

MESOC Final event

9th March 2023 · Paris

The Au Cultur Platform

Measuring the individual impacts of
cultural experiences

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MESOC
measuring
the social dimension
of culture

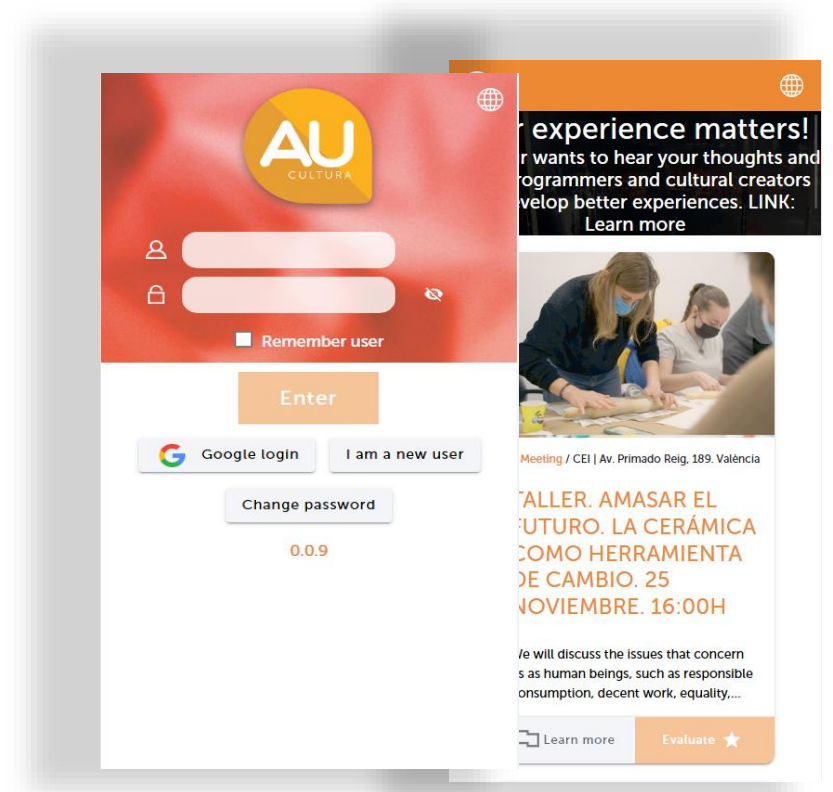


This project has received funding
from the European Union's Horizon 2020
research and innovation programme
under grant agreement No 870935

BACKGROUND



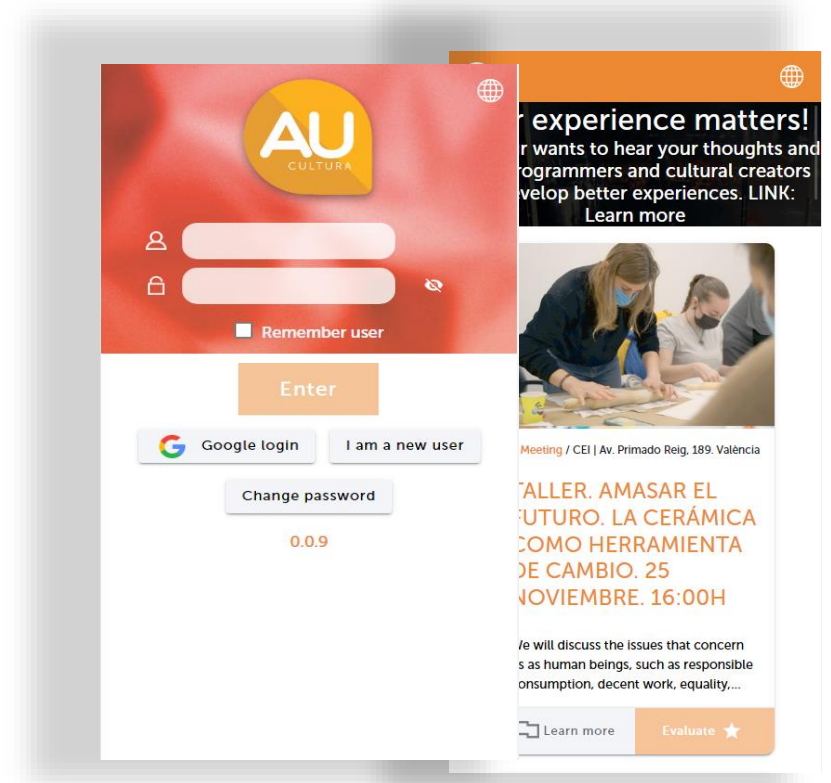
- Cultural experiences are central to MESOC's model.
- We needed to improve, in an innovative manner, the ways to measure the impacts of exposure to *cultural experiences*.
- Effects on **cultural audiences** are the first step to igniting the societal impacts of culture.



