Prof. Sanda Martinčić-Ipšić, PhD smarti@uniri.hr http://langnet.uniri.hr/ **Faculty of Informatics and Digital Technologies** measuring **University of Rijeka** the social dimension of culture MESOC Toolkit and Document Repository



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

EXPLORING AND ASSESSING THE SOCIETAL IMPACTS OF CULTURE, Paris, 9.3.2023

MESOC matrix – the knowledge organization structure



- •Core cross-references 10 cultural domains (EUROSTAT) against 3 pillars of the structural model (new European Agenda for Culture)
- cultural domains:
 - Heritage, Archives, Libraries,
 - -Book and Press, Visual Arts, Performing Arts,
 - -Audiovisual and Multimedia, Architecture, Advertising and Art crafts.
- Three pillars of the structural model:
- •Health and Wellbeing, Urban and Territorial Renovation and Social Cohesion.
- In each of 30 cells of MESOC matrix (at the intersection between rows and columns), we analyze **possible impacts**
- two types of documents: pilot and scientific studies > repository





MESOC Repository of documents

- Database of scientific and policy documents
- Interface for **querrying** data by various categories
 - by **cells** of the matrix
 - by cultural domain
 - by cross-over theme
 - by year and cultural domain
 - by year and cross-over theme
 - filtering by categories: all, scientific document, policy(pilot, gray) literature, undefined
- Database: available on the official project website
- •https://www.mesoc-project.eu/resources/online-repository





MESOC Repository of documents statistics

No.	Cultural sector	Health and Wellbeing	Urban and Territorial Renovation	People's Engagement and Participation	GENERA L	Document included in two more cells	or TOTAL
1	Heritage	24	20	17	1	92	154
2	Archives	0	0	7	1	26	34
3	Libraries	5	8	12	0	35	60
4	Book and Press	21	0	15	2	44	82
5	Visual Arts	32	8	5	2	99	146
6	Performing Arts	87	3	50	1	94	235
7	Audiovisual and Multimedia	24	6	7	0	66	103
8	Architecture	12	7	24	1	35	79
9	Advertising	8	4	2	0	7	21
10	Art crafts	17	2	4	0	32	55
11.	General cultural dimension:	25	44	25	27	50	171
	TOTAL	255	102	168	35	580	



MESOC Repository of documents



		, 15							
OC Home	Documents A	About application Contact							
	Documents	Statistical analysis Templa	te						
Language Database Document Type Technique Author Country Ci						Territorial cont	ext Data prov	iders Cult	tural sector
	Cross-over t	neme Keywords Theasuru	s Keywords trans. var.	Transition variable	e Document ca	ategory			
	← Search							G	New document
								Ċ.	
	DOCUMENT ID	TITLE	KEYWORDS	YEAR OF PUBLICATION	DOCUMENT TYPE				
	640	The arts, health, and aging in America: 2005-2015	Humanities; Public policy; Quality of life	2015	Journal_article	C Detail	C Advance	C Edit	× Delete
	641	Participatory arts for older adults: A review of benefits and challenges	Arts; Cognition; Health benefits; Quality of life	2014	Journal_article	C Detail	C Advance	C Edit	X Delete
	642	Feasibility study of the effects of art as a creative engagement intervention during stroke rehabilitation on improvement of psychosocial outcomes: Study protocol for a single blind randomized controlled trial: The ACES study	Art; Health status; Mood; Self-esteem; Stroke	2014	Journal_article	C Detail	C Advance	G Edit	X Delete
	643	Understanding the impact of visual arts interventions for people living with dementia: A realist review protocol	Art interventions; Art programmes; Creative activities; Dementia; Imagination; Realist review;	2014	Journal_article	C Detail	C Advance	C Edit	X Delete

Figure 2. List of documents stored in Online Repository of Document



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MESOC Repository of documents

