

The development context and hot spots of small towns with Chinese characteristics— Analysis based on CiteSpace knowledge graph

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Abstract:

With the rapid implementation of the characteristic town policy in China, the topic of characteristic towns has become a hot topic in the public management academic circle. Taking the 130 articles published in the CSSCI database from 2014 to 2019 as a sample, with the help of the CiteSpace software system, the research track and research hotspots of characteristic towns are sorted out. Research shows that the number of posts issued by characteristic towns can be divided into two stages, the rapid growth period from 2016 to 2018, and the slow growth period from 2019 to present. The research topics are mostly the connotation and creation path of characteristic town construction. Research hotspots focus on the establishment of the theoretical framework of characteristic towns, the research on the construction of sports characteristic towns, and the study of the important role of characteristic towns from the perspective of new urbanization and rural revitalization strategies.

Keywords: characteristic town, research track, research hotspot, CiteSpace

1. Introduction

China's characteristic towns mainly refer to innovation and entrepreneurship platforms that focus on characteristic industries and emerging industries and gather development elements. It was proposed by Li Qiang, secretary of the Zhejiang Provincial Party Committee, and was first implemented in Zhejiang in 2015. In 2016, the characteristic town policy was absorbed by the upper level and became a national policy. Through the government website, various provinces and cities publicized the progress of characteristic town construction and exchanged construction experience (Li & Shang, 2020). Since then, the construction of characteristic towns has sprung up and has been rapidly carried out throughout the country. A total of 403 national characteristic towns have been built in two years (Liu, H. M., 2020).

The emergence of the new concept of characteristic town has attracted the attention of scholars. The effect of the implementation of the new policy is also the subject of examination by scholars. In just four years, a large number of research results have been obtained and it has become one of the hot spots of Chinese social science research. However, what research have scholars mainly conducted on the theme of characteristic towns? What evolution has it experienced in the past 4 years? What are the research hotspots? These issues are still unclear, and there is a lack of literature for tracking and visual analysis of the theme of characteristic towns. To this end, this paper selects the documents collected by CSSCI from 2014 to 2019 as the data source, establishes a research database through retrieval, uses CiteSpace 5.6 R to visually analyze the data, and systematically sorts out the research trajectories and research hotspots of characteristic towns in order to find out the characteristics of small towns. Provide reference for the construction of the town.

2. Research methods and data sources

2.1 Research methods and tools

This paper chooses CiteSpace 5.6 R as the research tool to visualize the literature data. Based on co-citation and pathFinder, CiteSpace software measures the literature in a specific field, and visually presents the research hotspots, cutting-edge topics and evolution trends of this field (Chen, 2004; Dianli W et al, 2019). This article mainly analyzes cited references and co-occurring keywords, and the time span is set to 1 year.

2.2 Data sources

This article uses the Chinese humanities and social sciences literature information query system CSSCI database developed by the China Social Science Research Evaluation Center of Nanjing University as the data source, with "characteristic town" as the subject search term, the time span is 2014-2019, and a total of 2016-2019 is obtained There are 130 CSSCI papers in the year, and the data of each paper includes information such as author, institution, keywords and references.

3. Analysis of the knowledge map of the small town with Chinese characteristics

3.1 Distribution of publication time

Since March 2016, "Zhejiang Social Sciences" opened a column: "Characteristic Town Construction and Industrial Transformation and Upgrading (Written Talk)", a total of 7 articles have been published to discuss the public policy of characteristic towns, and the topic of

