

Examining the Nexus Between Local Governance Structures and College Students' Cultural Identity and Confidence-Take Zhejiang as an Example

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Abstract In order to give full play to the advantages of local governance structure, it is necessary to explore the influence of governance structure on college students' cultural identity and self-confidence. In this paper, a questionnaire survey was conducted on four college students in Henan Province, and the regression analysis method was used to analyze the survey data. Based on the analysis results, from the perspective of local governance structure, the relationship between local governance structure and college students' cultural identity and self-confidence is demonstrated. This paper puts forward the following hypotheses: first, whether the structure of local autonomy has an impact on the cultural identity of college students; second, whether the relationship between college students' identity and self-confidence is independent; thirdly, whether the local self-control structure can improve the self-confidence of college students; Finally, the influence and degree of local self-government structure and cultural identity of college students on college students' self-confidence. The results show that the local structure can improve the cultural level of college students, with an increase of about 10.5%, and the impact on the cultural self-confidence of college students is relatively small, indicating that there is a correlation between cultural identity and local governance structure, and the correlation between cultural self-confidence is small, and the relationship between cultural identity and self-confidence is independent. The reason for this is that the short-term effect of the local governance structure is significant, and the long-term effect is not good, so it is necessary to cooperate with social participation measures, university system and other measures to enhance students' cultural self-confidence.

Keywords: • local governance structure • Henan Province • cultural identity
• college students' self-confidence

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1 Introduction

In terms of cultural construction, our country's ideological field has undergone an overall and fundamental change. The cultural self-confidence of the people of all ethnic groups in the country has been significantly enhanced, and the cohesion and centripetal force of the whole society have been greatly enhanced (Abbas et al., 2023). College students' patriotic enthusiasm and national self-confidence have been significantly enhanced, and the local governance structure and self-confidence level have been continuously improved (Callanan et al., 2023). However, government must also be soberly aware that the weakening of the mainstream culture by some college students has also affected identification with and confidence in socialism with Chinese characteristics to a certain extent; some of them blindly respect Western culture, but sense of identity with own national culture has weakened, resulting in the breeding of some people's psychology of worshipping foreigners and the reduction of self-confidence, self-confidence, and self-confidence in the local governance structure of ethnic minorities (Conte et al., 2022). Therefore, it is essential to understand and grasp the cultural identity of young college students promptly and guide and help college students to build a positive cultural identity, which is conducive to enhancing cultural self-confidence and promoting the inheritance and innovation of national culture. Local governments should keep up with the pace of the times, shoulder the important task of establishing morality and cultivating people, put the cultivation and enhancement of college students' cultural self-confidence in an essential position in the ideological and political education work of local governments, actively give play to the cultural function of national consciousness, and cultivate outstanding talents for socialist modernization (Esposito et al., 2023). This study used a variety of research methods, including literature research, questionnaire survey, and statistical analysis. Through online and offline channels, government will widely collect and read the literature and materials of Chinese and foreign scholars on the research field of this topic, grasp the latest research status and progress at home and abroad, and sort out, summarize, and refine the existing relevant research results. Using a scale compiled by experts, this paper investigated the current situation of local governance structure, cultural identity, and cultural self-confidence of college students in three undergraduate colleges in Xiasha Higher Education Park, Hangzhou, and obtained first-hand information through individual interviews, as to provide a real and reliable data source for this topic. Statistical analysis method: Excel is used to enter and filter the survey data, eliminate invalid questionnaires, and statistically analyze valid questionnaires (Giovanini et al., 2023). Cultural self-confidence is the long-term precipitation of Chinese national culture, the result is the promotion of traditional culture, but also the inheritance of traditional culture, cultural self-confidence is reflected in all aspects of society, especially the behavior and education of college students, Chinese self-confidence can improve the work enthusiasm of college students, promote social stability, optimize the overall structure of society, the premise of cultural self-confidence is the sense of cultural

identity, only the recognition of traditional culture can enhance own cultural self-confidence, the two promote and restrict each other, cultural identity is the short-term goal achieved by China's current education system, mainly to help singles establish correct cultural values, inherit and carry forward traditional culture, so China's education policy should take the promotion of traditional culture as the core. Cultural identity is not the essential difference between cultural unity, cultural identity is the core content of traditional Chinese culture, cultural unity is contrary to cultural identity, so cultural identity should pursue diversified development, and universities in various regions should carry out cultural identity in combination with own school-running characteristics. This paper measures the current situation of local governance structure, cultural identity and cultural self-confidence of this group through large-sample survey research methods, focusing on the level of local governance structure (high, medium and low) and the six dimensions of cultural identity (public participation, mainstream culture, inclusiveness, ethnic preference, Ethnic connotation, National cultural identity) and cultural self-confidence (policy and propaganda and guidance) (Guo et al., 2023). This paper explores the possible mediating effect of cultural identity between local governance structure and cultural self-confidence. It examines the factors that affect college students' cultural self-confidence and the degrees of influence in the specific dimensions of cultural identity (Hartman et al., 2023). Based on the dual perspectives of local governance structure and cultural identity, this paper puts forward effective suggestions and countermeasures to improve the cultural self-confidence level of college students.