ne Documents	About applicat	ion Contact							
	Documents	Documents Statistical analysis Template							
	Language	Language Database Document Type Technique Author Country City Institution Territorial context Data providers Cultural sector							
	Cross-over th	Cross-over theme Keywords Theasurus Keywords trans. var. Transition variable Document category							
	← Back								
	DOCUMENT DATA								
		TITLE	KEYWORDS	YEAR OF PUB.	LINK TO DOCUMENT				
	641	Participatory arts for older adults: A review of benefits and challenges	Arts; Cognition; Health benefits; Quality of life	2014	https://www.scopus.com/inward/record.uri?eid=2-s2.0- 84928326026&doi=10.1093%2fgeront%2fgnt138&partnerID=40&md5=2a98c30a7a5a36ff9d573b981c85673e				
	SUMMARY	SUMMARY							
	This article rev for studies of o creativity, prot (in a Supplem corner of aging	views the scientific literatu dance, expressive writing olem solving, everyday co entary Appendix) some so g research. © 2013 The A	re on the enhancem music (singing and i mpetence, reaction t elected examples of a uthor. Published by (ent of heal instrument ime, balan arts engag Oxford Uni	Ithy aging in older adults through active participation in the arts. Methodologies and conclusions are described tal), theatre arts, and visual arts including documentation of mental/physical improvements in memory, ince/gait, and quality of life. In addition to these gains in measures of successful aging, the article also provides gement for remedial purposes. Finally, it offers suggestions for expanding inquiry into this underinvestigated iversity Press on behalf of The Gerontological Society of America. All rights reserved.				

BIBLIOGRAPHIC REFERENCE	NUMBER OF PAGES	TIME PERIOD OF DATA
Noice T., Noice H., Kramer A.F.; Participatory arts for older adults: A review of benefits and challenges ;Gerontologist vol:54 issue: 5.0 page:741.0	0	

METHODOLOGY

FINDINGS AND OUTCOMES

Figure 3. Review of document data



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MESOC

MESOC Toolkit



• AI & NLP methods implemented in web app

https://www.mesoc-project.eu/resources/toolkit https://toolkit.mesoc-project.eu/ https://app.mesoc-project.eu/browse

- Georeferenced visualization tool for semantic search of MESOC documents
 - Two types of documents in the MESOC repository: pilot (red) and scientific (blue) studies.

• Visualisation in MESOC matrix

• In 30 cells of MESOC matrix, we analyze possible impacts.



MESOC Toolkit – georeferenced documents MESOC MESOC world man Explore our MESOC data visualized on a world map.



Automatic georeferencing of studies: pilot and scientific and both

Figure 1: Figure presents the document browsing screen as the main entry point into georeferenced analysis. 14/03/2023



MESOC	MESOC matrix Location: All cities	trix		3 crossover themes	MESO
10 domains of		Health and Wellbeing	Urban and Terrotorial Renovation	Social Cohesion	
arts & culture	Heritage	30%	31%	38%	
	Archives	19%	98%	55%	
	Libraries	42%	29%	31%	
	Book and Press	25%	27%	76%	
	Visual Arts	46%	75%	9%	
	Performing Arts	47%	12%	30%	
	Audiovisual and Multimedia	38%	62%	55%	
	Architecture	30%	58%	34%	
	Advertising	89%	0%	79%	
	Art crafts	24%	29%	37%	

Figure 4. Classification of all documents from the repository into MESOC Matrix in a form of a heatmap.



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MESOC Toolkit II



- Analytical tool enables upload and automatic analysis of user's documents
 - Visualization in MESOC matrix heatmap:
 - automatic categorization into 30 cells of matrix: 30 categories of interest
 - automatic derivation of impacts

Semantic search tool

- Retrieves the **top 10** documents **similar according to the content** of document
- Retrieves the top 10 documents similar according to inferred impacts
 - Having the similar impacts as the uploaded document
 - · Jaccard similarity used as the similarity measure

 $J(K, K_{r,c}) = \frac{|K \cap K_{r,c}|}{|K \cup K_{r,c}|}$ $K - \text{ set of aggregated keywords from all documents (same domain and cultural sector)} K_{r,c} - \text{ set of keywords from document d describing cultural sector r and impact domain c}$



Ana	lysis	5			Derived impacts for the documents in the cell	MESOC
MESOC	Search repository					Browse Sign in Create account
∰ MESOC Cities	MESOC matrix Location: undefine	d			MESOC Impacts Impacts detected in selected cell's column	
Lupload document		Health and Wellbeing	Urban and Terrotorial Renovation	reople's Engagement and Participation	91% - New balance between centre and periphery	
	Heritage	25%	7	11%	36% - Improved urban marketing	
	Archives	19%	47%	55%	32% - Improved quality of urban planning and design	
	Libraries	45%	28%	14%	26% - Support to creative industries and clusters	
	Book and Press	23%	3%	39%	25% - New cultural amenities	
	Visual Arts	38%	3%	9%	25% - Repositioning of the city image	
	Performing Arts	35%	9%	23%	24% - Creation of community traditions in new towns or neighbourhoods	
	Audiovisual and Multimedia	46%	27%	13%	21% - Attraction of tourism inflows	
	Architecture	19%	18%	26%	216 - Immened quality of life of local people	
	Advertising	43%	0%	33%	213 - improved quality of the or local people	
	Art crafts	24%	5%	10%	See keywords	

Figure 10. Figure represents impacts for Archives and renovation column selected in the MESOC Matrix.



