	0.2487	cultural industry	0.7311	cultural industry as share of GDP	1.0000	0.1818	1
		cultural level	0.2689	the number of employees in Cultural institutions	0.3176	0.0212	13
				Art Performance facilities	0.2672	0.0179	17
				Public television and radio broadcast time (hours)	0.1662	0.0111	26
				Heritage institutions	0.1316	0.0088	30
				Memorial Museum exhibitions (times)	0.1173	0.0078	32

To be continued

Continued

First level rule layer	Weight	Second level rule layer	Weight	Index layer	Weight	Total weight	Total order
Education Development	0.121	Higher Education	0.5071	Number of higher education institutions	0.7302	0.0448	4
				college students per 10000 people	0.2698	0.0166	19
		vocational training	0.3374	number of people participate in vocational skills training (in 10 000)	1.0000	0.0408	6
		Public expenditure on education	0.1555	education expenditure as percentage of Public expenditure(%)	1.0000	0.0188	14
Urban Innovation	0.1725	diploma	0.7639	colleges and universities Graduates (in 10 000)	0.7238	0.0954	2
				people Received master and doctor degree	0.2762	0.0364	9
		ability	0.2361	number of people with senior professional title	0.3887	0.0158	22
				number of people with intermediate professional title (person)	0.2755	0.0112	25
				number of people with Junior professional title (person)	0.2135	0.0087	31
				Scientific and technological achievements (item)	0.1224	0.0050	39
urban mobility	0.0627	International mobility	0.7042	talents studying abroad choose to stay in this city (people)	1.0000	0.0442	5
		Domestic mobility	0.2958	domestic talents come to this city annually (person)	1.0000	0.0185	16

judgment and calculation among the elements, to get weight between different elements and different choice plans, finally sort between schemes by weighted summation, which for the most quality provide evidence for the selection of optimum scheme.

Target weight quantifies the relative importance as well as the degree of influence on the final results of each index indicators between different layers of the index system and within the layers as well. Using AHP to determine weights, in order to make the weight as real as possible, the weights survey is designed in construction of the determination matrix for the pair-wise comparison of indicators for analysis. By the average, expert score after rounding was used to get the determination matrix. calculate the weight and total weight, the total order. Consistency test shows that the establishment of the comparison matrix meets compliance requirements.

As can be seen from the total order, those in front mainly includes the percentage of the cultural industry to GDP, the number of overseas talent choose to stay, the number of highly educated people, the number of people with vocational training, urban green coverage, number of employees of cultural institutions and other indicators. see table 1.

3. THE EMPIRICAL ANALYSIS: EVALUATION OF SOFT POWER OF SHANGHAI INTERNATIONAL METROPOLIS

3.1 Shanghai International Metropolis Soft Power Indicators and Data

Although many quantitative methods of evaluation exists, but they are developed from a basic method, this basic approach is the “before and after contrast”. The so-called “before and after contrast” method is to compare the situations before and after implementation of the policy to determine the effects of policies, and to put forward policy proposals. In order to compare the effects of Shanghai’s efforts to improve the agglomeration competitiveness for talented personnel since 2000, the 2000, and 2006-2009 period of the “Eleventh Five-Year” annual data of each index is used, see table 2.

