



UNCHARTED

Understanding, Capturing and Fostering the
Societal Value of Culture

Looking Back: Cultural Participation

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What is participation?

Enhancing cultural participation conception

- In this project, a wide range of **types of cultural participation** has been made explicit by focusing on **different actors** in the cultural field (i.e., citizens, professionals, public administrators).
- By uncovering more engaged types of cultural participation, the very notion of **cultural consumption** is placed at a crossroads, involving also the decision-making influence of participants within their organisations.
- Grassroots engagement may have an **impact on formal aspects of organisations**, such as institutional vision, objectives and partnership protocols.

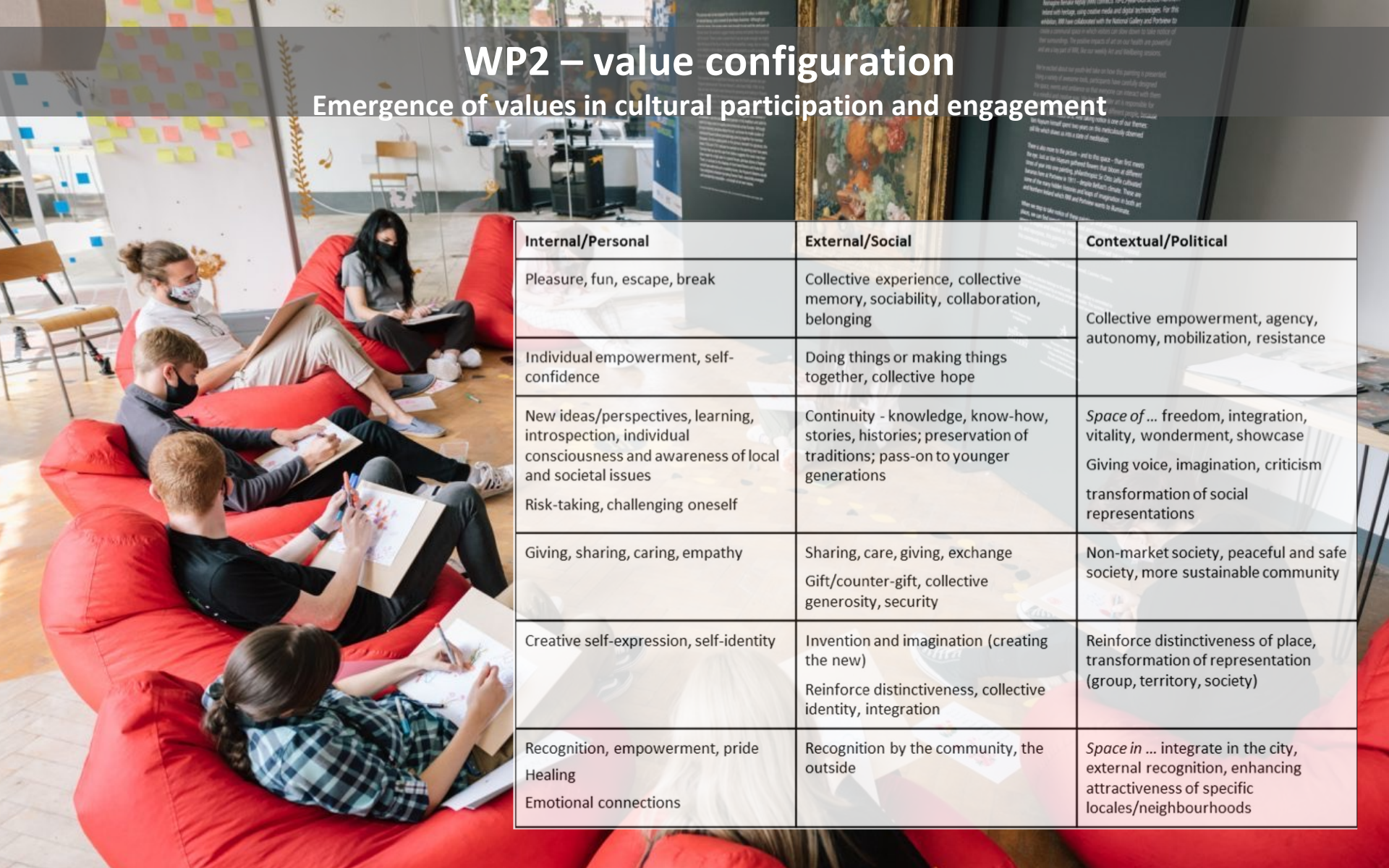
WP1 – Influence of gender and rising diversity in changing and shaping cultural values



- **Gender and ethno-cultural diversity** have been influential in **changing and shaping cultural values**, and modifying how **participation** is perceived and fostered.
- **This underlies the fundamental shift from cultural democratisation towards cultural democracy** in European cultural policies in recent decades.
- **Cultural democracy** promotes participation in “a diversity of artistic and cultural expressions without hierarchical order” (D1.1, p. 15).
- **Cultural democracy** also implies asking **who is translating** value principles into cultural programmes.