characteristic towns gradually It attracted the attention of scholars. In April 2015, Zhejiang Province issued the "Guiding Opinions of Zhejiang Provincial People's Government on Accelerating the Planning and Construction of Featured Towns" to innovate the policy of characteristic towns, but it did not attract the attention of scholars. CSSCI did not Contains papers related to characteristic towns; until 2016, the state's top-level design of characteristic town policies successively issued the "Notice on Carrying Out the Cultivation of Characteristic Towns" and "Guiding Opinions on Accelerating the Construction of Beautiful and Characteristic Small (City) Towns" In terms of policy, various provinces and cities across the country competed to imitate the Zhejiang experience in terms of form and connotation (Shang et al., 2018). Scholars began to study the policy connotation and construction path of characteristic towns. In 2016, CSSCI included 9 related papers. It can be seen from Figure 1 that after 2016, related research has grown rapidly. In 2017, 2018, and 2019, 24, 55, and 42 articles were issued respectively. As of the end of 2019, CSSCI included 130 related articles. The number of articles published by scholars on characteristic towns can be divided into two stages. During the period of rapid growth from 2016 to 2018, because characteristic towns are a brand-new concept, this stage needs to define the connotation and extension of the policy and address the construction of characteristic towns Scholars have done active research on the issue of the problem; in the period of slow growth from 2019 to the present, due to the gradual deepening of related research, the unknown areas of the topic of characteristic towns have gradually decreased. In addition, the country has regulated the construction of characteristic towns and dealt with In some problem towns, these also affect the research enthusiasm of mechanics.

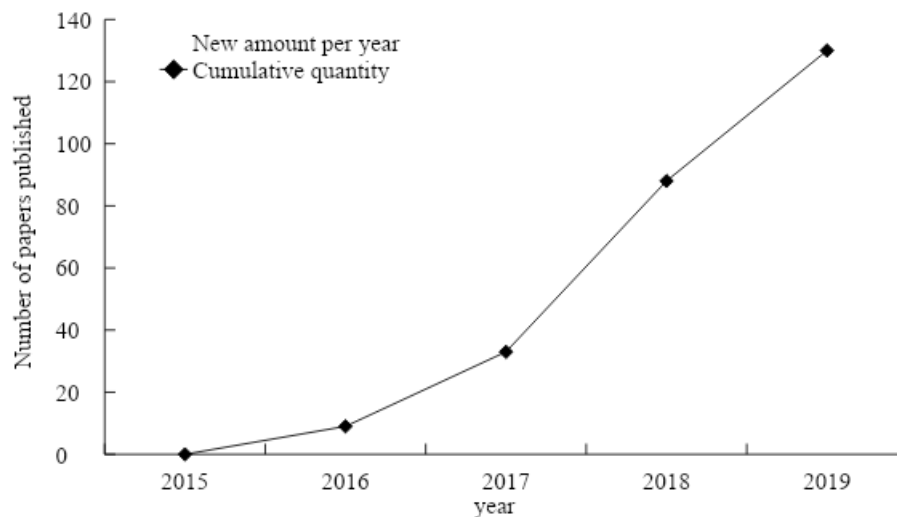


Figure 1 Number of articles issued on featured town topics (2015~2019)

3.2 Distribution of publication agencies

We selected the top five research institutions with the number of publications, as shown in Table 1. It can be seen from the table that these research institutions are located in the economically developed areas of eastern China in Zhejiang, Jiangsu, Beijing, and Tianjin. Among them, Zhejiang is the birthplace of the characteristic town policy, and Beijing is the center of national policy decision-making. Research institutions from Zhejiang Province have published 18 papers in 4 years, accounting for 13.8% of the total volume; research institutions from Beijing have published

26 papers in 4 years, accounting for 20% of the total volume. It can be seen that the origin of the policy, the seat of the central government, and the economically developed regions have led the research on characteristic towns.

Table 1 Statistics of literature publication research institutions

Rank	Research institute	Quantity
1	Zhejiang University	5
1	Nanjing University	5
1	Chinese Academy of Social Sciences	5
1	Beijing Sport University	5
5	Tianjin Urban Construction University	3

3.3 Analysis of cocited references

3.3.1 Document Co-Citation Analysis

Use CiteSpace to visually analyze 130 documents to get the co-citation network diagram shown in Figure 2. In this network, there are 395 links. The nodes in the figure represent the cited documents of 130 articles. Two connected nodes indicate that the two articles have a common citation relationship. The color of the line represents the year of citation (Yen-Chun L, et al, 2019). In Figure 2, purple represents 2016 and yellow represents 2019.

