



Cultural labour and its audiences: value, participation and access

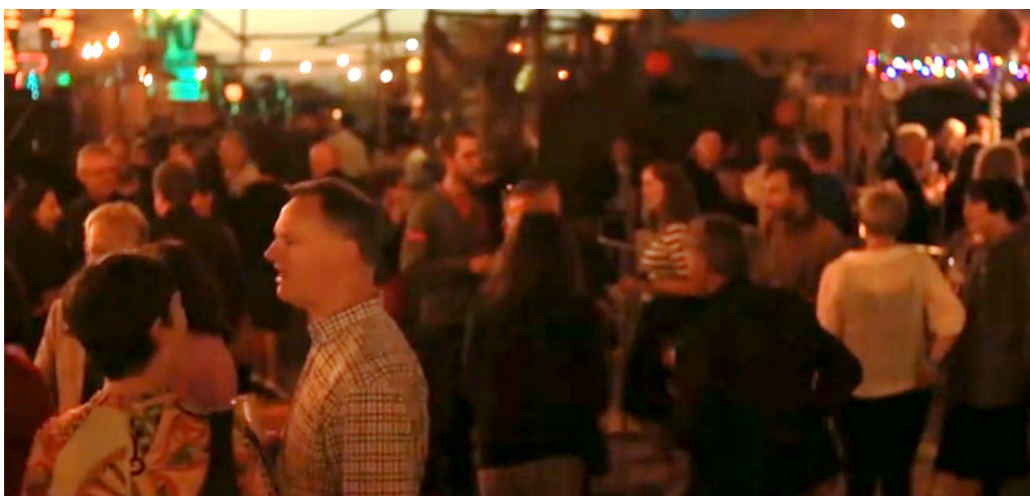
Seminar with Dr Mark Taylor (Sheffield University) and Dr Tully Barnett (Flinders University)

Cultural Engagement and the Economic Performance of the Cultural and Creative Industries: An occupational critique Dr Mark Taylor (Sheffield University)

While the study of audiences and of work in the cultural and creative industries (CCIs) have largely been separate, much work on CCIs rests on their distinctiveness, with their workers highly engaged in public forms of culture. We use large-scale national survey data from the UK, focusing on workers in the CCIs for the first time, in order to understand both whether the CCIs are distinctive in their economic contribution and their audience behaviour, and to unpack CCIs to identify whether it is smaller clusters of occupations driving this distinctiveness. We demonstrate first that the definition of creativity used to demonstrate CCIs' economic output rests largely on the inclusion of specific parts of the IT sector, and second that any distinctiveness in CCI workers' audience behaviour derives from workers in artistic, literary, media, and design occupations; those people working in IT have distinctively low attendance at cultural events. Overall, we question the coherence of the prevailing CCI category, particularly in government policy, and suggest a new mode of 'cultural' occupational analysis for the sociology of CCIs.

Audiences or publics; value or benefit: digging in the data for new ways of understanding audiences Dr Tully Barnett (Flinders University) and Dr Mark Taylor (Sheffield University)

Since 2013, Laboratory Adelaide has been implementing various versions of a willingness to pay, contingent value methodology survey instrument to access the views and valuing of user and non-user, local and non-local cultural publics in The Festival State (South Australia). The aim is to experiment with ways of talking about the value of arts and culture beyond ticket sales and attendance data. While no magic methodology exists to demonstrate to governments, funders, publics and other stakeholders the rationale for increased funding in arts and culture, we need interventions that recalibrate the notions of value and benefit to better serve arts and culture in the increasingly instrumental moment. This paper reports on the early stages of a collaboration between Laboratory Adelaide and Mark Taylor to delve beyond the traditional modes of representing contingent value methodology to see audiences and publics as co-constructors of value.



Date & Time:

Friday 9 March, 2.00-3.30 PM

Location:

Meeting Room B2-08, Magill Campus

RSVP:

Please accept this calendar invitation by 7 March

Presenter Biographies

Dr Mark Taylor is Q-Step Lecturer in Quantitative Methods (Sociology) at the Sheffield Methods Institute, University of Sheffield. His research interests are in the sociology of culture, in consumption, production, and education, and its relationship to inequality. He is currently working on AHRC-funded projects on social mobility into cultural and creative work, and on data, diversity, and inequality in the creative industries.

Dr Tully Barnett is a Lecturer in English in the College of Humanities, Arts and Social Sciences at Flinders University and Research Fellow with the ARC Linkage project Laboratory Adelaide: The Value of Culture. Amongst other things, she publishes across cultural policy, digital humanities, and reading as a practice in and out of the tertiary classroom. She is the co-author, with Julian Meyrick, Robert Phiddian and Richard Maltby, of "Counting culture to death: an Australian perspective on culture counts and quality metrics" (2017). She serves on the boards of the Australasian Association of Digital Humanities and the Australasian Consortium of Humanities Research Centres.