WP2 – value configuration

Emergence of values in cultural participation and engagement



Internal/Personal	External/Social	Contextual/Political
Pleasure, fun, escape, break	Collective experience, collective memory, sociability, collaboration, belonging	Collective empowerment, agency, autonomy, mobilization, resistance
Individual empowerment, self-confidence	Doing things or making things together, collective hope	
New ideas/perspectives, learning, introspection, individual consciousness and awareness of local and societal issues	Continuity - knowledge, know-how, stories, histories; preservation of traditions; pass-on to younger generations	<i>Space of ...</i> freedom, integration, vitality, wonderment, showcase
Risk-taking, challenging oneself		Giving voice, imagination, criticism
Giving, sharing, caring, empathy	Sharing, care, giving, exchange Gift/counter-gift, collective generosity, security	transformation of social representations
Creative self-expression, self-identity	Invention and imagination (creating the new) Reinforce distinctiveness, collective identity, integration	Non-market society, peaceful and safe society, more sustainable community
Recognition, empowerment, pride Healing Emotional connections	Recognition by the community, the outside	Reinforce distinctiveness of place, transformation of representation (group, territory, society)
		<i>Space in ...</i> integrate in the city, external recognition, enhancing attractiveness of specific locales/neighbourhoods



WP2 – value configuration

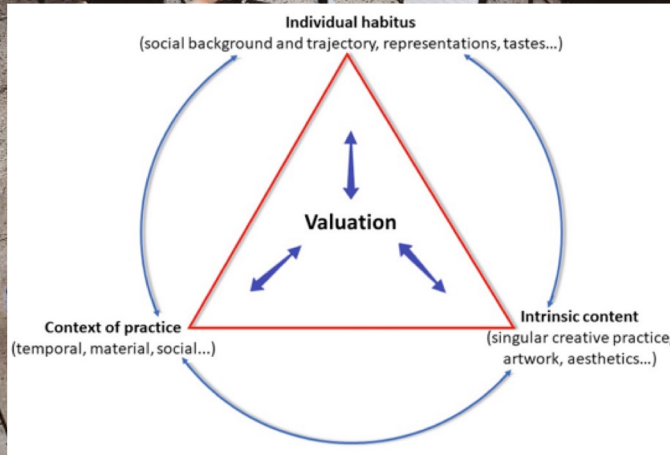
Emergence of values in cultural participation and engagement

- Tensions and relations between three frames of social valuation:
 - **Internal** (expressed for oneself, personal),
 - **External** (expressed by/for the group involved, social), and
 - **Contextual** (expressed for the society, at a larger scale);
- This dynamic **co-existence** of different values aligns with a democratic vision of the **social value of culture**, and encompasses a rich **ambivalence** between individual and collective conceptions of values.
- Highlighting the **self-determination of values by individual participants and collectives** also reinforces this plurality of values.

WP3 – valuation dynamics

Individual valuation *in practice*

- Cultural participants manage a **non-conflictual plurality of values** (social, aesthetic, identity, political, etc.).
- **Economic value is relatively external for them**, not appearing to people as values but as means at the service of other values (relationship, expression, aesthetics).
- **Individual valuation processes are organic, fluid, and dynamic** – no formality or rational elaboration from individuals making explicit their valuation criteria.
- **Valuation *in practice*** is a spontaneous mobilisation of a heterogeneous mix of value principles by individuals, determined, in each specific cultural experience, by the meeting of three variables/poles:
 - **Individual habitus** (social trajectories);
 - **Intrinsic content** (of the cultural practice); and
 - **Context of practice** (space and time of the activities).



WP3 – valuation dynamics

How to translate democratising principles into cultural programmes?

- Participation of **under-represented groups in heritage institutions** constitutes a cultural challenge was examined through an analysis of **technologies of evaluation** (focusing on the different levels of formality).
- Variables such as **low economic stakes** and **limited accountability** are *directly* conditioning a **looser technology of evaluation** design and *indirectly* enabling **internal discussions** about citizen participation and **more open organisational arrangements**.
- Formality seems to “cover” the plurality of values and tensions while **informal evaluative technologies** tend to **highlight existing value tensions** underlying participation, **enabling citizens’ awareness** of conflicting aspects.