WHAT IS IT?



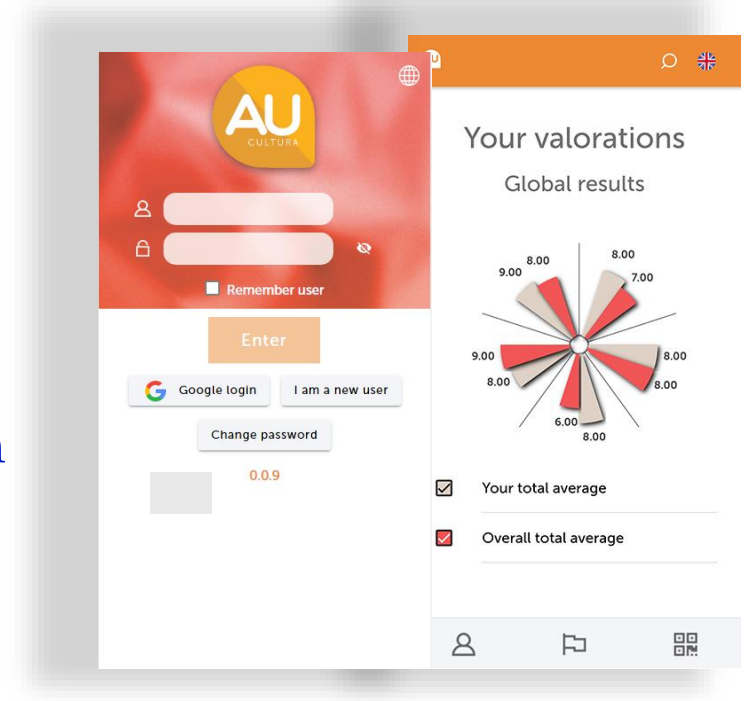
The AU Cultur Platform is a digital application that allows evaluating, from a wide perspective, the impacts generated on individuals after their participation in a cultural experience.



WHY IT COULD BE A VALUABLE TOOL?



- It measures the individual impacts of cultural experiences, adopting innovative approach to understand processes that trigger a change starting from culture.
- It provides rich insights, grounded in solid behavioral models, into how the satisfaction of participating in different cultural events is shaped.
- It enables individuals to express their voices and engage in an active cultural dynamic in the city.
- It helps policymakers, cultural managers and artists to improve the fulfilment of their goals.