2 Literature review

2.1 The role of local governance structures on cultural identity

Scholars at home and abroad have defined the local governance structure from a psychological perspective. Although College students all have emphasis, it is not difficult to see that the scope of the local governance structure can be the overall local governance structure, the specific local governance structure in specific fields, or the local governance structure in different states (Hasan et al., 2023). In other words, the local governance structure is a whole system that not only involves the level of self-awareness but also includes the level of policy experience that accompanies self-awareness and is affected by the social culture in which it is located. It is the product of interaction with society and cannot exist independently from society. This study argues that the local governance structure is a kind of self-worth, self-evaluation, policy experience, and value judgment formed by individuals in society, which reflects the positive or negative attitude towards themselves. Local governance in Henan Province is based on the local cultural, economic and social forms of political governance activities, local governance structure should be reasonable and restrictive, in the national unified cultural governance requirements for personalized treatment, the purpose of which is to improve the level of cultural construction, promote the development of cultural

identity and cultural self-confidence, so local governance in Henan Province policies, local governance structure and long-term and short-term management measures will have a promoting effect on cultural self-confidence, cultural identity, local governance in Henan Province is not an independent governance activities, need a certain degree of constraints, otherwise it will inhibit the development of cultural governance activities, local governance in Henan Province should be consistent with national governance, there is unity in essence and goals, so local governance structure, local governance in Henan Province measures How to determine the effect of local governance in Henan Province should be analyzed through comprehensive statistical methods, and the effect of local governance in Henan Province should be deduced based on the actual governance results, and local governance in Henan Province is a political behavior led by local governments, which has a prominent role in promoting cultural governance and cultural identity to have a long-term potential and multiple impact.

2.2 The relationship between cultural identity and cultural self-confidence

With the development of social modernization, the degree of cultural integration of countries in the world has deepened, and cultural diversity has become a significant feature of cultural development, which has a profound impact on the development of cultural self-confidence. As the core theme of acculturation in a multicultural context, cultural identity should be a concern in social and cultural interaction (Kahraman,2023). After referring to the measurement tools of other scholars, considering that a multi-dimensional approach can be used to evaluate the overall cultural identity, this paper actively explores the cultural identity of Chinese multi-ethnic adolescents. It compiles the "Chinese Multi-ethnic Youth Cultural Identity Questionnaire". A psychometric model of cultural identity was established, and a psychometric assessment was carried out. It was found that the relationship between cultural identity and cultural self-confidence was positively correlated. The Cultural Identity Questionnaire of Chinese Multi-ethnic Adolescents includes two dimensions: mainstream cultural identity and ethnic cultural identity. Mainstream cultural identity is composed of two factors: public participation and mainstream culture, and national cultural identity is composed of four factors: tolerance, ethnic preference, Ethnic connotation, and religious belief. This study used a questionnaire to conduct an empirical survey on the cultural identity of college students (Karuga et al.,2023). Cultural assertiveness is the perception of the culture of the group where people live. Taking the process of cultural self-confidence as the starting point, it is pointed out that the formation of cultural self-confidence should go through the processes of cultural cognition, reflection, criticism, and comparison, and finally reach identity and form a stable psychological characteristic. It can be seen that the academic community has not reached a consensus on the connotation of cultural self-confidence, but there is a basic consensus on its core content (Kim et al,2023: 734-749). Because national culture transcends group differences such as region, gender, and class, it has the most extensive recognizability and is the core

carrier of cultural self-confidence (Leslie et al.,2023). Therefore, based on conceptual analysis, this study believes that cultural self-confidence is the positive policy of affirmation, self-confidence, and praise based on the clear cognition and identification of the national culture by cultural subjects and the self-confidence that the culture can flourish (Lim et al.,2023). To sum up, the generation of cultural self-confidence is a long-term and orderly process, which requires the organic combination and comprehensive effect of various factors, which is an inevitable step to promote social development and realize self-worth, as well as a positive factor to promote historical development and human social progress (Mili et al.,2023). Therefore, it is necessary to continuously strengthen the leadership of the Communist Party of China over cultural construction, take the core socialist values as the guide, create a positive cultural learning atmosphere in society, cultivate a sense of national self-confidence in the people of all ethnic groups across the country, and create favorable conditions for the generation of cultural self-confidence.

2.3 The relationship between local governance in Henan Province, cultural identity and cultural self-confidence

Local governance in Henan Province is the administrative act of the government, its purpose is to maintain local stability, promote the development of local economy and culture, cultural identity is the national sense of identity for a specific culture, mainly reflected in the values, outlook on life and social outlook of college students, local autonomy belongs to administrative means, cultural identity belongs to the means of spiritual unity, the effect between the two is different, but the goal is the same, is to enhance the comprehensive competitiveness of the nation and the country, strong cultural identity, can enhance national cohesion, promote national unity, resist the invasion of foreign culture, and achieve the expected development. At this stage, China's education takes traditional culture as the main body to carry out national culture learning and Xi, enhance college students' sense of identity with national culture, and establish a correct outlook on life. The role of local governance in Henan Province on cultural identity is indirect, and its effect is long-term, so local governance in Henan Province has a specific role in promoting the cultural forum, and local reasonable governance and high cultural identity can enhance national self-confidence, so the relationship between local governance in Henan Province and cultural identity and cultural self-confidence is coincidental, cultural identity is the prerequisite for cultural self-confidence, and cultural self-confidence is the sublimation of cultural identity, both of which need local governance in Henan Province as support, otherwise it is difficult to achieve expected educational goals. Therefore, cultural identity and cultural self-confidence are directly related to the long-term development of the nation and the key to the success of Chinese education, and the two are independent of each other, and there is no significant correlation between cultural identity and cultural self-confidence.