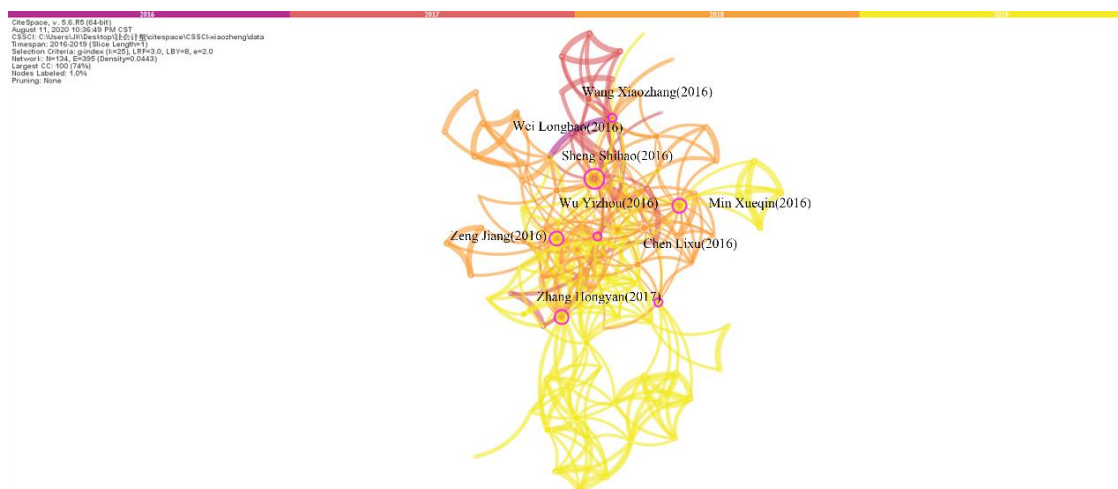


Figure 2. Key articles in characteristic town

Three of the top five cited articles are from the "Zhejiang Social Science" published in March 2016. It can be seen that Zhejiang provides a lot of references for other local governments and scholars in terms of characteristic town policies and theoretical research on characteristic towns. . The articles of Sheng Shihao and Zhang Weiming (2016) are cited the most. They define characteristic towns as a form of industrial spatial organization, which can enhance regional competitiveness and sustainable development capabilities, conform to regional economic development and optimize regional industrial ecology. Systematic strategic choice. This article positions industrial characteristics as the core of characteristic towns, and clarifies the important position and role of characteristic towns in regional economic transformation and upgrading, leading the new normal of the economy, and promoting supply-side structural reforms. If Sheng

Shihao and Zhang Weiming (2016) let us know the role of the economic phenomenon of characteristic towns and characteristic towns, then Min Xueqin (2016) and Zhou Xiaohong (2017) show us the characteristics from different perspectives. The creation path of the town. Min Xueqin (2016) believes that each stage of characteristic town construction must be embedded in the theoretical and practical framework of precise governance to avoid hidden problems in the process of characteristic town construction. Zhou Xiaohong (2017) believes that cultural innovation and reconstruction is one of the most prominent features of characteristic towns, a modern industry-driven regional growth model. Wang Xiaozhang (2017) pointed out that characteristic towns must be built around characteristics to prevent the risk of inaccurate local government policies and blind development. Wei Longbao and Shi Xinjie (2016) summarized the connotation of characteristic town construction, summarized its theoretical and practical significance, and introduced the construction experience of characteristic towns in other countries, and put forward some policy recommendations for the construction of characteristic towns with Chinese characteristics.

Table 2 Top 5 cited articles

Cited Frequency	Title	Author	Year	Betweenness Centrality	Journal
18	Characteristic town: a form of industrial spatial organization	Sheng Shihao and Zhang Weiming	2016	0.17	Zhejiang Social Sciences
11	Characteristic towns and Their building path from the perspective of accurate governance	Min Xueqin	2016	0.14	Journal of Tongji University(Social Science Section)
11	"Characteristic" and "General" of characteristic towns	Wang Xiaozhang	2016	0.11	Zhejiang Social Sciences
10	Industrial Transformation and Cultural Rebuilding: The Path of Creation of the Characteristic Town	Zhou Xiaohong	2017	0.1	Nanjing Journal of Social Sciences
9	Some thoughts and suggestions on the construction of Zhejiang characteristic towns	Wei Longbao and Shi Xinjie	2016	0.06	Zhejiang Social Sciences