Table2
Talented Personnel Agglomeration Ability Index System and Shanghai Data

First level rule layer	Second level rule layer	Index layer	2000	2006	2007	2008	2009
urban environment	Level of Economic development	per capita GDP (yuan per person)	30047	57695	66367	75109	78989
		Import and export volume per capita (U.S. $ / person)	3401	12533	15229	17058	14455
		The amount of foreign investment per capita (U.S. $ per person)	196	392	426	534	548
		Fixed asset investment per capita (yuan per person)	11623	21625	23996	25573	27446
	level of city construction	road length (km) at year-end	6641	14619	15458	15844	16071
		Green coverage (%)in urban area	22.2	37.3	37.6	38	38.1
		Urban per capita public green area (square meters)	4.6	11.5	12.01	12.51	12.8
		Total public library collection (in 10 000 volumes pieces)	5500.0	6062.4	6253.9	6394.1	6593.4
	living conditions	average living conditions of workers in real wages (yuan)	15420	29569	34707	39502	42789
		Water production capacity (cubic meters per day)	1048	1138	1080	1069	1096
		Total electricity consumption (kWh)	559.5	990.2	1072.4	1138.2	1153.4
		Sewage treatment capacity (in 10 000 tons per day)	63.1	426.7	418.9	485.2	470.2
		number of doctors per 10000 people	31	25	26	27	27
	Professional environment	science and technology activities new product output value as share of GDP(%)	29.8	24.4	25.6	32.3	30.3
		Number of scientific and technological activities institutions	891	1162	1108	1314	1356
		Technology expenditures accounted for the proportion of local expenditure(%)	1.6	5.2	5.1	4.6	7.2
		Number of foreign enterprises	1790	1592	1670	1854	1789
		Number of domestic enterprises	3865	2051	2075	2711	2567
		Number of private enterprises	452	1422	1500	2126	2039
	International and domestic	international and domestic academic exchanges (times)	1085	2068	2101	905	2189
		International and domestic exhibition (times)	270	349	423	445	460
		Foreign students(number of)	13000	14100	13121	14273	15447
Urban cultural	cultural industry	cultural industry share of GDP	5.1	5.9	5.6	5.8	7.0
	cultural level	the number of employees in Cultural institutions	217572	245014	229699	250995	264874
		Art Performance facilities	44	148	150	139	104
		Public television and radio broadcast time (hours)	82620	159550	130511	171730	173742
		Heritage institutions	24	106	111	111	112
		Memorial Museum exhibitions (times)	132	196	279	238	197
Education Development	Higher Education	Number of higher education institutions	37	60	60	61	66
		college students per 10000 people	172	341	352	266	267
	vocational training	number of people participate in vocational skills training (in 10 000)	31.0	34.2	36.5	43.5	40.4
	Public expenditure on education	education expenditure as percentage of Public expenditure(%)	15.1	13.1	12.9	12.5	11.6
Urban Innovation	diploma	colleges and universities Graduates (in 10 000)	4.1	11.1	11.9	12.2	12.7
		people Received master and doctor degree (person)	5853	19729	23585	25217	28283
	ability	number of people with senior professional title (person)	6.4	7.6	7.7	7.9	8.5
		number of people with intermediate professional title (person)	25.4	26.1	26.1	25.9	27.0
		number of people with Junior professional title (person)	36.1	28.3	28.2	27.6	26.0
		Scientific and technological achievements (item)	1102	1953	2396	1866	2166
urban mobility	International mobility	talents studying abroad choose to stay in this city (people)	975	4317	4000	3422	4200
	Domestic mobility	domestic talents come to this city annually (person)	12898	2640	2563	5245	6000

Note: The number of international and domestic academic exchanges use the number of international and domestic academic exchanges associated with the China Science Associations in the Statistical Yearbook. the number of employees in Cultural institutions including arts organizations, libraries, archival institutions, mass cultural activities, institutions, heritage institutions, culture and entertainment agencies, news publishers and other cultural institutions. data of professionals under the age of 45 using personnel data in various types of state owned enterprises and institutions in the Statistical Yearbook. Senior, intermediate, and junior professional titles data are from state-owned enterprises and institutions. the number of domestic talent to the city use that of household registration number.

3.2 Impact Assessment

Before you analyze, you can see above the annual target data is selected from different sides, with different meanings of each index, and index value is calculated differently, so the dimension of the indicators vary widely, which can not be directly integrated together. Therefore, each indicator must be dimensionless. One kind of indicators are positive efficiency indicators, the better the value of these indicators. Another is of negative effects, the indicator values the small the better. In order to understand the overall situation of soft power of the Shanghai international metropolis and the effects of different target layer, the annual weighted score is calculated on the basis of the calculated weights of each index and use of dimensionless indicator data.

3.2.1 The International Metropolis Soft Power Effect Evaluation on the Rule Layer

Level 1 rule layer 5 dimensions indices, namely the urban environment, urban culture, education development, urban innovation, urban mobility, each index since the year 2000 has a clear competitive ability as Shanghai becomes an international metropolis. The 2009 indicators of urban environment, urban culture, urban mobility had increased 85.7%, 99.6%, and 128.1% respectively on 2000, while urban mobility is higher than the value of other items, but the index is still low, this may be more due to the lack of openness of the residence and social security system, which makes urban mobility not in an important position, and education development, urban innovation effect is not significant as well, with an increase of 41.36% and 38.81%, respectively. Thus can see, although education development and urban innovation index effects increased, but the overall effect of the soft power is not big.

3.2.2 The International Metropolis Soft Power Effect Evaluation on the Index Layer

The dimensionless results of processed data shows that index values in every index layer are going up more steadily, viewed from each index position in level one urban environment rule layer, the level of economic development indicators (per capita GDP, per capita use of foreign investment, per capita fixed asset investment), urban development level indicators, living conditions indicators except waste water treatment and number of medical beds, all are steadily rising. International and domestic exchange index steadily increased. First Level rule layer urban innovation indicators and mobility indicators have shown a steady increase. First Level rule layer culture and education indicators show some specific fluctuations, such as the value added of cultural industry as percentage of GDP, performing arts venues, museums exhibitions, professional training. In addition, although international movement has a certain increase among indicators of urban mobility, but with large fluctuations, this is because all domestic cities continuously improve soft power so as to attract overseas talents, Shanghai faces enormous challenges even though it has originally been the preferred city for overseas talents.