Although theoretical analysis is very important, the influence relationship between cultural identity and cultural self-confidence will be found in the practical application process. The government will formulate more reasonable local governance in Henan Province measures, so the actual case analysis can better promote the development of cultural identity and cultural self-confidence. However, there are many studies on cultural identity and cultural governance abroad. However, the cultural content and connotation of foreign countries and the national conditions are different from those in China, so this paper should be based on the actual case analysis of cultural governance and cultural identity under the premise of existing local governance in Henan Province policies in China. This paper analyzes the rationality of local governance in Henan Province, gives full play to the role of cultural identity, and proposes effective safeguard measures.

3 Research methodology

3.1 Research subjects and questionnaires

Three undergraduate colleges and universities were selected to select students of different grades for investigation randomly, 500 questionnaires were distributed, and 495 were recovered, with a recovery rate of 99%, of which 485 were valid, with an effective rate of 97.97%. The questionnaire consists of 30 questions, each worth 5 points, and is divided into three major directions: government, society and school. There are 5 questions related to the government, 20 questions about universities, and 5 questions about society. Each topic is formulated on the basis of authoritative literature in China and combined with work experience. In order to verify the validity of the results of this study, the validity and reliability of each topic were analyzed, and the expert feedback results showed that the validity and reliability of the study met the requirements. The questionnaire consists of four modules. A seven-point Likert scale is used, with one strongly disagreeing, 2 disagreeing, 3 disagreeing, 4 being neutral, 5 somewhat agreeing. SPSS21.0 were used to test the reliability and validity of the Local governance structure Scale, the Cultural Identity Questionnaire of Chinese Multi-ethnic Adolescents and the Cultural Confidence Questionnaire, and descriptive statistics, independent samples t-test, one-way variance test and correlation analysis were performed on all valid data, and regression analysis and mediating effect test were performed for possible variables. This study proposes the following hypotheses, Which are shown in Table 1.

Table 1 : Hypotheses presented in this paper

Hypothesis	Content
H1	Local governance structure, cultural identity and cultural self-confidence are divided into gender, educational background, professional category and student origin, respectively There are differences in demographic variables such as land and whether or not College students are only children.
H2	There is a correlation between local governance structure, cultural identity, and cultural self-confidence
H3	There is a positive correlation between local governance structure, cultural identity and cultural self-confidence, and there is a positive correlation between each dimension.
H4	Cultural identity mediates the relationship between local governance structures and cultural assertiveness.

3.2 Questionnaire measurement and testing

In this study, the reliability and validity of the Local governance structure Scale, the Cultural Identity Questionnaire of Chinese Multi-ethnic Adolescents, and the Cultural Confidence Questionnaire were tested, and the results showed that the Cronbach's Alpha coefficient of the Local governance structure Scale was 0.875, and the internal consistency coefficient α was between 0.7~0.9, indicating that the reliability of the scale in this study was good and met the standards of cultural cognition, as shown in Table 2.

Table 2: The results of the internal consistency test of the Local governance structure Scale

Variable		Score
Reliability	Clonbach value	4.875*
	SME	4.754*
Validity	Bartlett	4.8542*

Table 3: General statistical description

Index		Number	Proportion	F-number
Gender	man	286	57.2	1.252
	woman	214	42.8	
Age	19-25	195	39	5.321
	25-30	85	17	
	30-35	220	44	
Grade	Year	56	11.2	4.663
	2 years	168	33.6	
	3 years	256	51.2	
	4 years	20	4	
Posts	Section Member	382	76.4	3.865
	Chief	118	23.6	
Revenue	1000 or less	186	37.2	11.365
	1000-3000	268	53.6	
	3000-5000	46	9.2	

As can be seen from Table 3, there is no correlation between the data in the survey results, indicating that the survey results in this paper are relatively independent and can be analyzed later.

3.3 Correlation analysis of local governance structure, cultural identity and cultural self-confidence

In this study, the local governance structure, cultural identity, and cultural self-confidence of 500 subjects were analyzed using the Pearson product difference-related two-tailed test,The survey indicators and scores are shown in Table 4.

Table 4: Statistical description of the survey results

Survey metrics	score	variance
Local governance structures	3.60	0.11
Public participation	4.09	0.17
Mainstream culture	3.77	0.22
Institutional self-confidence	4.79	0.42
Theoretical confidence	4.70	0.32
Ethnic connotation	4.43	0.28
National cultural identity	3.32	0.16
95% confidence = 0.9267		
Sample correlation coefficient = 0.425		
Standard error = 0.17870		

From the data in Table 4, it can be seen that the statistical description of the survey results is good, and the credibility of the data, correlation coefficient and standard error are within a reasonable range. The results of the survey in Table 4 were used for statistical correlation analysis, and the results are shown in Table 5.