3.3.2 Identification and Interpretation of Clusters

Figure 3 shows the terms of key clusters of articles. The larger the cluster area, the greater the number of articles. There are 6 clusters in Figure 3. The label of the cluster is a phrase extracted from the title of the article. There are usually three algorithms of LSI, LLR, and MI to extract the

phrase. LLR is usually a better method. This article also uses this method (Yen- Chun L, et al, 2019).



As shown in Figure 2, characteristic town and policy issue are the two largest clusters. The values of the silhouettes for each cluster are greater than 0.5, suggesting robust and meaningful results characteristic town (#0) is the largest cluster, it contains 26 articles The article, functional orientation (#4) is the fifth largest cluster, it contains 16 articles; by reading the title of the cluster #0 and cluster #4 article, it is found that they have similar themes, and they mainly discuss the construction path of characteristic towns , And strive to solve the problem of how to build characteristic towns. Among them, Min Xueqin, Zhou Xiaohong, Chen Lixu, and Zengjiang's articles are widely cited. They respectively explored the construction path of characteristic towns from the perspectives of precise governance, industry, culture, and new urbanization, which combined Chinese politics, economy, and culture. , Social research has provided construction ideas for the rapid and successful development of characteristic town policies in accordance with Chinese characteristics.

Policy issue (#1) is the second largest cluster. It contains 20 articles and the average publication year is 2014. The articles of Sheng Shihao, Wang Xiaozhang, Zhang Hongyan, and Li Qiang are the most cited. Among them, Zhang Hongyan (2017) started with the study of the basic theory of town construction, and put forward the theoretical basis for the construction and innovation of small towns with Chinese characteristics and its development and construction. Problems that should be avoided. Li Qiang was the secretary of the Zhejiang Provincial Party Committee and was the first to create and implement the characteristic town policy. He systematically summarized the theoretical basis for building characteristic towns. He pointed out that characteristic towns are Zhejiang's new exploration and practice to adapt to and lead the new economic normal. It is a strategic choice for Zhejiang's innovation and development. He focused on explaining the role and function of characteristic towns in Zhejiang's economic development, and made clear that reform and innovation are the fundamental driving force for high-quality construction of characteristic towns (Li Qiang, 2015). Cluster #1 is the oldest cluster. This part focuses on the theoretical explanation of the new concept of characteristic towns, and analyzes the feasibility of characteristic town construction based on China's national conditions, especially Secretary Li Qiang's discussion on characteristic town construction Important theories laid the theoretical foundation for the construction of small towns with Chinese characteristics.

New era (#2) is the third largest cluster, which contains 18 articles. This cluster is mainly for systematic research on characteristic towns leading the sports industry. Scholars have conducted research on the theoretical framework and development path of the construction of sports

characteristic towns, aiming to promote industrial integration, expand effective supply, explore supply-side reform and innovation, and promote the transformation and upgrading of the sports industry (Guo Qin, 2018).

Path exploration (#3) is the fourth largest cluster. It contains 16 articles and the average publication year is 2016. Cluster #3 is the latest cluster. Since the construction of characteristic towns has been around for one and a half years, the country has cultivated the first batch of characteristic towns, and various provinces and cities have also cultivated provincial and municipal characteristic towns. The construction of characteristic towns exposes some problems, and there are some good experiences that need to be summarized. This cluster article is mainly a summary article, thinking about the current situation of characteristic town construction, and plans for the future construction of characteristic towns in my country.

Investment risk assessment (#11) is the smallest cluster, which contains only 3 articles. This part focuses on national policies, and the most cited documents are the Opinions on Standardizing and Promoting the Construction of Characteristic Towns and Small Towns by the National Development and Reform Commission of China.