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Retrieved document



			BOOLUNEUT BAT				
			DOCUMENT DATA				
TITLE		KEY	WORD\$		YEAR OF PUB.	LINK	
Art and community development	nt. The role the arts have in regenerating communities	Comm	munity development; participatory arts; regeneration		2000	https://doi.org/10.1093/cdj/35.4.414	
SUMMARY							
The erts are often considered to be used as a tool within a wider	to be at the periphery of the community development process and only a minor player in re or community development programme.	generating areas. Despite increasing globalization, communities are	beginning to recognize their own identity, culture, traditional art	t forms and the value of working together at	a local level. This paper is based on a re	cent study which shows that the arts have a role in regeneration and at a local le	
BIBLIOGRAPHIC REFERENCE	25				NUMBER OF PA	AGES TIME PERIOD OF DATA	
Key, A. (2000). Art and commun	mity development. The role the arts have in regenerating communities. Community Develop	ment Journal, 35 (4). 414-424.			11		
WETHODOLOGY	FINDINGS AND OUTCOMES						
Analysis of 4 case studies	The main findings to emerge from the fieldwork are considered in terms of the import	ance of community consultation, involvement and ownership; the me	easurement of the links between 'hard' and 'soft' impacts; the us	se of the arts within regeneration policies; a	nd methods used in the evaluation of arts	a projects."	
DPEN ACCESS	DOCUMENT TYPE	LANGUAGE	RELEVANCE	DOI		CATEGORY	
NO	Journal_article	English	Theoretical	10 1093/odj/35 4 414		Scientific paper	
CROSS OVER THEME	TRANSITION VARIARI F				KEYWORD TRANSITION VARIARI F		
U&TR	Increased feeling of personal confide	nce			increased confidence		
U&TR	Improved quality of life of people with	poor health			improve quality life		
					improving quality people		
					quality people life		
PE&P	Development of pride in local tradition	ns and cultures			local heritage culture		
PE&P	Improved quality of life of local people	2			improve quality life		
					quality people		
					quality life local		
					improving quality people		
					quality people life		
PE&P	Make people feel better about where	they live			feel better		
PE&P	Support to community projects				support community		
					project community		
					future support community		
					community development community		
					project local community		
					community base project		
DESD	Build community and a start and	-ite			community development project		
DEAD	Batter management of anomalic idea	ter and the second s			capacity community		
DF4D	Hain huld not still and with and with an	ang. (develop skil		
and the second se	They were new solls also were exper-					- 📴 D. 🏮 :	

Figure 7. When the retrieved similar document is selected it can be accessed in a full form captured in the MESOC repository.

14/03/2023





NLP Pipeline



MESOC

P. K. Bogović, D. Aljević, B. Kovačić. S. Martinčić-Ipšić. **The NLP Powered BI Toolkit: The Case of MESOC**. IEEE MIPRO 2022, pp. 1191-1196, 2022.

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Figure 3. Figure presents the workflow of NLP pipeline implemented into toolkit.



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Multi-label Document Classification



- •Two Random Forest (RF) classifiers with the output probabilities
- First **RF** classifies the document into **3 cultural sectors**
- Second **RF** classifies document into **10 domains**
- Final: multiplication of the obtained class probability vectors to the final class probabilities.
- •Both RF models are evaluated using 10-fold cross-validation.
- Synthetic Minority Oversampling Technique-SMOTE for unbalanced classes
- •The obtained classification probabilities are used for the **visualisation of the heat map** in Toolkit



The classification results



calculated as macro F1 scores averaged over	10 f	folds of	cross validation
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Societal impact domain	F1 score	
Health and Well-being	0.96	
Urban and Territorial Renovation	0.93	
People's Engagement and Participation	0.95	
TABLE II		
CLASSIFICATION RESULTS IN TERMS OF MACRO AV	VERAGED F1	SCORES
FOR 3 SOCIETAL IMPACT DOMAI	NS	

Cultural sector	F1 score
Heritage	0.97
Archives	0.97
Libraries	0.93
Books and Press	0.93
Visual Arts	0.95
Performing Arts	0.93
Audiovisual and Multimedia	0.94
Architecture	0.95
Advertising	0.93
Art crafts	0.97

TABLE I

CLASSIFICATION RESULTS IN TERMS OF MACRO AVERAGED F1 SCO

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FOR 10 CULTURAL SECTORS.

