

同群效应视角下生态减贫成效对农户政策感知的影响*

——基于生态脆弱民族地区的实证研究

赵荣 赵鑫

(中国林业科学研究院林业科技信息研究所 北京 100091)

摘要:【目的】在生态减贫政策促使农户收入不断增长和农村内部收入差距趋于扩大的情况下,研究生态减贫成效对农户同当地政策实施情况和社会经济政治制度发展的政策感知影响几何,对精细化设计和实施生态减贫政策,避免农户间收入差距的进一步扩大,抑制农村内部相对贫困,实现乡村振兴和共同富裕具有重要意义。【方法】本文基于中国生态脆弱民族地区 2023 年调研数据,将政策感知分化为政策评价与制度感知,并利用 Oprobit 模型重点考察生态减贫成效同群效应在农户对政策评价和制度感知的影响因素,在此基础上利用中介效应模型和调节效应模型,分析其中存在的作用机制与路径。【结论】1) 农户政策评价和制度感知存在显著负向的生态减贫成效同群效应,系数分别为-0.09 和-0.08,在经过 CMP 模型和安慰剂检验等一系列稳健性分析后结论依然成立;2) 中介机制方面,林业依赖和增收预期对政策评价分别发挥-21.68%和-11.54%的部分中介效应,而对制度感知未产生显著中介效应;3) 调节机制表明,信息传递机制能够强化生态减贫成效同群效应对政策评价与制度感知的抑制作用,社会规范机制和生态减贫成效在影响农户对当地政策评价和制度感知的同群效应中存在一定替换效应;4) 生态减贫成效同群效应具有异质性,50 岁以上、较低人力资本的农户群体在生态减贫成效同群效应对政策评价和制度感知的示范效应更加显著,并且林业生产性收入、工资性收入和财产性收入能促使农户政策评价与制度感知产生生态减贫成效同群效应。【结果】因此,应进一步优化生态减贫政策顶层设计,促进农村林业产业收入的合理分配;拓宽生态减贫增收渠道,健全农户预防返贫的兜底措施;加强农村数字基础设施建设,建立政策信息传递平台;充分考虑群体行为的“示范效应”,针对特定群体实施差异化政策;探索多元化林业增收来源,鼓励农户创新开发林业项目。

关键词: 同群效应; 生态减贫; 政策感知; 林业收入

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The Effectiveness of Ecological Poverty Reduction on Farmers' Policy Perception from the Perspective of Peer Effect

——An Empirical Analysis Based on Ecologically Fragile Ethnic Areas

Zhao Rong Zhao Xin

(Research Institute of Forestry Policy and Information, Chinese Academy of Forestry Beijing 100091)

Abstract: 【Objective】Under the condition that the ecological poverty reduction policy promotes the continuous growth of farmers' income and the widening of the income gap within rural areas, it is of great significance to study the effect

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作者简介: 赵荣, 博士, 中国林业科学研究院林业科技信息研究所研究员, 博士生导师。主要从事林业经济理论与政策、生态减贫与乡村振兴等研究。电子邮箱: zhaorong6@vip.163.com; 联系电话: 13811409359。

*通讯作者: 赵鑫, 电子邮箱: germinzhaoxing@163.com; 联系电话: 18723656900; 邮政编码: 100091; 通讯地址: 北京市海淀区香山路东小府 2 号, 中国林科院科信所。

ct of ecological poverty reduction on the policy perception of farmers' implementation of local policies and the development of social, economic and political systems, to refine the design and implementation of ecological poverty reduction policies, to avoid further widening of the income gap between farmers, to curb relative poverty within rural areas, and to achieve rural revitalization and common prosperity. **【Method】** Based on the survey data of China's ecologically fragile ethnic areas in 2023, this paper divides policy perception into policy evaluation and system perception and uses the Oprobit model to focus on the influencing factors of the peer effect of ecological poverty reduction effect on farmers' policy evaluation and system perception. On this basis, the mediating effect model and the moderating effect model are used to analyze the existing mechanism and path. **【Result】** 1) Farmers' policy evaluation and institutional perception have significant negative peer effects on ecological poverty reduction, and the coefficients are -0.09 and -0.08 , respectively. The conclusion is still valid after a series of robustness analyses such as the CMP model and placebo test. 2) In terms of intermediary mechanism, forestry dependence and income expectation play a partial mediating effect of -21.68% and -11.54% on policy evaluation, respectively, but have no significant mediating effect on institutional perception; 3) The adjustment mechanism shows that the information transmission mechanism can strengthen the inhibitory effect of the peer effect of ecological poverty reduction on policy evaluation and institutional perception. The social norm mechanism and the effectiveness of ecological poverty reduction have a certain substitution effect in the peer effect that affects farmers' local policy evaluation and institutional perception. 4) The peer effect of ecological poverty reduction is heterogeneous. The demonstration effect of policy evaluation and institutional perception in the peer effect of ecological poverty reduction is more significant in the group of farmers over 50 years old and with lower human capital, and forestry productive income, wage income, and property income can promote the peer effect of ecological poverty reduction in the policy evaluation and institutional perception of farmers. **【Conclusion】** Therefore, the top-level design of ecological poverty reduction policy should be further optimized to promote the rational distribution of rural forestry industry income; broaden the channels of ecological poverty reduction and income increase, and improve the measures for farmers to prevent poverty return; strengthen the construction of rural digital infrastructure and establish a policy information transmission platform; fully consider the 'demonstration effect' of group behavior and implement differentiated policies for specific groups; explore diversified sources of forestry income and encourage farmers to innovate and develop forestry projects.

Keywords: peer effect; ecological poverty reduction; policy perception; forestry income