UNCHARTED:
UNDERSTANDING, CAPTURING AND FOSTERING THE SOCIETAL VALUE OF CULTURE

Tensions in Societal Values of Culture: Can Value Conflicts Be Managed or Mitigated?

Session: 'Looking Back':
UNCHARTED WP1, WP2, and WP3

Presented by Arturo Rodríguez Morató and Matías I. Zarlenga, University of Barcelona

Central Event
London, 12-13 January 2022
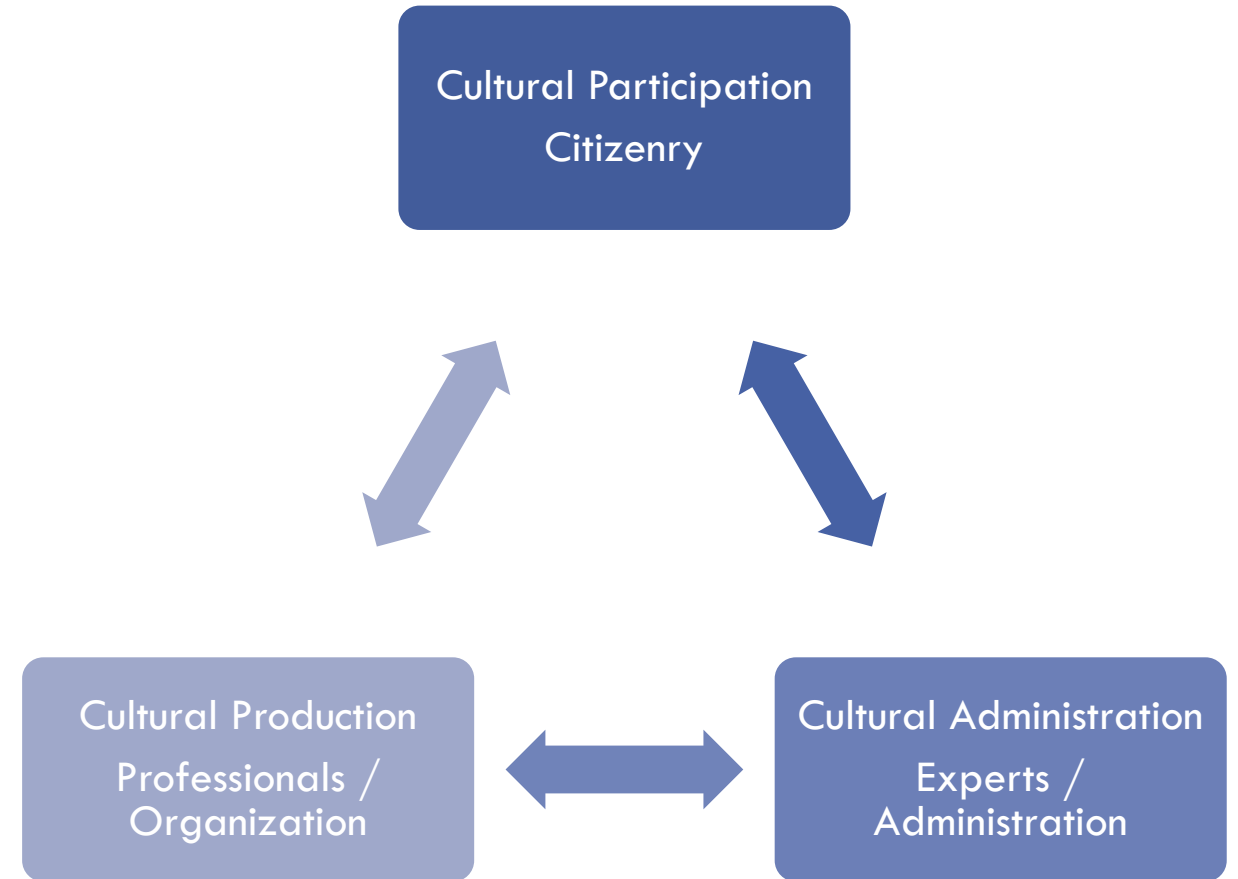Goldsmiths, University of London

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THEORETICAL BACKGROUND

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We part from an interdisciplinary perspective that integrates historical, economic, sociological and humanistic approaches.

A pragmatist approach to value inspires the project.