Table 5: Correlation between local governance structure, cultural identity and cultural self-confidence

Variable	Local governance structures	After the cultural recognition	Cultural self-confidence
Local governance structures	1	-	-
After the cultural recognition	.317**	1	-
Cultural self-confidence	.214*	.520**	1

3.4 The relationship between local governance structure and cultural self-confidence

Taking cultural self-confidence as the correlation index of local governance structure, the correlation analysis showed that cultural self-confidence in the policy dimension of local governance structure and cultural self-confidence ($r=0.220$, $P<0.01^*$) and cultural praise in the dimension of propaganda and guidance ($r=0.178$, $p<0.01$). There is a significant positive correlation between the two factors, that is, the higher the level of local governance structure, the stronger the degree of cultural self-confidence, as shown in Table 6.

Table 6: Correlation between local governance structure and cultural identity and cultural self-confidence

variable	Local governance structures	Social constraints	Mainstream culture	National acceptance	Theoretical confidence	Ethnic connotation	National cultural identity	policy	Advocacy and guidance
Local governance structures	1	-	-	-	-	-	-	-	-
Public participation	.265**	1	-	-	-	-	-	-	-
Mainstream culture	.282**	.642**	1	-	-	-	-	-	-
Institutional self-confidence	.315**	.783**	.661*	1	-	-	-	-	-
Theoretical confidence	.292**	.616**	.721**	.714**	1	-	-	-	-
Ethnic connotation	.228**	.401**	.579**	.530**	.660**	1	-	-	-
National cultural identity	.170**	.364**	.577**	.509**	.668**	.699**	-	-	-
policy	.220**	.498**	.379**	.534**	.406**	.281**	.276**	1	-
Advocacy and guidance	.178**	.398**	.349**	.504**	.355**	.358**	.344**	.349**	1

It can be seen from Table 2 that the two dimensions of cultural identity, namely mainstream cultural identity, national cultural identity, and cultural self-confidence, are significantly positively correlated. Public participation in the dimension of mainstream cultural identity, two factors of mainstream culture, and cultural confidence in the policy dimension ($r=0.498$, $p<0.01^*$; $r=0.379$, $p<0.01^*$); Propaganda and guidance dimensions ($r=0.398$, $p<0.01^*$; $r=0.349$, $P<0.01^*$) were significantly positively correlated. The four factors of Institutional self-confidence

Ness, ethnic preference, Ethnic connotation, and religious belief in the dimension of national cultural identity and cultural self-confidence in the policy dimension of cultural self-confidence ($r=0.534$, $p<0.01^*$; $r=0.406$, $p<0.01^*$; $r=0.281$, $p<0.01^*$; $r=0.276$, $p<0.01^*$), cultural praise in the dimensions of propaganda and guidance ($r=0.504$, $p<0.01^*$; $r=0.355$, $p<0.01$; $r=0.358$, $p<0.01^*$; $r=0.344$, $p<0.01$), that is, the stronger the cultural identity of college students, the stronger cultural self-confidence. It can be seen that there is a significant positive correlation between local governance structure, cultural identity and cultural self-confidence.

3.5 Regression analysis of local governance structure, cultural identity and cultural self-confidence

According to the results of the above correlation analysis, there is a significant positive correlation between local governance structure, cultural identity, and cultural self-confidence, and in order to further explore the causal relationship between local governance structure, cultural identity, and cultural self-confidence, this study conducted linear regression analysis on local governance structure and cultural self-confidence, cultural identity and cultural self-confidence, respectively.

The return of local governance structures to cultural self-confidence In order to further explore the predictive ability of the overall level of local governance structure on the policy, promotion and guidance of cultural self-confidence and the total score of cultural self-confidence, the total score of local governance structure was used as a predictor variable, and the total score of cultural self-confidence and its two dimensions were used as dependent variables, and the univariate linear regression method was used to analyze the influence of local governance structure on cultural self-confidence, as shown in Table 7.

Table 7: Linear regression of local governance structures to cultural confidence

Argument	Dependent variable	B	R ²	β	f	t
Local governance structures	policy	0.138	0.049	0.220	24.648	4.965***
	Advocacy and guidance	0.183	0.032	0.178	15.872	3.984**
	Cultural self-confidence	0.322	0.046	0.214	23.291	4.826**

The results show that the F and T values of local governance structure for cultural self-confidence and its two dimensions reach a significant level ($P<0.001^{**}$), the univariate regression effect is significant, and the positive prediction effect is good. From the coefficient of determination R^2 perspective, the local governance structure can explain the variation of 4.9%, 3.2% and 4.6% of the total scores of policy, propaganda and guidance, and cultural self-confidence, respectively. Therefore, a local governance structure has a significant positive predictive effect on cultural self-confidence and its two dimensions: policy, publicity and guidance. Finally, the following regression equation is obtained between the variables:

- 1) Policy = $28.759 + 0.220 \times \text{local governance structure}$
- 2) Propaganda and guidance = $25.097 + 0.178 \times \text{local governance structure}$
- 3) Cultural self-confidence = $53.857 + 0.214 \times \text{local governance structure}$

It should be emphasized that the contribution value of local governance structure to the policy factor of cultural self-confidence is 4.9%, and its predictive effect on policy is greater than that of propaganda and guidance. The return of cultural identity to cultural self-confidence. In order to further explore the relationship between cultural identity and cultural confidence, this study took cultural identity as the predictor variable, and took the two dimensions of cultural identity and its policy and promotion and guidance as the dependent variables, and used the univariate linear regression method to analyze the predictive effect of cultural identity on cultural confidence, and the results are shown in Table 8.

Table 8: Linear regression of cultural identity to cultural confidence among college students

Argument	Dependent variable	B	R ²	β	f	t
Cultural identity	policy	0.081	0.229	0.478	143.173	11.966***
	Advocacy and guidance	0.129	0.217	0.466	134.048	11.578***
	Cultural self-confidence	0.210	0.270	0.520	178.580	13.363**

It was found that the F-value and T-value of cultural identity and its two dimensions reached a significant level ($P<0.001^{*}$), the univariate regression effect was significant and the positive prediction effect was good. Table 4 shows that cultural identity can predict the variation of 22.9%, 21.7%, and 27% of the total policy, advocacy and guidance scores, and cultural self-confidence, respectively. Therefore, cultural identity has a significant positive predictive effect on cultural self-confidence and its two dimensions: policy, propaganda and guidance. Finally, the following is obtained between the variables

Regression Equation:

- 1) Policy = $21.719 + 0.478 \times \text{cultural identity}$
- 2) Propaganda and guidance = $12.731 + 0.466 \times \text{cultural identity}$

$$3) \quad \text{Cultural self-confidence} = 34.450 + 0.520 \times \text{cultural identity}.$$

After the one-way regression analysis of the total score of cultural identity and cultural self-confidence, in order to further investigate the predictive effect of the six dimensions of cultural identity on the total score of cultural self-confidence and its two dimensions, the specific dimensions of cultural identity that were significantly correlated were taken as the predictors, and the two dimensions of cultural self-confidence and the total score were dependent variables, and the stepwise regression method was used for specific analysis. Tables 4.5 and 4.6 show that the Institutional self-confidence factor in cultural identity has a regressive effect on cultural self-confidence, which can predict 32.3% of the variation. Finally, the following regression equation is obtained between the variables: Cultural self-confidence = $34.950 + 0.569 \times \text{Institutional self-confidence}$ Ness, as shown in Table 9.

Table 9: Summary of regression analysis models for Institutional self-confidence sex and cultural confidence

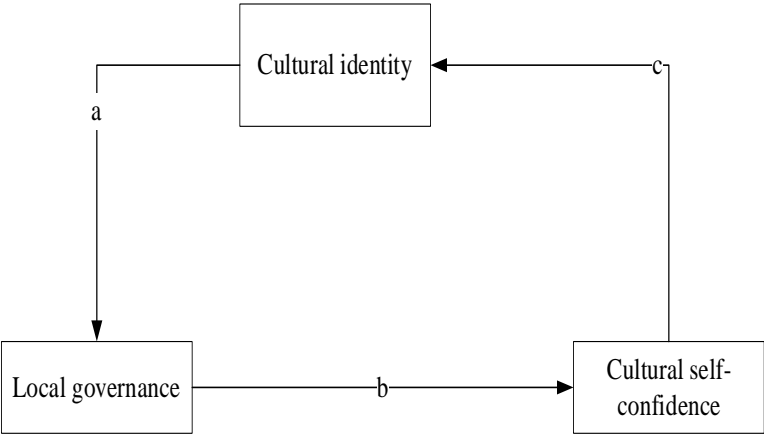
Model		Non-normalized coefficients		Standard coefficient s	t	Say.	Collinearity statistics	
		B	standar d error					Differenc e
1	Institutional self-confidence	21.697	0.534	0.522	63.221	<0.001	1.000	1.000
	Public participation	0.436	0.732	0.322	25.322		0.335	2.254
2	Institutional self-confidence	0.303	19.353	0.421	19.625		1.000	1.000
	Public participation	0.209	10.223	0.201	17.335		0.335	2.254
a. Dependent variable: self-confidence								

3.6 The mediating effect of cultural identity between local governance structure and cultural self-confidence

According to the mediating effect test model of the above linear regression results, the mediating effect model can be established between three variables: local governance structure (X), cultural identity (M), and cultural self-confidence (Y). The independent variable (local governance structure) has a significant predictive effect on the mediating variable (cultural identity), the test path a. The mediating variable (cultural identity) had a significant predictive effect on the dependent variable (cultural confidence), i.e., the test pathway b; The independent variable

(local governance structure) has a significant predictive effect on the dependent variable (cultural confidence), i.e., the test path c, as shown in Figure 1

