

# BMF CP62: Urban residents' prioritized aspects of planting projects in public parks

*AISDL Team*

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"He marvels at the beauty of nature and the purity of bird vocalization, pitying those who have failed to recognize this."

– 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 prioritized aspects of planting projects in public parks?
- How are urban residents' motivations for visiting public parks associated with their prioritized aspects of planting projects in public parks?
- How are urban residents' cultures associated with their prioritized aspects of planting projects in public parks?

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

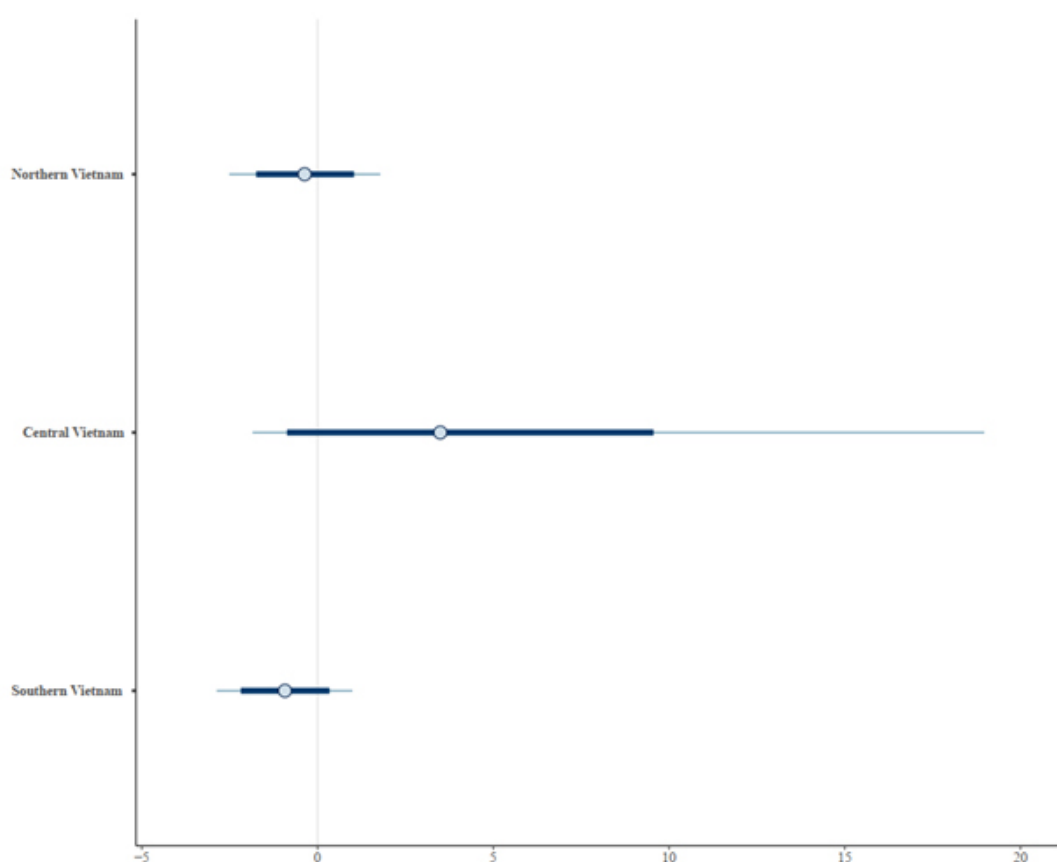
### 1.2. Materials

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/10589225>.

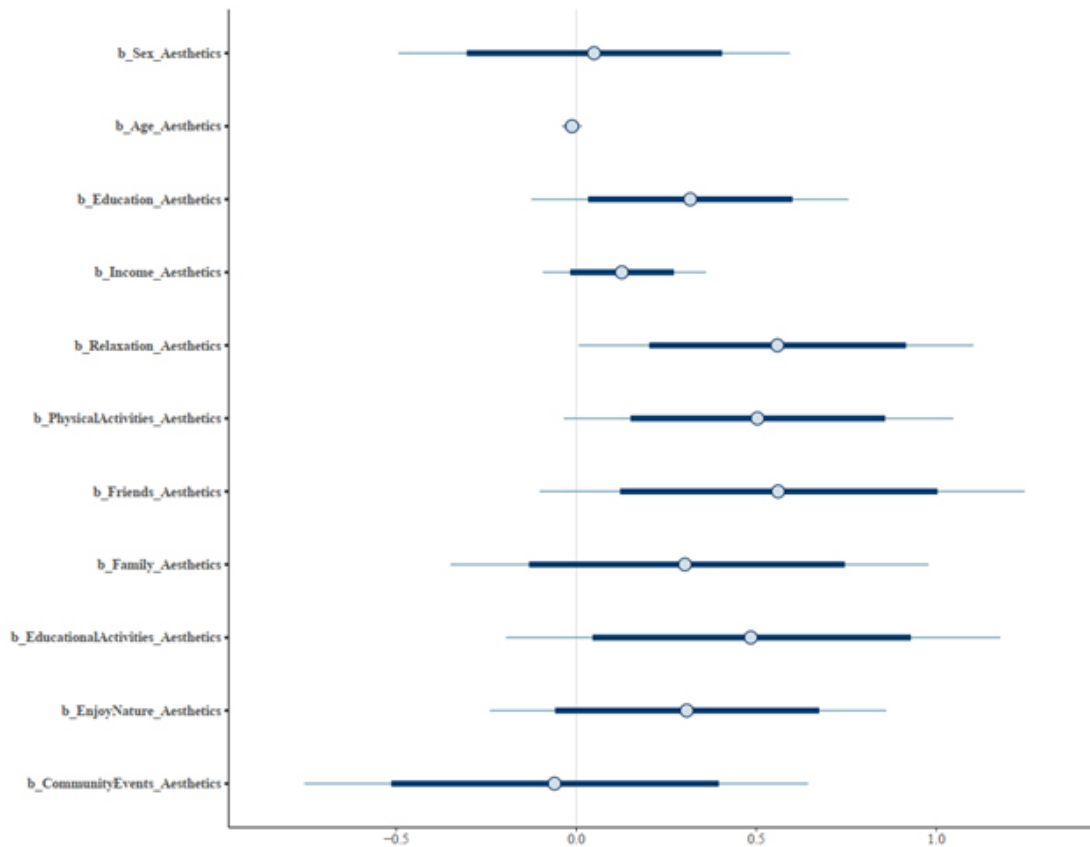
### 1.3. Main findings

The preliminary analysis shows that urban residents in central Vietnam will most likely prioritize the aesthetic aspect when new planting projects in public parks are implemented, followed by urban residents in Northern Vietnam (see Figure 1).



**Figure 1.** Estimated parameters of urban residents' cultures (proxied by geographical locations)

In addition, high-education and high-income urban residents are more likely to prioritize aesthetics when planting new trees. People visiting public parks for relaxation, physical activities, meeting friends, children's educational activities, and enjoying nature are more likely to prioritize the aesthetic aspect (see Figure 2).



**Figure 2.** Estimated coefficients of socio-demographic factors and motivations

## 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](mailto: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].

## References

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