We understand that the plurality of the values of culture in Europe is only possible if we consider the multiplicity of agents who participate in valuation processes and the diversity of evaluative practices in which they engage.

This project distinguishes three main areas and three types of fundamental actors in the value dynamics of culture:

Cultural Participation
Citizenry

Cultural Production
Professionals / Organization

Cultural Administration
Experts / Administration
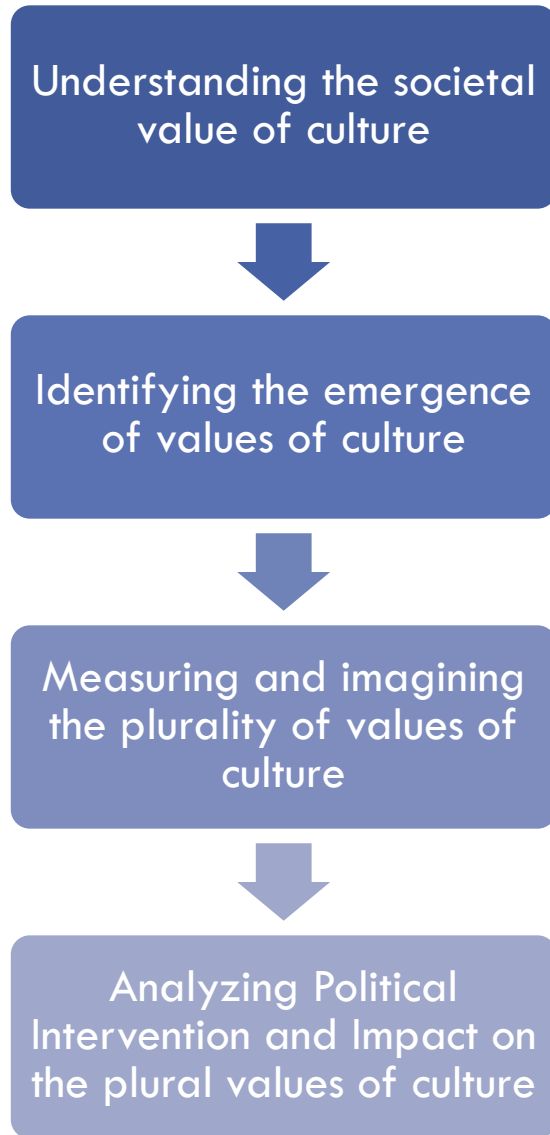
METHODOLOGY AND RATIONALITY

To inquire about the values of culture, we have first examined the context of macrosociological factors and circumstances influencing the valuation of culture by actors.

Second, we have investigated the plural configurations of values that emerge from actors' valuations in their characteristic areas of practice.
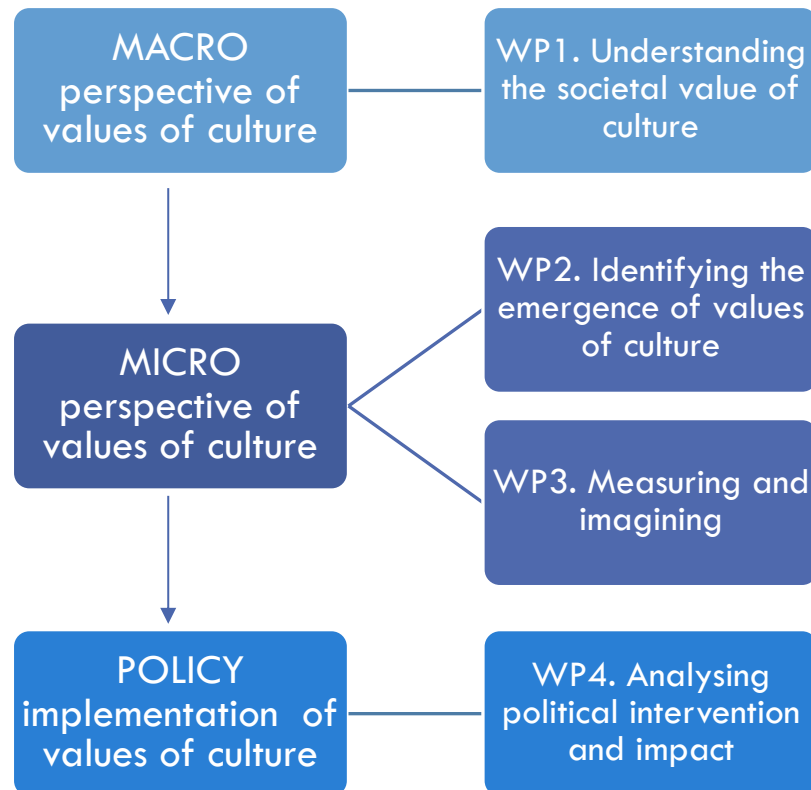
Third, we have analysed the evaluation dynamics in these areas: the tensions relating to how actors construct, measure, compare and rank the values they attribute to culture.