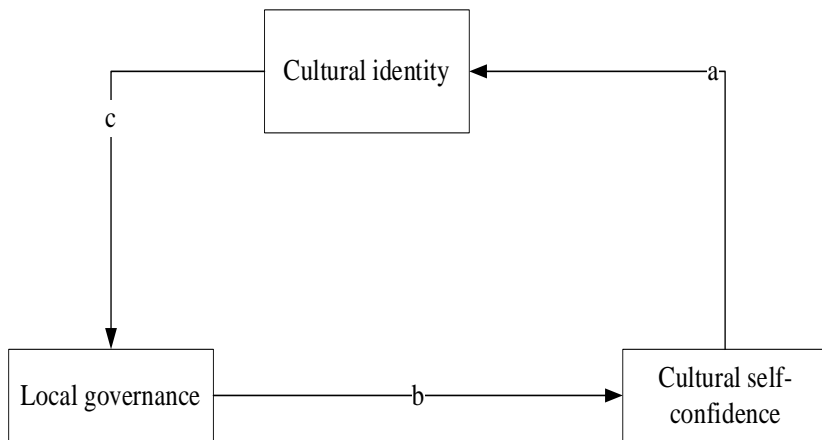
Figure 1: A mediating effect model of local governance structure, cultural identity, and cultural self-confidence



The bias-corrected non-parametric percentile Bootstrap method (5000 repeated sampling) examines the mediating effect of cultural identity on the relationship between local governance structure and cultural self-confidence. The data results are shown in Table 6: the 95% confidence interval of the total effect is [0.191, 0.453], and the interval does not include 0, indicating that the total effect is significant (Effect=0.332); The 95% confidence interval of the direct effect was [-0.038, 0.204], the interval included 0, the mediating effect was not statistically significant, and the effect was not significant (Effect=0.083). The 95% confidence interval of the indirect effect was [0.158, 0.332], and the interval did not include 0, indicating that the indirect effect was significant (Effect=0.239). It can be seen that there is a significant complete mediating effect of cultural identity in the relationship between local governance structure and cultural self-confidence, and the mediating effect accounts for 74%. Table 6 shows the influence of college students' cultural identity on cultural self-confidence in the local governance structure.

Table 10: The mediating effect of cultural identity on cultural self-confidence in local governance structure

	Effect	Boat SE	95% confidence interval	
			LLCI	ULCI
Total effect	0.322	0.067	0.191	0.453
Direct effects	0.083	0.061	-0.038	0.204
Indirect effects	0.239	0.044	0.158	0.332

Figure 2: The Influence of College Students' Cultural Identity on Local governance structure in Cultural Confidence

Through Pearson correlation analysis, regression analysis, and mediation test, this study found that there was a positive correlation between local governance structure, cultural identity and cultural self-confidence, as well as factors. Local governance structure has a regression effect on the factors of cultural self-confidence, and local governance structure can explain the variation of 4.9%, 3.2%, and 4.6% of the total score of policy dimension, publicity and guidance dimension, and cultural self-confidence, respectively. Cultural identity has a regression effect on the factors of cultural self-confidence, and cultural identity can predict 22.9%, 21.7%, and 27% of the total scores of policy dimension, propaganda and guidance dimension, and cultural self-confidence, respectively amount of variation. Among them, the Institutional self-confidence factor in cultural identity has a regression effect on cultural self-confidence, which can predict a variation of 32.3%, and the Institutional self-confidence factor and public participation in cultural identity have a regression effect on the policy dimension of cultural self-confidence, which can predict the variation of 28.5% and 30.1%, respectively. Cultural identity plays a

complete mediating effect between local governance structure and cultural self-confidence, and the mediating effect accounts for 74% of the total effect.

3.7 Summary of study results

The results of this paper are summarized in Table 11.

Table 11: Summary of study results

Hypothesis	Content	establish
H1	Local governance structure, cultural identity and cultural self-confidence are divided into gender, educational background, professional category and student origin, respectively There are differences in demographic variables such as land and whether or not College students are only children.	Not
H2	There is a correlation between local governance structure, cultural identity, and cultural self-confidence	Yes
H3	There is a positive correlation between local governance structure, cultural identity and cultural self-confidence, and there is a positive correlation between each dimension.	Yes
H4	Cultural identity mediates the relationship between local governance structures and cultural assertiveness.	Yes

From the results of the above analysis, it can be seen that there is a correlation between local governance in Henan Province, cultural cognition, and cultural identity, and local governance in Henan Province can promote the improvement of cultural cognition and enhance national self-confidence. Among them, local governance in Henan Province plays a key intermediary role in national cognition and national cultural self-confidence, which shows that reasonable local governance in Henan Province can promote the improvement of national cultural cognition and have a long-term impact on national cultural self-confidence. in hypotheses 2, 3 and 4 are valid. However, demographic factors such as gender, age, income, and position play a small role in cultural cognition and confidence, so there is no significant correlation between the two.

