BMF CP61: Public park visiting motivations and donation willingness

AISDL Team

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"Only those who have lived among the birds could truly appreciate the magic of their singing. At daybreak, the bushes and the alley corners would all be drenched in a vibrant chorus of birdsongs. The whole scene is exhilarating, exuding the mysterious vibes of a major orchestra."

—In "Conductor"; *The Kingfisher Story Collection* [1].

1. Project description

1.1. Main objectives

The current study is conducted to examine the following research questions:

- How are urban residents' socio-demographic factors associated with their frequency of visiting public parks?
- How are urban residents' motivations for visiting public parks associated with their frequency of visiting public parks?
- How are urban residents' socio-demographic factors associated with their willingness to donate to public parks?
- How are urban residents' motivations for visiting public parks associated with their willingness to donate to public parks?

Findings from this study are expected to contribute to promoting the eco-surplus culture for achieving the environmental semiconducting principle [2,3].

1.2. Materials

The mindsponge theory will be used for conceptual development, and Bayesian Mindsponge Framework (BMF) analytics will be used for statistical analysis on a dataset of 535 urban residents across Vietnam [4-7]. The bayesvl R package, aided by the Markov chain Monte Carlo (MCMC) algorithm, will be employed for statistical analyses [8]. For more information on BMF analytics, portal users can refer to the following book [9]. Data and code snippets of this initial analysis were deposited at https://zenodo.org/records/10589237.

1.3. Main findings

The preliminary analysis shows that male and high-income urban residents are more willing to contribute financially to the planting project in the nearby public park (high reliability). However, people with higher educational levels are less willing to contribute financially to the planting project (moderate reliability) (see Figure 1). Urban residents visiting nearby public parks for relaxation and enjoying nature are more likely to contribute financially to the planting project. In contrast, those visiting public parks for children's educational activities are less likely to contribute financially (high reliability). Other motivations and socio-demographic factors have ambiguous associations with donation willingness.
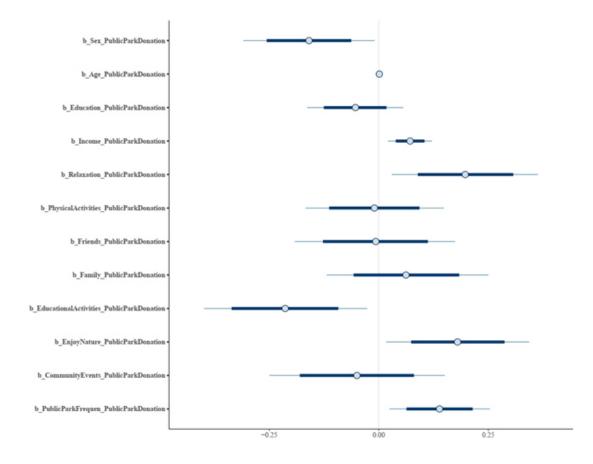

Figure 1. Estimated coefficients

2. Collaboration procedure

Portal users should follow these steps for registering to participate in this research project:

1. Create an account on the website (preferably using an institution email).
2. Comment on your name, affiliation, and desired role in the project below this post.
3. Patiently wait for the formal agreement on the project from the AISDL mentor.

If you have further inquiries, please contact us at aisdl_team@mindsponge.info

If you have been invited to join the project by an AISDL member, you are still encouraged to follow the above formal steps.

All the resources for conducting and writing the research manuscript will be distributed upon project participation.

AISDL mentor for this project: **Minh-Hoang Nguyen**.

An AISDL member who has joined this project is Quan-Hoang Vuong.

The research project strictly adheres to scientific integrity standards, including authorship rights and obligations [10], without incurring an economic burden at participants' expenses [11].

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