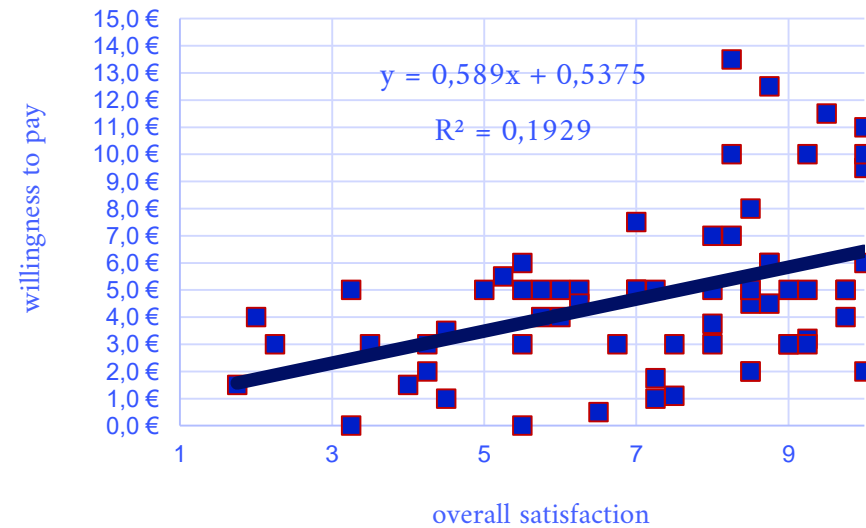
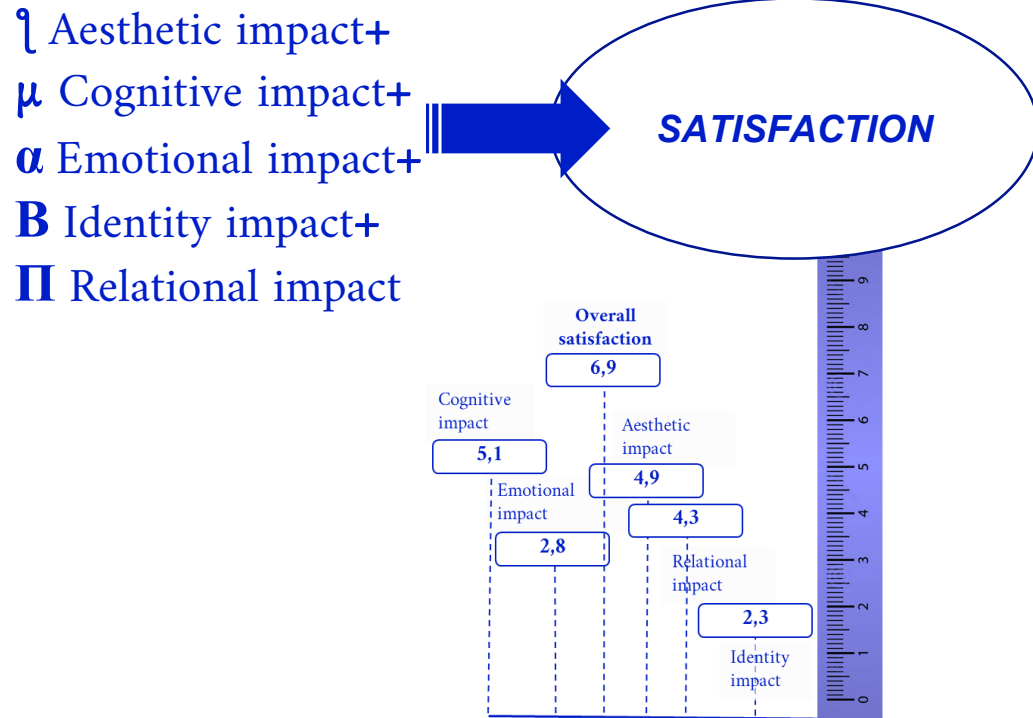


ON WHICH MODEL IT IS BASED?