In the next phase of the project, we will finally assess the strategies and effectiveness of cultural policy and institutions in dealing with the plurality of values of culture and in maximizing the potential benefits of culture for society.

Throughout the project we have adopted a comparative case study methodology and we have used a wide range of research techniques.

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Understanding the societal value of culture

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Identifying the emergence of values of culture

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Measuring and imagining the plurality of values of culture

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Analyzing Political Intervention and Impact on the plural values of culture

WORK PACKAGE 1 UNDERSTANDING THE SOCIETAL VALUE OF CULTURE

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MACRO perspective of values of culture

WP1. Understanding the societal value of culture

MICRO perspective of values of culture

WP2. Identifying the emergence of values of culture

WP3. Measuring and imagining

POLICY implementation of values of culture

WP4. Analysing political intervention and impact

WP1 investigates how different factors have influenced the shaping of cultural values in Europe. For this purpose, each of the deliverables has analysed different aspects considered relevant to this constitution:

1. Gender and rising diversity

2. Urbanisation and spatial and social segregation

3. Globalisation and digitisation

4. Neo-liberalism

5. The European historical and political experience in relation to the promotion of cultural values

WORK PACKAGE 2: IDENTIFYING THE EMERGENCE OF VALUES OF CULTURE

UNCHARTED

MACRO perspective of values of culture

WP1. Understanding the societal value of culture

MICRO perspective of values of culture

WP2. Identifying the emergence of values of culture

WP3. Measuring and imagining
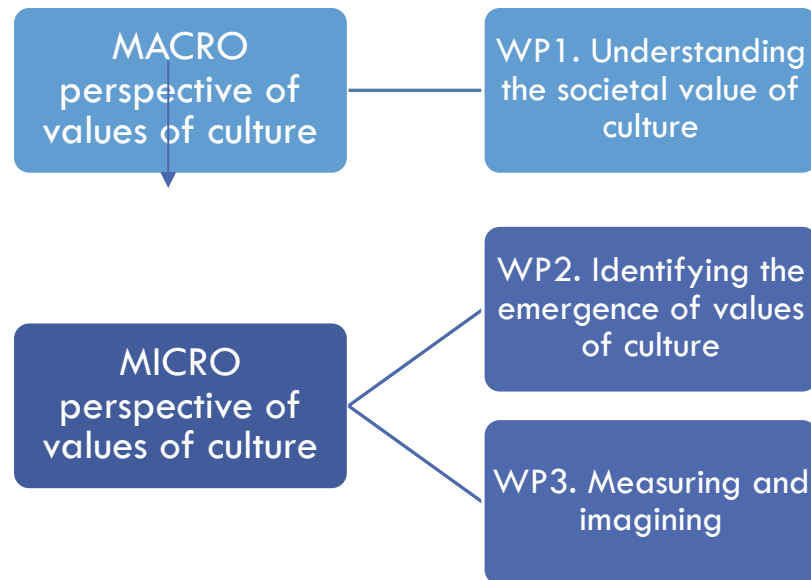
WP2: We sought to identify the plurality of values that emerge in four fundamental arenas of cultural practice:

1. Cultural participation in live arts and culture
2. Cultural participation through media
3. Cultural production and heritage management
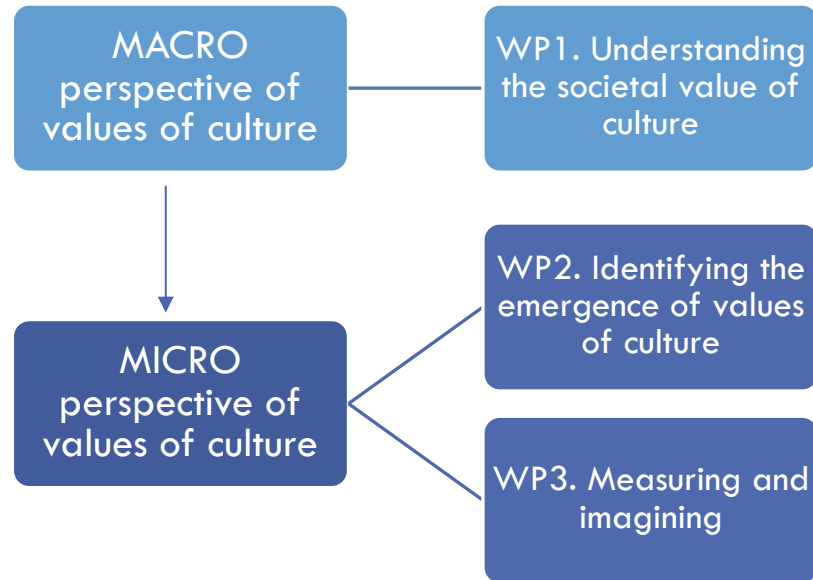4. Cultural administration.

WORK PACKAGE 3: MEASURING AND IMAGINING

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MACRO perspective of values of culture

WP1. Understanding the societal value of culture

MICRO perspective of values of culture

WP2. Identifying the emergence of values of culture

WP3. Measuring and imagining
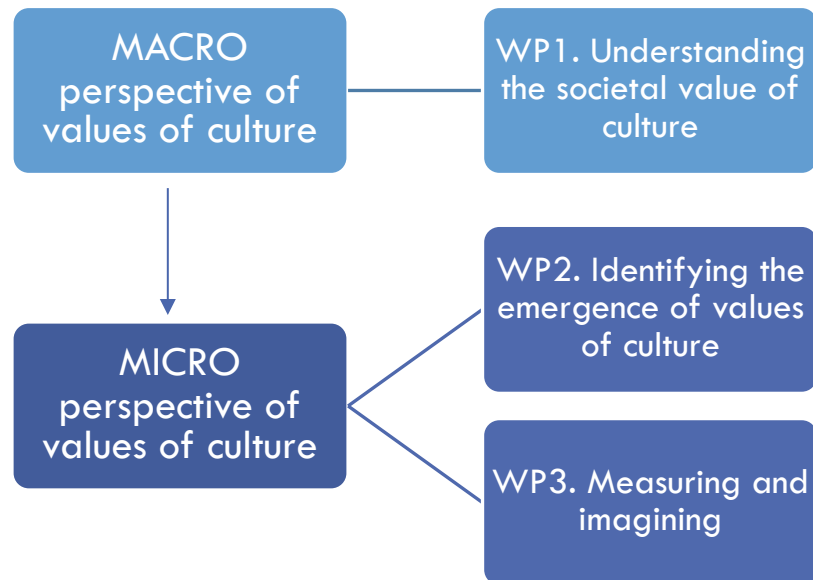
WP3: We sought to understand the tensions relating to how different actors in the cultural field (i.e. citizens, professionals, public administrators) construct, measure, compare and rank the values they attribute to culture. To achieve this aim, we analyse:

1. The grammars of valuation and evaluation in cultural practices of consumption
2. The practices and mechanisms of evaluation in cultural production and heritage management.
3. How do evaluation methodologies in public administration influence cultural production and heritage management
4. The representations of cultural value in cultural information systems.

ANALYTICAL CORE OF THE PROJECT

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┌─────────────────┐        ┌─────────────────────┐
│     MACRO       │────────│  WP1. Understanding │
│  perspective of │        │ the societal value of│
│ values of culture│       │      culture         │
└─────────────────┘        └─────────────────────┘
        │
        ▼
┌─────────────────┐        ┌─────────────────────┐
│     MICRO       │        │  WP2. Identifying the│
│  perspective of │────────│  emergence of values │
│ values of culture│       │     of culture       │
└─────────────────┘        └─────────────────────┘
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        │                  ┌─────────────────────┐
        └──────────────────│  WP3. Measuring and │
                           │      imagining       │
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Throughout the main analytical part of the project, we developed general visions of the configurations of the values of culture in different areas of the cultural sphere and in-depth analyses of their conflictual dynamics.