3.2.3 Accessing the Combined Effects of Soft Power

Shanghai has always been highly attractive and cohesive cities based on the virtue of hard power, while the combined effect of soft power is lower in 2000, the period of 2006 -2009 has seen rapid development, although this is a better posture, but it should also pay attention to the rapid developments in the surrounding cities. Shanghai as the core city is diminishing influence, because the concept of attractiveness continually updates with the times, people choose to stay in the city no longer focus only on economic factors and urban construction of hard power, but with gradual agglomeration to cities with sound cultural and livable environment.

Table 3
Shanghai International Metropolis Soft Power Composite Index

	2000	2006	2007	2008	2009
soft power Composite Index	0.453715	0.828923	0.895112	0.935986	0.984167

CONCLUSION

By evaluation and analysis of Shanghai soft power, obviously the overall soft power of Shanghai are pretty positive ,the following policy recommendations are put forward for some indicators which need improvements

(1) Urban Environment Soft Power Policy

Firstly, focus on improving the quality of the city hardware and international communication. It can be seen from the top 10 city development integrated indicators by Impact weight order and from key control factors in the future, urban modernization, especially road construction and urban landscape green coverage level is a basic environment factor of urban attractiveness, and international influence of the city can expand by holding high-level international Conference and Exhibitions, increase the number of international activities to enhance the international city image of Shanghai International metropolis.

Secondly, improve living conditions. “The Economist” magazine conducted survey on the cost of living in 132 cities of the world, the results show that the cost of living in Shanghai ranked 40th in 2009, while it ranked 45th

in 2009. Shanghai has become the most expensive cities in mainland China for multinational companies to send employees. Many companies complains the high cost of living, high real estate prices makes it difficult a lot of low-end talent to have a decent life in Shanghai, and the RMB exchange rate over the next five years is facing continued pressure to appreciate, which will further the cost of elements in the Shanghai to a relatively high level in International comparison. Shanghai need to provide free or low-rent apartment talent so that highly educated people could set down in Shanghai, those people will inject fresh vitality to the development of Shanghai after the current financial crisis.

(2) Urban Cultural Soft Power Policy

Functionally positioned in the city level, and for a long period of time in the future, Shanghai will bear historical responsibility representing China in the international competition, strengthening the international voice, and enhancing national cultural soft power. Further improve the cultural industries and the market system, and vigorously promote the integration of science, technology, and creative and cultural developments, improve quality of urban culture and urban image, and enhance the cohesion of modern metropolis and cultural "soft power", to speed up the formation of the rich socialist modern international metropolis culture with characteristics of the times and Shanghai features. Specifically this can be forwarded through the building of "culture incubator" to improve the city's cultural atmosphere. "Cultural incubator" includes libraries, museums, theaters, public network of centers and learning stations, reading festivals, film festivals, art exhibitions, popular science festivals, etc.

(3) Urban Innovation Soft Power Policy

The human capital is the source of innovation, and is also the carrier and memory of technology. Its accumulation and development has positive role on economic growth. Urban innovation soft power base or cluster of human capital can be strengthened through appropriate institutional system arrangements.

Firstly, open door policy for talents. It can be seen from this research results of the top 10 talent development comprehensive index that, the graduate students or above are still the focus of future talent inflow. Shanghai should implement more open talent policies, come on stage talent live and residence register polices, to provide efficient and convenient services for the flow of talents. To implement talent live programs, and increase the incentive system, improve health care, children's schooling and related policy, strengthen talent competition environment and business environment, increase efforts to introduce talents, build social atmosphere which respect talented persons, the implementation of good business and living environment.

Secondly, design international human resources development policy. Global high-level talent will become the "soul" of enhancing the Shanghai soft power However, in recent years, the number of students studying abroad choose to stay in Shanghai shows little increase. With the continuous improvement of the degree of internationalization of Shanghai industry, high-level professionals with different cultural backgrounds, overseas connections and familiarity with overseas markets are the targets of talents recruit, Shanghai should seize the reverse flow in international talent market opportunity, based on practical work requirements of key industries and areas, recruit large research teams and highly skilled personnel from the developed countries, in some important areas related to core technology, strive to with momentum to breakthrough talent "bottleneck", form international personnel teams to facilitate industry internationalization and brands formation. The "Million Overseas Talents Pool Project" should be turned into a long-term work, continue to increase funding efforts for overseas talent, and even try to locate some of Shanghai's key industries R&D bases abroad. It should use a variety of modes to effectively attract talents, in ways such as the so-called "attract-style", "regression style", "shared", "cooperative" and "virtual style", etc.

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