Automatic inference of MESOC impacts



- Automatic inference of **MESOC impacts**
- Impacts are **not annotated** in the repository **–unsupervised** method proposed
 - Reversed annotation is performed automatically based on semantic similarity of derived bigrams and trigrams from collected documents
- Used projection into the **semantic space**
 - Concept similarity is calculated as **cosine similarity** of **Word2Vec embbedings** with a threshold exceeding the set value (currently similarity threshold > 0.8 0.7 and 0.9 coorection)
- Each **impact is expanded** with semantic concepts > **linked** to the original documents in the repository



Impact inference



MESOC

P. K. Bogović; F. Molinari, B. Kovačić; S. Martinčić-Ipšić, **Generation and Semantic Expansion of Impacts in Arts and Culture**. Advances in Information and Communication, Proc. Future of Information and Communication Conference (FICC22), Springer, LNNS, Vol 438, 76-94, 2022.

Figure 9. Figure overviews the process for semantic expansion of impacts and their annotation in three steps: pre-processing, semantic expansion and clustering, which we elaborate in the next subsections.



Keywords for detected impact

MESOC Impacts Impacts detected in selected cell's column	
91% - New balance between centre and periphery	
68% - Increased participation in urban life	
36% - Improved urban marketing	
32% - Improved quality of urban planning and design	
26% - Support to creative industries and clusters	
25% - New cultural amenities	
25% - Repositioning of the city image	
24% - Creation of community traditions in new towns or neighbourhoods	
21% – Attraction of tourism inflows	
21% - Improved quality of life of local people	

See keywords

19

Figure 11. Figure lists keywords that are associated to the selected impact of **New Cultural Amenities**.

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Impact keywords

close cultural amenity, cultural amenity, amenity diverse cultural, cultural amenity recognition, value cultural amenity, force cultural amenity, cultural amenity community, downtown amenity cultural, study cultural amenity, cultural amenity seven, cultural amenity catchment, cultural amenity contingent, historical amenity cultural, amenity supporting cultural, access cultural amenity, cultural amenity also, cultural natural amenity, cultural amenity spatial, cultural amenity employer, associated cultural amenity, cultural amenity draw, cultural amenity reveals, cultural amenity make, museum cultural amenity, cultural amenity may, amenity primarily cultural, development cultural amenity, amenity cultural district, cultural amenity approach, art cultural amenity, propinguity cultural amenity, cultural amenity usually, cultural amenity regard, cultural amenity agglomeration, natural cultural amenity, cultural amenity planning, cultural amenity neighborhood, cultural amenity amenity, cultural amenity easily, around cultural amenity, cultural amenity investment, amenity new, attended cultural amenity, availability cultural amenity, ascribed cultural amenity, scale cultural amenity, amenity cultural, cultural entertainment amenity, cultural amenity transport, offering cultural amenity, cultural amenity including, residence cultural amenity, cultural diversity amenity, range cultural amenity, relationship cultural amenity, cultural amenity hailed, thinking cultural amenity, cultural amenity user, offer cultural amenity, accessible cultural amenity, amenity cultural infrastructure, cultural amenity diverse, cultural amenity museum, social amenity, pay cultural amenity,



ved funding ion's Horizon 2020 on programme t No 870935

2 scenarios: Browse & Analyze



Browse results from all over the Europe

Additionally, MESOC Toolkit enables the semantic search of the pilot and scientific studies. First, it recommends similar documents nested into the same cell of the MESOC matrix. Second, it analyzes documents according to the semantics of transitional variables and recommends the set of relevant variables for the current analysis.

Third, the semantic search can explain why a specific variable is inferred for the analyzed document, according to the MESOC knowledge representation model.



Browse



selection of browsing or uploading documents /analyze user content Toolkit

use



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Uploading documents



Search repository.		Browse Sign out
Upload document for MESDC analysis. Title Title of your document TITLE Type Select. SCIENTIFIC PILOT study /Grey Literature	Language / faster SMT Google AP	Location- for georeferencing on the map sitory
	Drag and drop your document or click to open file explorer.	
	Submit C	

Figure 13. In uploading mode of usage the document upload screen is presented after the user is registered with e-mail.



