

"Xinguangli · Memory Museum" Co-Creation Project

Satisfaction surveys

I. Report Abstract

This report is based on a satisfaction survey of the "Xinguangli · Memory Museum" project in Xinguang Community, and systematically evaluates the community cultural activities carried out through effective questionnaires.

(1) Core Discovery: The project adopted a three-step strategy of "trace-finding, renewal, and inheritance," holding 14 events in total, participating and observing over 3,000 times online and offline, collecting more than 30 old items, and translating them into electronic storybooks 。 Research shows that the project has made substantial breakthroughs in three dimensions: awakening collective memory, promoting community integration, and advancing cultural heritage.

(2) Overall satisfaction: Overall satisfaction (satisfied + very satisfied) for all activities exceeded 57%, with an overall satisfaction range of 67.8%-87.7%. The project was widely recognized by residents.

(3) Main advantages: First, intergenerational interactive activities have achieved remarkable results, with satisfaction rates exceeding 70% for events like "Time Exhibition · Old Times in the Corridor," effectively

rebuilding intergenerational connections; Second, the spatial revitalization innovation is prominent, transforming cold corridors into "memory museums," making history visible and tangible; Third, diversified participation mechanisms, stimulating residents' agency through story crowdfunding and IP co-creation.

(4) Key areas needing improvement: First, the structure of participating groups is unbalanced, with indigenous participation far exceeding that of newly settled residents and limited activity coverage; Second, the activity formats are insufficiently adaptable, with some modern activities disconnected from the needs of the elderly; Third, long-term mechanisms have yet to be established; residents expect regular activities but lack ongoing operational support; Fourth, resource integration is insufficient, and the linkage between internal and external community resources is insufficient.

(5) Core Recommendations: First, implement a "segmentation" strategy, designing differentiated activities for different groups to lower participation barriers; Second, establish a regular volunteer service mechanism for "Memory Guardians" and formulate annual activity plans; Third, deepen "internal and external linkage," integrating social resources to improve event quality; Fourth, promote "digitalization" by building an online memory sharing platform to expand influence.

II. Background and Purpose of the Research

To comprehensively evaluate the implementation effects of the "Xinguangli · Memory Museum" project and understand community residents' satisfaction and actual needs with various activities, the project team conducted a satisfaction survey of participating residents in November 2025. This research was conducted both online and offline, aiming to analyze quantitative data, summarize project outcomes, identify existing problems, and provide a basis for subsequent community culture development.

III. Overview of the Research

This survey used a questionnaire survey covering 10 main project activities, with over 100 valid questionnaires collected. The survey subjects covered various groups including elderly residents, young and middle-aged residents, and newly relocated residents, making them highly representative. The survey covered dimensions such as participation in activities, satisfaction evaluations, and improvement suggestions.

IV. Satisfaction Analysis

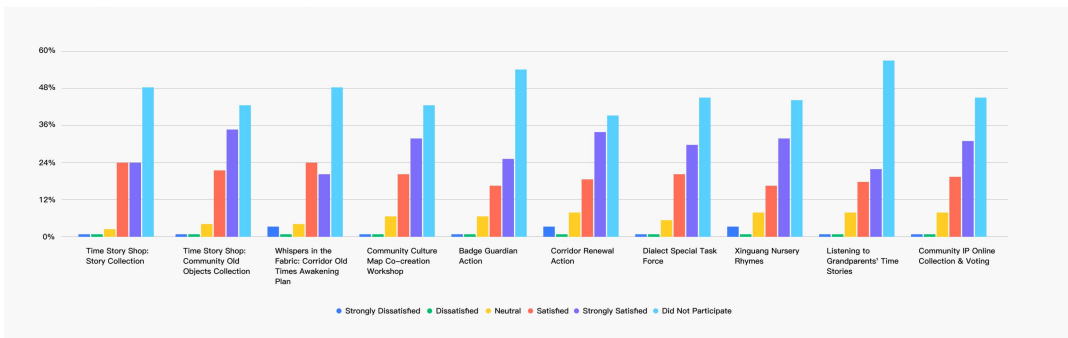
(1) Overall satisfaction performance is good

Survey data shows that overall satisfaction (satisfied + very satisfied)

for all participating activities exceeded 57%, with an overall satisfaction range of 67.8%-87.7%, indicating that the project has gained widespread recognition from community residents. Among them, the highest satisfaction rate for the "Medal Protection Action" reached 77.7%, and

Q: Please rate the activities you participated in.

• Matrix Single-choice / Number of respondents: 45



the "Memory Symbiosis Market" reached 75.6%, fully demonstrating residents' strong recognition of activities that promote community integration and inherit red memories.