1. Focusing on social and psychological dimension of cultural consumption

2. Through the contingent evaluation techniques



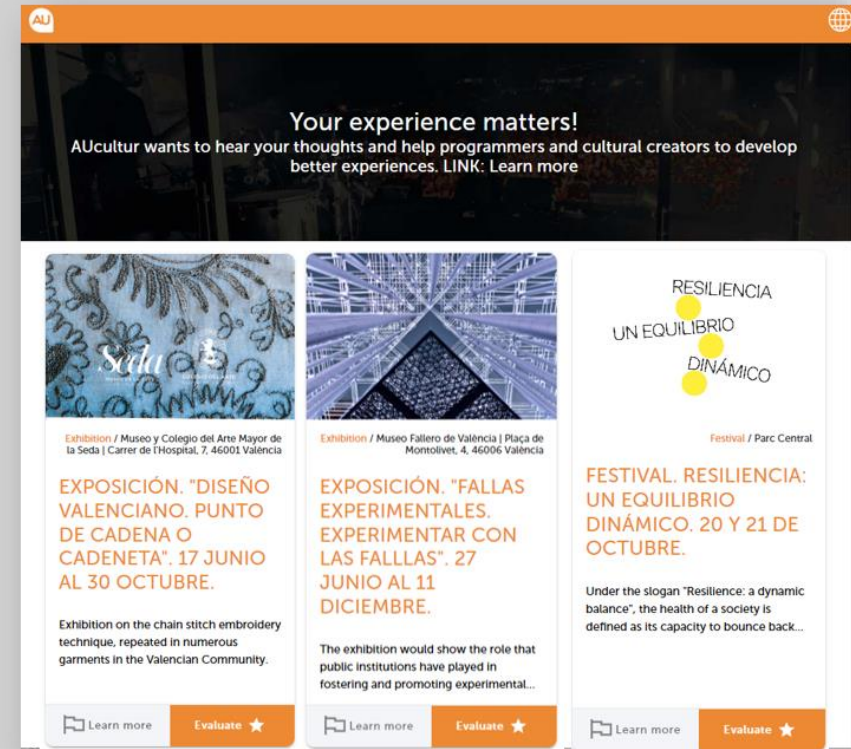
HOW DOES IT WORK?



1

Events

- Cultural events, with the associated information, are registered on the platform,
- The app is a virtual cultural agenda



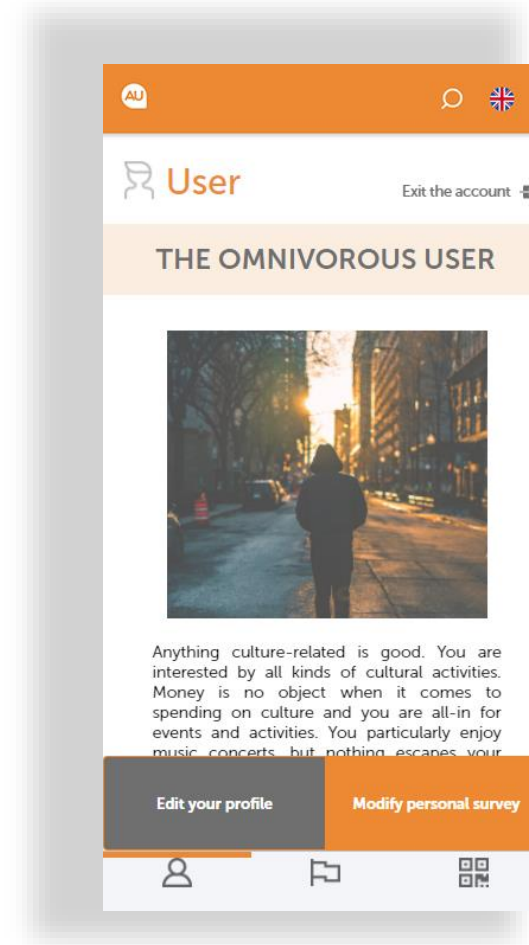
HOW DOES IT WORK?



2

Profile

- Socio-demographic information about the user, as well as their cultural preferences and practices (12 questions)
- Based on this questionnaire, the type of cultural user is profiled and classified by means of what we call the cultotypes (7 types)