4 Research and discussion

4.1 Give play to the role of public participation and enhance national cultural identity

This study found a significant positive correlation between public participation and cultural self-confidence and could positively predict cultural self-confidence. Therefore, in the process of enhancing cultural self-confidence, the value-oriented role of public participation must be guided by the core values of socialism, interpret public participation through diversified art forms, strengthen the public's understanding of national culture, and encourage the public to independently express sense of confidence and identity in own culture, and then internalize it into cultural identity and cultural self-confidence. On the one hand, it is necessary to take the initiative to refine the excellent concepts contained in the national culture, actively advocate the idea of harmony, give full play to the leading role of the mainstream media in public opinion, and use rich and diverse cultural forms to interpret the essential connotation of culture from the level of values, ways of thinking and behavior patterns, deepen the understanding of the Chinese people on the essential connotation of national culture, and inherit and carry forward the national culture from a deeper level (Olaniyan, 2023). On the other hand, it is necessary to continuously improve the restraint system in the field of culture, learn from and absorb foreign practices to legalize morality, strive to improve the degree of social civilization, and strive to promote the formation of ideological concepts, civilized customs, and behavioral constraints that meet the requirements of the new era, guide people to strengthen cultural self-confidence, enhance people's confidence and determination to adhere to common ideals and realize common dreams, and highlight the value-oriented role of public participation in enhancing cultural self-confidence.

4.2 Improve the rationality of local governance structures and improve the self-confidence of college students

The results show that the rational performance of local political structure promotes improving college students' cultural self-confidence. To this end, schools should be good at applying the psychological policies of local governance structures to improve college students' cultural self-confidence. Use a reasonable self-governance structure to stimulate cultural cognitive motivation (Rosales, 2023). In light of its own situation, each local government may establish a four-level management policy for education authorities, schools, secondary colleges, and students in stages and integrate cultural publicity and education into daily governance and management. Relying on the cultural self-confidence cultivation project and departmental coordination, formulate the assessment policy and implementation plan of the secondary branches, set the yearly, quarterly, and monthly student cultural literacy training goals, and include them in the

comprehensive quality assessment system of students while increasing the proportion of cultural activities, to strengthen students' attention to the improvement of cultural literacy, and then motivate cultural subjects to optimize attention allocation and strengthen cultural cognitive motivation actively(Sharma et al.,2023). Second, government must make good use of cultural policies to promote cultural identity. It is necessary to make great efforts to formulate policies, such as displaying statues of outstanding figures in landmark buildings, printing propaganda slogans reflecting the national spirit in public places, building school history museums, art galleries, and science and technology museums, and posting poems, songs, portraits and quotations in conspicuous places, so that students can come into contact with elegant works of art between the dormitory and the governance area, and unconsciously improve aesthetic level and absorb spiritual nourishment. In other words, government should infect students with a strong cultural atmosphere and shape the cultural value system. Third, shape cultural values based on effective feedback (Spithoven,2023).On the one hand, the operant conditioning theory in behaviorist psychology believes that the level of self-confidence will increase with the reinforcement of external praise, and external feedback will help him realize what kind of behavior is recognized and help him form initial value judgments (Steinberg,2023). Therefore, in improving the cultural self-confidence of college students, positive and positive feedback should be given to students promptly, and the formation of positive cultural values should be promoted in the feedback interaction. On the other hand, the social cognitive learning theory emphasizes that behaviors can be acquired through social imitation, and the educational subjects can correct own cognitions and guide the cultural subjects to establish correct cultural values with the help of role model culture. Local governments should embed the core socialist values into all aspects of college students' ideological and political education and deepen understanding of socialist culture with Chinese characteristics. At the same time, it is necessary to pay attention to the guidance of public opinion, actively carry forward the traditional Chinese virtues, unite family education, and link the circulation of schools, families, and students, and give play to the role of cultural cognition and self-confidence. Fourth, government should use awareness to guide policies and carry out positive cultural evaluation. Government departments should help students form a thinking pattern of internal attribution in the process of cultural practice of college students and attribute the long history of national culture to the accumulation of hard work, the practice of wisdom, and the openness and inclusiveness of culture. Correcting college students' bad way of thinking is necessary, especially the point-to-point and generalized thinking deviations. Students should be instructed to use the theory of cultural identity and the theory of national self-confidence, to treat traditional culture with objective and dialectical thinking, and to deal with inappropriate parts of culture with a rational attitude.

4.3 Learn to self-evaluate and enhance the level of local governance structure correctly

This study found a significant positive correlation between local governance structure and cultural self-confidence. Positive and objective self-evaluation is the foundation and core of local governance structure (Sun et al., 2023). Self-evaluation refers to the judgment of one's own thoughts, behaviors, and personality characteristics based on self-knowledge. Therefore, in the process of improving the cultural self-confidence of college students, College students should analyze own advantages and disadvantages with an objective and rational attitude, understand themselves from a comprehensive perspective of development, and make a positive evaluation of themselves. The essence of man is not an abstraction inherent in a single person, but in its reality, it is the total of all social relations. College students should pay more attention to society and reality, constantly adjust understanding of themselves through social interaction and interpersonal communication, form a correct self-awareness, and improve themselves to have a good local governance structure. In addition, college students should learn self-affirmation and self-acceptance, establish an ideal self in line with own reality, and actively express talents and abilities to enhance sense of value and joy. In self-respect and respect from others, College students feel self-worth, gain a sense of self-competence, and improve the local governance structure.