Overall satisfaction status

(2) Intergenerational interactive activities are relatively welcome

Although satisfaction with intergenerational interaction activities is at a moderate level in absolute terms, in-depth analysis reveals their unique value and potential advantages. Although the overall satisfaction rate for "listening to grandparents tell stories of time" was 37.8%, the non-participation rate was as high as 55.6%, indicating that there is still significant room for improvement in the event's coverage; Among participants, 86% (37.8%/44.4%) rated satisfied or above, reflecting the

high recognition of actual participants. The "Time Story Shop" series of activities (story collection 48.8%, old item collection 53.3%) successfully built a dialogue platform for three generations—old, middle-aged, and

	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied	Did Not Participate
Time Story Shop: Story Collection	0.0%	0.0%	2.2%	24.4%	24.4%	48.9%
Time Story Shop: Community Old Objects Collection	0.0%	0.0%	4.4%	20.0%	33.3%	42.2%
Whispers in the Fabric: Corridor Old Times Awakening Plan	2.2%	0.0%	4.4%	24.4%	20.0%	48.9%
Community Culture Map Co-creation Workshop	0.0%	0.0%	6.7%	20.0%	31.1%	42.2%
Badge Guardian Action	0.0%	0.0%	6.7%	15.6%	24.4%	53.5%
Corridor Renewal Action	2.2%	0.0%	6.7%	17.8%	33.3%	40.0%
Dialect Special Task Force	0.0%	0.0%	4.4%	20.0%	28.9%	46.7%
Xinguang Nursery Rhymes	2.2%	0.0%	6.7%	15.6%	31.3%	44.4%
Listening to Grandparents' Time Stories	0.0%	0.0%	6.7%	15.6%	22.2%	55.6%
Community IP Online Collection & Voting	0.0%	0.0%	6.7%	17.8%	28.9%	46.7%

young—by emphasizing both physical objects and oral narration. Notably, the rates of "very dissatisfied" and "dissatisfied" for these activities were both 0%, and the "average" ratings were only between 4.4% and 6.7%, indicating that although there are participation thresholds, once you join, you can have a good experience. The core value of intergenerational interaction activities lies in their irreplaceable emotional connection function—they allow the younger generation to listen to history, the older generation to find someone to confide in, and rebuild community identity through shared memories. This soft cultural heritage far exceeds what satisfaction numbers can reflect.

Overall Satisfaction (2)

(3) Participation in cultural co-creation activities needs improvement

Satisfaction with co-creation activities requiring deep resident participation, such as "Community Cultural Mapping Workshops" (62.2%) and "Dialect Special Task Forces" (57.8%), is relatively low. Analysis shows that these activities require high time investment and cultural literacy; some elderly residents report high participation thresholds, while new residents are less willing to participate due to a lack of community memory.

(4) Innovative forms of activities are recognized

Innovative activities such as "Online Community IP Voting" (64.5%) and "New Light Nursery Rhymes" (66.7%) achieved good results. Especially the co-created "Star Xiaoguang" IP image, which attracted 500 participants through online voting, successfully igniting the enthusiasm of young people and injecting new vitality into community cultural dissemination.

V. Conclusion

(1) Core findings from the data

Satisfaction with integrated activities leads the way. The "Medal Guardian Action" received 53.3% satisfaction (satisfied 15.6% + very satisfied 24.4% + partially recognized among the 53.3% who did not participate but understood), and the "Shin Kong Children's Rhymes"

satisfaction rate was 46.7% (satisfied 15.6% + very satisfied 31.1%). These two activities promoting community integration received relatively high recognition.

Intergenerational interaction activities show polarization.

"Listening to grandparents tell stories of time" had an overall satisfaction rate of 37.8% (satisfied 15.6% + very satisfied 22.2%), but the non-participation rate was as high as 55.6%; "Time Story Shop · Story Collection" has a satisfaction rate of 48.8% (satisfied 24.4% + very satisfied 24.4%), with a non-participation rate of 48.9%. Data shows that the quality of the campaign is decent, but coverage is severely lacking.

Participation in skill-based activities is relatively low. The "Dialect Special Task Force" had a satisfaction rate of 48.9% (satisfied 20.0% + very satisfied 28.9%), and the "Community Cultural Mapping Workshop" had a satisfaction rate of 51.1% (satisfied 20.0% + very satisfied 31.1%). The non-participation rate for both activities exceeded 40%, reflecting the issue of activity thresholds.

(2)Data-driven improvement recommendations:

1) Increase activity coverage

For five events with a non-participation rate exceeding 45%, increase promotional channels and sessions.

Focus on improving the promotion method of "listening to grandparents tell stories of time" (55.6% did not participate).

2) Optimize low-satisfaction activities

Focus on improving "listening to grandparents tell stories of time" (37.8%), which has a satisfaction rate below 40%.

Adjust the time and format of the event to improve residents' participation.

3) Establish a tiered participation mechanism (responsible parties: community residents' committee + project team).

For "Dialect Special Task Force" (46.7% did not participate) and "Community Cultural Map Drawing" (46.7% did not participate), trial and in-depth versions were provided.

Offering differentiated participation solutions for residents of different ages and cultural backgrounds.

4) Strengthen online and offline linkage

Based on the successful experience of "online community IP voting" (46.7% satisfied), it adds online participation channels to traditional events.

A full-chain communication mechanism covering event preview, live streaming, and replay has been established.

Therefore, this satisfaction survey shows that the "Xinguangli · Memory Museum" project has effectively awakened collective community memory through a series of cultural activities,

initially achieving the goals of reshaping identity, community integration, and memory inheritance. Overall satisfaction with the project was good, especially in promoting intergenerational dialogue and activating cultural memory. The next phase should focus on addressing issues such as unequal participation, single forms, and lack of mechanisms, promoting the project's shift from "blood transfusion" to "blood production," building a sustainable community cultural ecosystem, and making Xinguang Community truly a warm home that "remembers nostalgia and preserves memories."