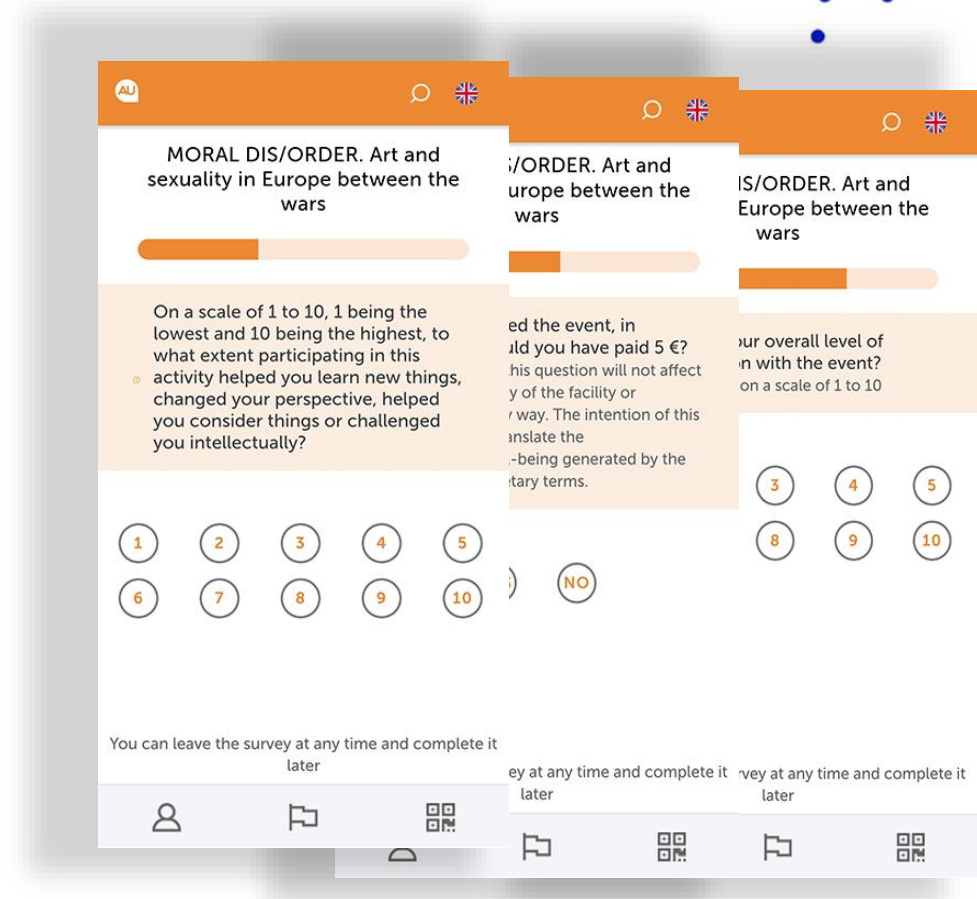
HOW DOES IT WORK?



3

Evaluation

- Basic set of questions allows to investigate the construction of satisfaction asking for Perceived impacts (1 to 10 scale)
Willingness to pay
Satisfaction (1 to 10 scale)
- The platform permits the introduction of other event-specific question modules.

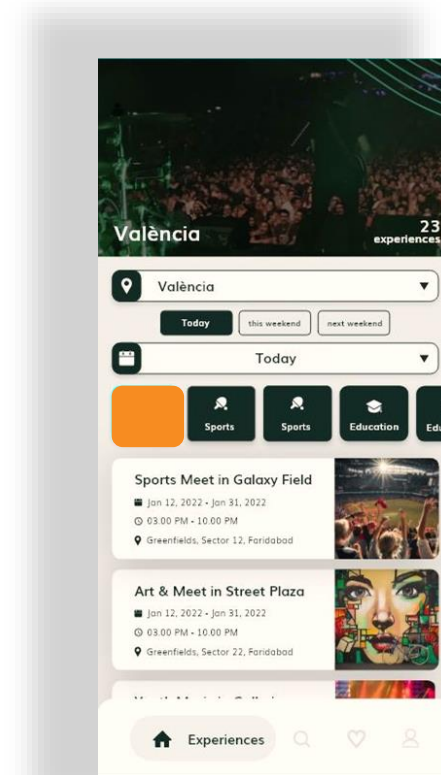


WHAT IS THE USEFULNESS OF AU CULTUR?



