

A schema of outcomes of cultural engagement



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Explanation

Measuring outcomes of cultural engagement, including arts participation, in a systematic way is a relatively new and challenging practice (NEA, 2014). This poster presents a schema of outcomes of engagement in cultural activity. It is offered as an evaluation framework suitable for organisations, including local government and some arts agencies, that have a community change or development agenda in their work. Drawing from holistic models of community wellbeing and sustainability (particularly James et al 2015; Community Indicators Victoria, 2015) these outcomes are categorized into domains of cultural, personal wellbeing, social, economic, civic and ecological. Measures for each outcome are identified from theory and literature, along with evaluation questions,

methods to enable collection of data for each outcome and activities that could contribute to such outcomes. Outcomes in the cultural domain are presented in full here. By identifying the *cultural* outcomes of cultural activity, this schema eliminates the need for the problematic intrinsic/instrumental valuing of cultural engagement that consistently confounds program managers and evaluators. Application of such a schema could facilitate comparison of individual initiatives over time, and between programs and organisations, and if adopted widely, could potentially enable the collection of Big Data about outcomes of cultural engagement. The complete schema across all domains is available from www.culturaldevelopment.net.au.

Policy Domains	Cultural	Social	Economic	Ecological	Civic		
Measurable Outcomes	creative or symbolic expression inspired and enacted	creativity stimulated	aesthetic enrichment experienced	knowledge and new ideas generated and shared	respect for diversity and difference of cultural expression developed	transcendence of the mundane; connection to something bigger than self enabled	sense of connection to shared past enabled
Measures	Creative stimulation acted upon, resulting in the production of new artworks	Imagination sparked, inspiration for creative pursuit	Experience of beauty, challenge experienced through the senses	-intellectual stimulation; engaging with a different perspective -innovation, risk, challenge, new understandings	Appreciation of different ways of doing, seeing or representing things as a result of arts engagement	Numinous, spiritual or transpersonal connection experienced; sense of joy, awe or wonder.	History, heritage, cultural identity appreciated; sense of being part of a historical continuum
Description	Individual is inspired to create artworks themselves	Creative stimulus that comes from engagement with an cultural initiative that does not directly result in creation of new artwork	Human experiences outside the mundane, created through art-making, related to aesthetic characteristics including harmony and form.	The sharing of new ideas, thoughts or understandings prompted or pushed by the artwork, linked to self-knowledge	Related to cultural diversity, the different ways that humans express themselves depending on their cultural backgrounds and experience	Experienced either in a formal religious sense, or secularly based; a comprehension of the nature of society; a heightened emotional state during/after event	Reflection of the conditions of life at the time the artwork was created, and illumination of the present through sense of continuity with past
Evaluation Questions	Did your involvement in this activity have any impact on your expression of creativity?	Was your creativity or imagination sparked by your involvement in this activity?	How would you rate this as an aesthetic experience for you?	Did you have any new ideas or knowledge after your involvement in this activity?	Do you think there's any difference in your appreciation of different forms of cultural expression after your involvement?	Did you experience a sense of transcendence: ie. a of being connected to something greater than yourself?	Did your involvement in this activity enable you to experience connection with a past that you share with others?
Evaluation Methods	Surveys Focus groups Interviews Arts-based methods	Surveys Focus groups Interviews Arts-based methods	Surveys Focus groups Interviews Arts-based methods	Surveys Focus groups Interviews Arts-based methods	Surveys Focus groups Interviews Arts-based methods	Surveys Focus groups Interviews Arts-based methods	Surveys Focus groups Interviews Arts-based methods
Theory that Informed selection of outcome	Creation of new art (Pope & Doyle, 2006); motivation studies (NEA, 2014).	Rogers' characteristics of a fully functioning person include creativity and a fulfilled life (McLeod, 2007b).	Beauty created through human activity and (UCLG, 2006); aesthetic characteristics including harmony and form (Throsby, 2001).	New understandings generated through cultural activity (Radbourne Glow & Johanson 2010; cultural capital (Bourdieu, 1986)	Appreciation of the existing diversity (UCLG, 2006); enhanced empathy of other cultures (McCarthy et al, 2004)	Transcendent experiences enabled through art (Throsby, 2001) and music-making (Bernard, 2009).	Historical value: how it illuminates the present by providing a sense of continuity with the past (Throsby, 2001; UCLG, 2006).
Mapping to other arts evaluation schema	Platform (Culture Counts, 2015); creation of high quality new work, innovation (Arts Victoria, 2015)	Imagination (Culture Counts, 2015);	Captivation, challenge, risk (Culture Counts, 2015); aesthetic experience of the individual (ixia, 2013).	Challenge (Culture Counts, 2015); innovation in artform or cultural practice, sharing knowledge/ resources (ArtsVic 2013)	connection (Culture Counts, 2015); engaging diverse communities in the creation of new work (Arts Victoria 2013).	Meaning (Culture Counts, 2015).	Relevance, connection (Culture Counts, 2015).
Evidence for this outcome	Exposure to the arts encourages creativity (Ministry ICA, Singapore cited in NEA, 2014).	Motivation studies mentioned in NEA (2014).	Visitors experience high levels of aesthetic enjoyment in modern art museums (Mastandrea, Bartoli & Bove (2009).	Motivation studies mentioned in NEA (2014). Exposure to the arts broadens my mind (Ministry ICA, Singapore in NEA2014).	Community celebrations encourage valuing of diversity (Hilbers 2012)	Transcendent experiences enabled through music-making (Bernard, 2009)	Celebration of heritage through arts participation (Walker, 2002).
Cultural activities contributing to this outcome	Grants for creation of new art; skill development activities.	Arts education Community cultural development projects Exhibitions, performances and writing for active and creative participants.	All cultural activities	Exhibitions, performances and festivals with particular contemporary themes for generating discussion and debate.	Community festivals; cultural exchange programs.	Grants programs for festivals, exhibitions and publications for receptive and active participants.	Museum and touring exhibitions of heritage collections. Local historical society 'arts trails'. Publication of catalogues; fiction and non-fiction books