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clback

List of uploaded documents

MESOC	Search re	ionilary			Browse	Sign out
MESOC Cities	My doo	uments				
My documents	Here y	ou can find all of your documents you have uploaded over time.				
Upload document	Acti	Ye Failed				
Send feedback		Title	Uploaded	Language	Location	
	1	Rijeka - Candidate City for European Capital of Culture	10/02/2022	English	Rijeka, Croatia	Open
	2	Branding the Contemporary City - Urban branding as Regional Growth Agenda	10/02/2022	English	Hamburg, Germany	Open
	3	THREE CONTRASTING APPROACHES TO URBAN REDEVELOPMENT AND WATERFRONT TRANSFORMATIONS IN HAMBURG	10/02/2022	English	Hamburg, Germany	Open
	4	Urban transformation socio-economic regeneration participation-two cases creative urban regeneration	10/02/2022	English	Hamburg, Germany	Open
	5	Creative Cities and (Un)Sustainability: From Creative Class to Sustainable Creative Cities	10/02/2022	English	Hamburg, Germany	Open
	6	Bilbao Effects and Narrative Defects	10/02/2022	English	Bilbao, Spain	Open
	7	Measure for Measure: Evaluating the Evidence of Culture's Contribution to Regeneration	08/12/2021	English	Bilbao, Spain	Open
	8	Port cities and urban wealth: between global networks and local transformations	10/02/2022	English	Hamburg, Germany	Open
	9	EPK- prospect 2 edition	10/02/2022	Croatian	Rijeka, Groatia	Open
	10	T HE STRATEGIC APPROAC H IN URBAN REGENERATION THE H AMBURG MODEL	10/02/2022	English	Hamburg, Germany	Open
	11	A Reply to Beatriz Plaza's 'The Guggenheim-Bilbao Museum Effect'	08/12/2021	English	Bilbao, Spain	Open
	12	Mixed-Use Concert Hall - Insights from the Elbphilharmonie	08/12/2021	English	Hamburg, Germany	Open
	13	Bilbao's Art Scene and Guggenheim effect Revisited	10/02/2022	English	Bilbao, Spain	Open
	14	Renewal through Culture- Role of Museums in Renewal of Industrial Regions in Europe	10/02/2022	English	Bilbao. Spain	Open
	15	Generations of waterfront regenerations: The Hamburg case	10/02/2022	English	Hamburg, Germany	Open

Open for analysis / main toolkit screen

MESOC

Figure 14. Figure presents the screen for analysis of user content - uploaded documents.



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Filtering uploaded documents

Correction of automatic classsification



-ilter results	Classification	Classification			
			Select cells you	consider to be o	correct.
Fitle				Health and	Urban a
Write documents title				Wellbeing	Terrotor Renovat
Jpload date			Heritage	6%	27%
Select date		×	Archives	0%	0%
anguaga			Libraries	0%	0%
anguage			Book and Press	0%	0%
elect		~	Visual Arts	0%	0%
ocation			Performing Arts	0%	0%
Select		~	Audiovisual and Multimedia	0%	0%
			Architecture	5%	25%
	Cancel Apply Fil	ters	Advertising	0%	0%
			Art crafts	0%	0%

14/03/2023

Apply Changes gra

Social

Cohesion

17%

0%

0%

0%

0%

0%

0%

17%

0%

0%

Cancel

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ding

User feedback – e-mail



MESOC	Swarch repository.	Browse	Sign out
MESOC Cilies Ny documents	Send feedback Help us improve MESOC toolkit application.		
Upload document	Subject		
Send feedback	Message tody		
	Sent Sent		

Figure 15. Figure presents screen where user can send feedback or report problems with Toolkit.



MESOC Toolkit https://www.mesoc-project.eu/resources/toolkit



Browse results from all over the Europe

Additionally, MESOC Toolkit enables the semantic search of the pilot and scientific studies. First, it recommends similar documents nested into the same cell of the MESOC matrix. Second, it analyzes documents according to the semantics of transitional variables and recommends the set of relevant variables for the current analysis.

Third, the semantic search can explain why a specific variable is inferred for the analyzed document, according to the MESOC knowledge representation model.



SEO: https://toolkit.mesoc-project.eu/

APP: https://app.mesoc-project.eu/browse

Submit your own files for analysis

In the MESOC Toolkit user can upload his documents in .txt or .pdf format. The documents written in the English language are analyzed in the original form, while other languages will be translated into English by statistical machine translation service. For each document, user specifies the location for georeferencing of his document.

Create account

Browse

Figure 2. Figure shows the possibilities for the selection of browsing or uploading modes of Toolkit use.



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

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