Through the app users can:

- keeping updated on the cultural agenda of the city
- discover their cultotype
- participating in a community of cultural users
- receive recommendation based on their preferences (forthcoming)



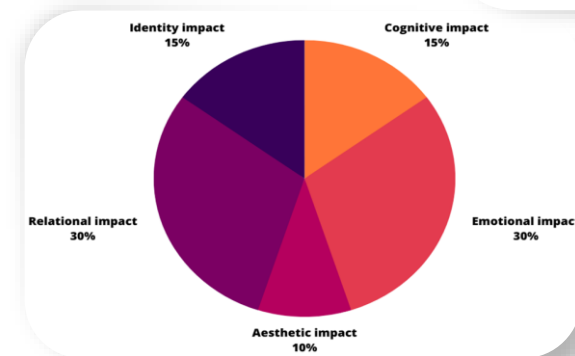
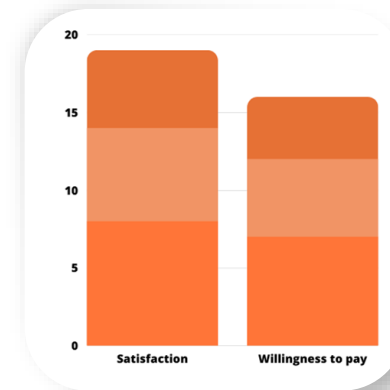
My profile



WHAT IS THE USEFULNESS OF AU CULTUR?

Through the app cultural operators and policymakers can:

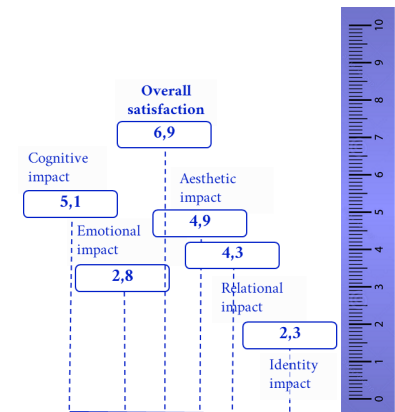
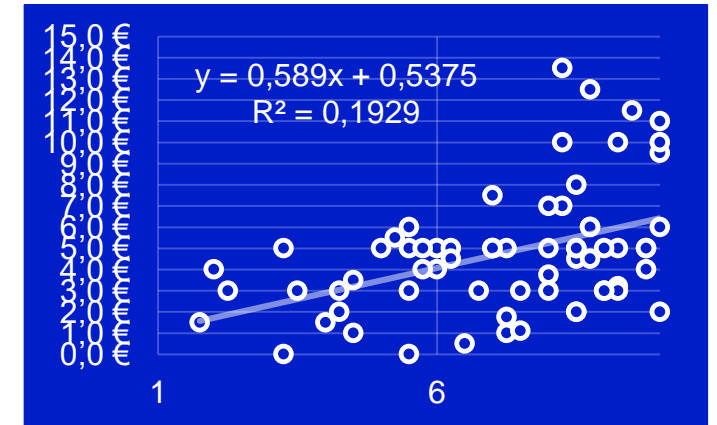
- promoting their events
- knowing better their audiences
 - ✓ audience segmentation
 - ✓ understanding dynamics of satisfaction of each specific audience segment
 - ✓ measuring the impacts of cultural experience beyond the number of attendances
- have better information to fine tuning their cultural, public policy or market goals



WHAT IS THE USEFULNESS OF AU CULTUR?

Through the app researchers can:

- To study and understand the mechanisms of transition between individual impacts and societal effects at the aggregate level.
- To have a deeper understanding of the behavior and motivations of the people who participate in cultural events
- To shape cultural indicators that allow us to evaluate events and acts of arts and culture
- To develop comparative research on cultural uses between different artistic disciplines and practices in different communities and territories
- To study cultural participation from a gender perspective



