

## Table of Contents

Volume 5 Number 11

November 2017

**An Overview of the Development of University Library in the Information Age**

- S. S. Shang, Y. M. Mi, L. Y. Yang, K. Jiao, F. Sheng, Y. R. Shen, H. Guo.....1

**How to Raise Teachers' Motivation through "Nudges" and Attribution Theory**

- K. Brinkmann.....11

**A Study on the Functions, Target, Influential Factors and Evaluation System of Science Popularization Capability Construction of University Science and Technology Parks**

- X. M. Han, S. K. Tang, L. Zhao.....21

**Strategies for Translation of English Commercial Advertisements from the Intercultural Perspective**

- H. Fan.....38

**Modeling of the Universals of the Futsal: Exploration and Reading of the Game**

- K. Nejah, N. Chokri, G. E. Ali.....46

**Strategic Adaptation of Traditional Festivals for the Sustainable Development of the Biodiversity of Local Communities in Ghana**

- D. Adom.....69

**Research on Financing Cost of Small and Medium-Sized Enterprises by Internet Finance**

- J. J. Zhang, Q. Q. Sun.....95

**Mainland Chinese and Japanese Tourists in Taiwan: The Travel Mode and Shopping Expenditures**

- J.-M. Lee, L.-M. Ho, C.-Y. Yeh, C. Schafferer.....100

**An Intertextual Approach to Translation at the Micro-Level**

- H. H. Zhao.....119

**What Is Innovation? A Study of the Definitions, Academic Models and Applicability of Innovation to an Example of Social Housing in England**

- S. P. Taylor.....128

**The Effect of the Dual Household Registration System on the Population Risk in China**

- S. Q. Yan.....147

**Effect of Community Participation in Access to Social Services: A Case Study of *Hazina Ya Maendeleo Ya Pwani* Approach in Coastal Kenya**

F. A. Hassan, H. A. Ong'ayo, M. K. Osore, G. N. Morara, C. M. Aura.....160

**The Comparison between Chinese and Western Well-Being**

D. F. Yang, H. Zhou.....181

**Suicide for the Purpose of Gaining Insurance Payouts in Japan**

T. Kodama, H. Fujimoto, Y. Tamura, M. Kataoka.....189