4.4 Participate in cultural practice activities and promote cultural policy experience

Practice is the material activity of the local government to transform the objective world actively. The social practice of local policy determines the direction of social and cultural development, and a series of cultural practice activities are important carriers for the cultivation of cultural self-confidence. At present, all parts of the country are vigorously planning to rejuvenate the province through culture and constantly strengthen the construction of cultural infrastructure, such as various cultural and historical memorial halls, scenic spots with ethnic characteristics, and rural cultural auditoriums, so as to show the beauty of local culture in a diversified form. Therefore, college students should take the initiative to make use of local cultural resources, feel and experience the profoundness and unique charm of national culture through cultural practice activities such as national culture, practical research, exchange and visits, enhance cognition of national culture, and enhance cultural identity. At the same time, college students should also actively participate in a variety of campus cultural activities, such as poetry conferences, national characteristics theme education activities, national traditional clothing exhibitions on campus, centennial love letter classic reading activities, etc., to perceive the value of national culture, enhance own cultural taste and aesthetic taste, and strengthen self-confidence in the development of national culture. In addition, based on satisfying the credits of professional courses, you can choose a

series of humanistic literacy courses with traditional Chinese characteristics and professional theory courses, which can broaden your horizons and improve your cultural literacy (Wang,2023). As a new force in constructing a cultural power, college students should actively devote themselves to social practice and enhance self-confidence in values and culture through perception and comprehension.

5 Conclusions

From the perspective of local self-government structure, this paper analyzes the influence of the rationality of self-government structure on college students' cultural identity and self-confidence, and the relationship between the two. The results show that: 1) The rationality of the local autonomy structure has a positive impact on the cultural identity of college students, which can improve their self-confidence; 2) The local autonomy structure has little influence on college students' careers, and the relationship between cultural identity and college students' self-confidence is independent. Among them, college students' self-confidence in the structure of local autonomy is the main influencing factor, and cultural cognition is the long-term influencing factor. 3) Local policies and local rationality play a supporting role in improving cultural identity and self-confidence. Among them, demographic factors have little impact on cultural self-confidence and cultural identity, and local self-government structures play a key role in the promotion of cultural identity and self-confidence. Therefore, local governments should strengthen their own structural optimization and introduce relevant safeguard policies to promote the development of cultural identity and cultural self-confidence. We encounter two problems in the research process, one is that the data collection is difficult, and the other is the controversy over the elimination and deletion of some data.

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Notes:

¹ $p < 0.001$, indicates that the validity of this study's Local governance structure Scale is good. The "Local governance structure Scale" adopts a four-point scoring method; the higher the score, the higher the level of local governance structure. According to the criteria for dividing the level of local governance structure, researchers usually divide the scores of subjects in the measurement of local governance structure into high, medium and low levels when examining the differences in the level of local governance structure in different places. The total score of the local governance structure reported by the local governance structure scale is higher than or equal to 30 points, that is, it is more reasonable, and the total score less than or equal to 20 points is low local governance structure, and the total score between 21 and 29

points is unreasonable. The "Cultural Identity of College Students" adopts a five-point scoring method, and the higher the score, the higher the degree of cultural identity. "College Students' Cultural Confidence" uses a seven-point scoring method; a higher score means a higher level of cultural confidence. The results of the survey are generally statistically described, and the results are shown in Table 3.

² indicates a significant correlation at the 0.01 level (bilateral), the same below.

The results in Table 5 show that local governance in Henan Province can improve the level of cultural awareness and cultural self-confidence. there was a significant positive correlation between local governance structure and cultural identity ($r=0.317$, $p<0.01^*$): cultural identity was significantly positively correlated with cultural self-confidence ($r=0.520$, $p<0.01^{**}$), and local governance structure was significantly positively correlated with cultural self-confidence ($r=0.214$, $p<0.01^*$) The relationship between local governance structure and cultural identity. After controlling for demographic variables, the correlation analysis of local governance structure and cultural identity was carried out. From Table 4.2, it can be seen that there is a significant positive correlation between the two dimensions of local governance structure and cultural identity: mainstream cultural identity ($r=0.302$, $p<0.01^*$) and national cultural identity ($r=0.299$, $p<0.01^*$). At the same time, public participation in local governance structure and cultural identity ($r=0.265$, $p<0.01$), mainstream culture ($r=0.285$, $p<0.01$), Institutional self-confidence ($r=0.315$, $p<0.01$), ethnic preference ($r=0.292$, $p<0.01$), Ethnic connotation ($r=0.228$, $p<0.01^*$) and religious belief ($r=0.170$, $p<0.01$) were significantly positively correlated, that is, the higher the level of local governance structure, the stronger the degree of cultural identity.

³ Effect, Boot SE, Boot LLCI, and Boot ULCI represent the effect size calculated by the bias-corrected percentile Bootstrap method, the estimated standard error of the effect, the lower and upper limits of the 95% confidence interval, respectively, as shown in Figure 2.

⁴The assumptions in Table 1 are based on online references and practical work experience

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