TESTING



Lublin



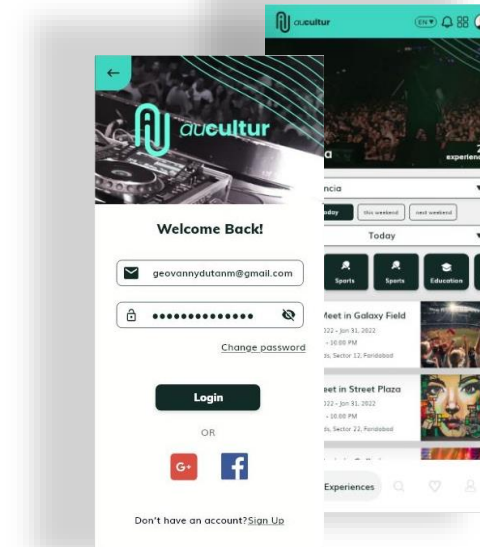
Valencia

The image displays three overlapping mobile application screens. The top screen shows a list of cultural events. The middle screen features a detailed view of the 're:tradycja' festival in Lublin, including the title 'Re:tradition – The Jagiellonian Fair. From 19 to 21 August 2022' and a description: 'Festiwal muzyki i rzemiosła tradycyjnego, który wprowadza publiczność w dialog dziedzictwa ze współczesnością. Bogat...'. The bottom screen shows another event, 'Night of Culture. 4/5 June 2022', with a description: 'Kultura to eksplozja wydarzeń artystycznych w przestrzeni Starego Miasta w Lublinie. Sztuka i kultura...'. Each screen includes a header with 'AU' and a globe icon, and a footer with 'Dowiedz się więcej' and 'Oceń ★' buttons.



NEXT STEPS

- Improving design and restyling
- Multilanguage



The ultimate goal is to generate enough information and knowledge to develop **intelligent, transparent and participatory recommendation algorithms that contribute to the EU's algorithmic sovereignty** in the face of the dominance of global cultural and entertainment platforms. These algorithms can also contribute to broadening the **diversity** and improving the **sustainability** of CCS.

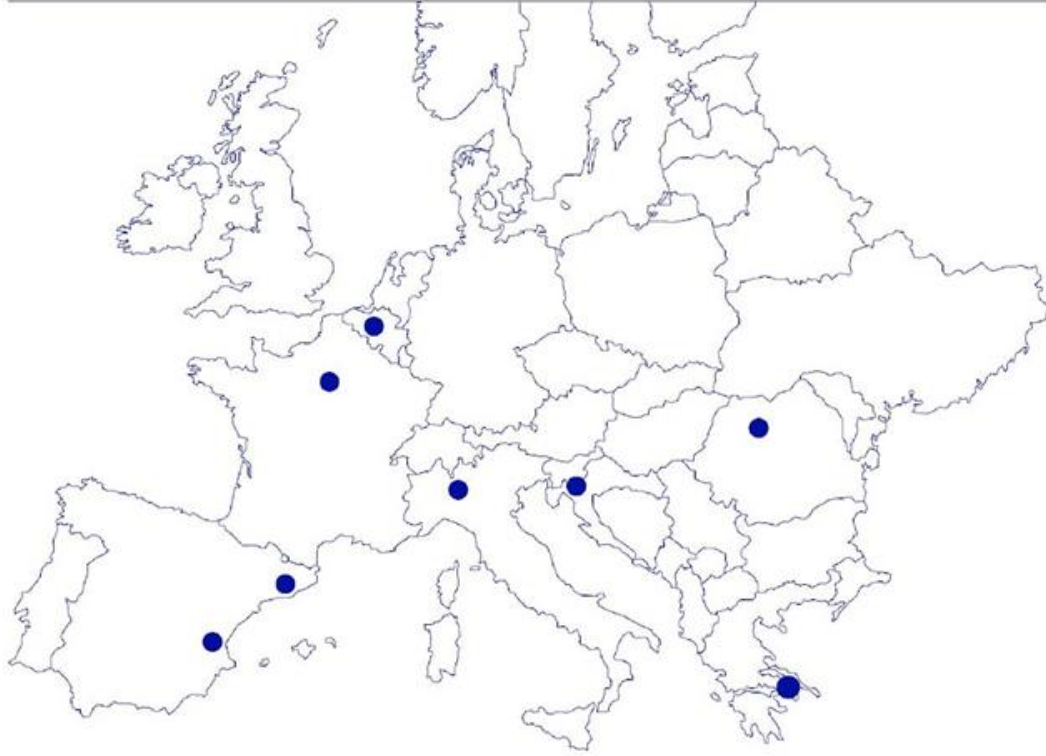


THE APP



aucultur.eu/





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