Port City and Local Population Relationship: the Perception of Busan Citizens of the Port

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요약: Ports are responsible for the creation of positive and negative impacts towards the city. The study’s contribution focuses on empirically evaluating the perception of Busan citizens of the local port through an application of Q methodology.

핵심용어: Port of Busan, Q Methodology, Local Community, Port’s Impacts, Perception of the Port

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**Port Cities - Introduction**

- The importance of ports for the city
- Categorization of port-city size
- Links port and local community

**Literature Review**

- Value Added Employment


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Methodology

- Q methodology has been originally developed by Stephenson in 1938 in order to evaluate a set of individuals' beliefs, values, and attitudes as a way to assess people's subjectivity on specific issues and understand phenomena.

- The methodology uses both elements of quantitative and qualitative research and it has been widely utilized in social sciences. Past research has focused on different sectors such as healthcare, health economics, health informatics, education, tourism management, environmental issues, and customer service.

- Q methodology has several advantages:
  > It provides the opportunity to analyze and evaluate different opinions of the participants.
  > The subjectivity is deemed to be a strength as the participants' beliefs are highlighted.
  > It limits the bias of researchers.
  > It facilitates the identification of the participants' features and their significance on perceptions of the research.

Research Design

1. Communication about opinions and beliefs about perception of bus riders of the local port has been carried out with over 200 (statements).
2. Q-sort (Reduction of statements from 100 to 60 by experts in the case of port management).
3. Q-sort activity randomly selected forty-six participants, referred as R-sample. All residents in the city of Busan with different use, ages, neighborhoods, and socioeconomic backgrounds.
4. Factor analysis (The analysis of the results was carried through the use of package PQMethod. In order to correlate all participants' sort, VARIMAX rotation was performed. Four different factors were extracted and the sentence calculated).
5. Factor interpretation.

Variable Assignments with Factor Weight by Factor

<table>
<thead>
<tr>
<th>Variable</th>
<th>Factor</th>
<th>Q</th>
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Z-Scores by Types

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Z-Scores by Types

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Factor Interpretation

Factor I: Port Functional Knowledge Cluster
- Q1, Q2, Q3, Q4

Factor II: Social Connectedness of Port-City Cluster
- Q20, Q21, Q22, Q23

Factor III: Environmentally Concerned Cluster
- Q25, Q26

Factor IV: Absence of Port's Ripple Effect Cluster
- Q27, Q28
Four factors typology have emerged as port’s perceptions of Busan citizens.

Each factor was clustered according to its unique features.

Two factors were grouped as “functionality and environmental awareness”.

Two factors were grouped as “poor port-city links and benefits perceptions”.

A small population was taken into account and further study should a) increase the number of respondents using a different methodology b) analyzing more specifically if ports’ perception is influenced by cargo types, port history, port users and comparing results for ports located in different regions.