Table 3 Top-ranked clusters in characteristic town

ID	Size	Silhouette	Label(LLR)	Mean (Cited Year)
0	26	0.653	characteristic town	2015
1	20	0.789	policy issue	2014
2	18	0.917	new era	2015
3	17	0.803	path exploration	2016
4	16	0.762	functional orientation	2016
11	3	0.985	investment risk assessment	2014

3.4 Keyword analysis

The key words of the article can highlight the important information of the article and summarize the main theme of the article, and the high-frequency keywords can reflect the research hotspots in this field. Table 3 shows the top 8 keywords in the research field of characteristic towns in China. Characteristic town appears the most frequently, reaching 89 times. Other high-frequency keywords include Sports industry, Rural revitalization, New urbanization, Industrial upgrading, etc., with Betweenness Centrality exceeding 0.1 The keywords are Characteristic town, Sports industry, Rural revitalization, New urbanization, Urbanization. According to the keywords and Betweenness Centrality data in Table 3, the research hotspots of Chinese characteristic towns from 2016 to 2019 are mainly manifested in the following three aspects.

(1) Research on the theoretical framework, policy connotation and construction path of characteristic towns. At the beginning of the concept of characteristic towns, it was urgent to explain the concept so that policy executors could better grasp the policies of characteristic towns. After Secretary Li Qiang wrote the important article "Characteristic Towns Are Strategic Choices for Zhejiang's Innovation and Development", scholars have explained the connotations of characteristic towns in combination with Chinese politics, economy, culture, and society, and made the policy of characteristic towns more popular.

(2) Research on the construction of sports characteristic towns. In May 2017, the State Sports General Administration issued the "Notice on Promoting the Construction of Sports and Leisure Towns" to deploy the cultivation of sports and leisure towns. This administrative directive directly promotes the integration of sports industry and characteristic towns. , Scholars actively explore the reform and transformation of the sports industry, and study the road to the creation of sports characteristic towns.

(3) Study the important role of characteristic towns from the perspective of new urbanization and rural revitalization strategies. New-type urbanization and rural revitalization strategies are China's major measures to change the face of rural areas and eliminate poverty. The two complement each other and benefit hundreds of millions of farmers. What role does the characteristic town play in it? Wang Boya (re-understanding of the positioning and functions of characteristic towns) pointed out that characteristic town policies can effectively integrate urban and rural development elements and are an important carrier of urban-rural integration development. The promotion and implementation of characteristic town policies have also greatly enriched the rural revitalization strategy The connotation has become the supporting point for opening up the two major strategies of new urbanization and rural revitalization.

Table 4 Top-ranked Keywords in characteristic town

rank	keyword	frequency	Betweenness Centrality
1	Characteristic town	89	0.81
2	Sports industry	11	0.29
3	Sports characteristic town	9	0.06
4	Rural revitalization	8	0.13
5	New urbanization	7	0.10
6	Urbanization	7	0.14
7	Sports and leisure characteristic town	6	0.06
8	Industrial upgrading	5	0.02

4. Conclusion

Based on the research method of CiteSpace knowledge graph, a visual analysis of 130 articles about characteristic towns included in CSSCI database from 2015 to 2019. The research found: (1) The characteristic town pointed out that since it was first proposed in 2014, an article was included in CSSCI for the first time in 2016. The number of articles published by scholars on characteristic towns can be divided into two stages, the period of rapid growth from 2016 to 2018 , And the slow growth period from 2019 to now. (2) Research institutions in Zhejiang Province and Beijing Municipality have issued more articles, accounting for 13.8% and 20% of the total amount of articles issued in 4 years. (3) The articles of Sheng Shihao, Min Xueqin, Wang Xiaozhang, Zhou Xiaohong and Wei Longbao in the key node literature have been cited a lot. These scholars focused on the connotation and creation path of characteristic towns with Chinese characteristics. (4) The research hotspots of Chinese characteristic towns from 2016 to 2019 mainly include: ① Research on the theoretical framework, policy connotation and construction path of characteristic towns. ② Research on the construction of sports characteristic towns. ③ Study the important role of characteristic towns from the perspective of new urbanization and rural revitalization strategies.

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