

CITIES, WELLBEING & CULTURE IN EUROPE

Linking the measurement of wellbeing and cultural participation based on available data, using interactive dashboards¹

TOOLKIT

January 2017



¹ The dashboard is accessible to the members of Culture Action Europe, in the dedicated member's area of the website, and as a backup can be accessible [here](#) as well.

THE ROLE OF CULTURE IN THE SOCIAL COHESION OF CITIES

Using data dashboards to better understand correlations between cultural participation and well-being

The following summary gives examples of how to use the tools developed within the framework of Activity 3.2 of Culture Action Europe's Creative Europe network funding.

The dashboard that is developed based on the Urban Audit dataset of the Eurobarometer survey series, similarly to the dashboard developed earlier in 2016 based on the cultural participation surveys, and the network mapping exercise are all accessible via the www.cultureactioneurope.org website member dedicated section.

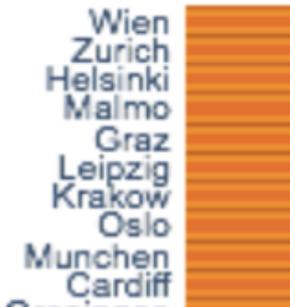
The present introduction gives examples on how best to use them to explore the questions related to the connections between wellbeing, cultural participation and cultural networks.

In order to understand what is available in this toolset, we start with the description of the set of questions that were asked in the original survey².

The questions related to satisfaction to various aspects of the city services, and the urban environment, the respondents could answer whether they are "completely satisfied", "fairly satisfied", "not very satisfied" or "not satisfied at all". In addition, similarly to every other questions, they could decline to answer, or say that they don't know.

² For the full documentation of the original Eurobarometer survey used to develop the dashboard data exploration tool, refer to the following link http://data.europa.eu/euodp/en/data/dataset/S2070_419_ENG

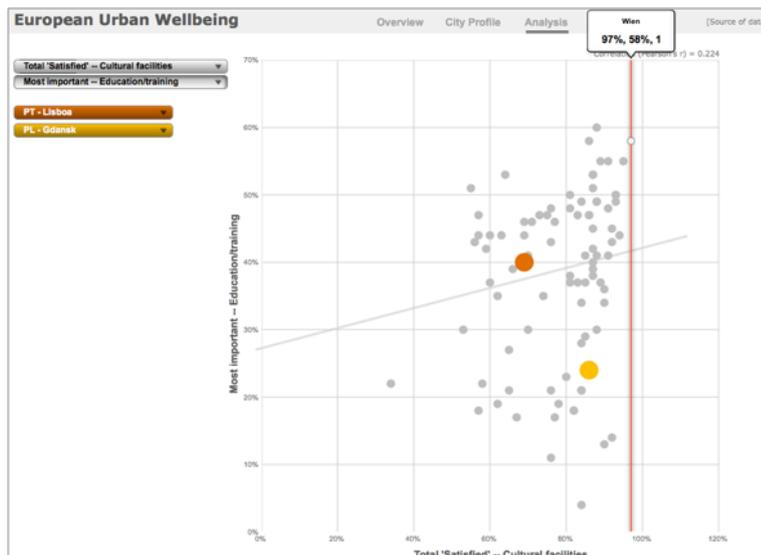
Of course on the interactive dashboard it is possible to zoom in, for convenient reading. One finds the following 10 cities leading the list in this regard.



And at the bottom of the rank order in terms of the population satisfaction with the city cultural facilities, one can find mostly South European cities.



To illustrate the use of the new facility we show some of the typical usages that can help cultural operators to better explain and better prepare the overall situation in the targeted city. The following screenshot for example looks at the rank order of the cities in terms of overall satisfaction with living in the given city.



UNDERSTANDING CONNECTION WITH THE SOCIAL COHESION OF THE CITY

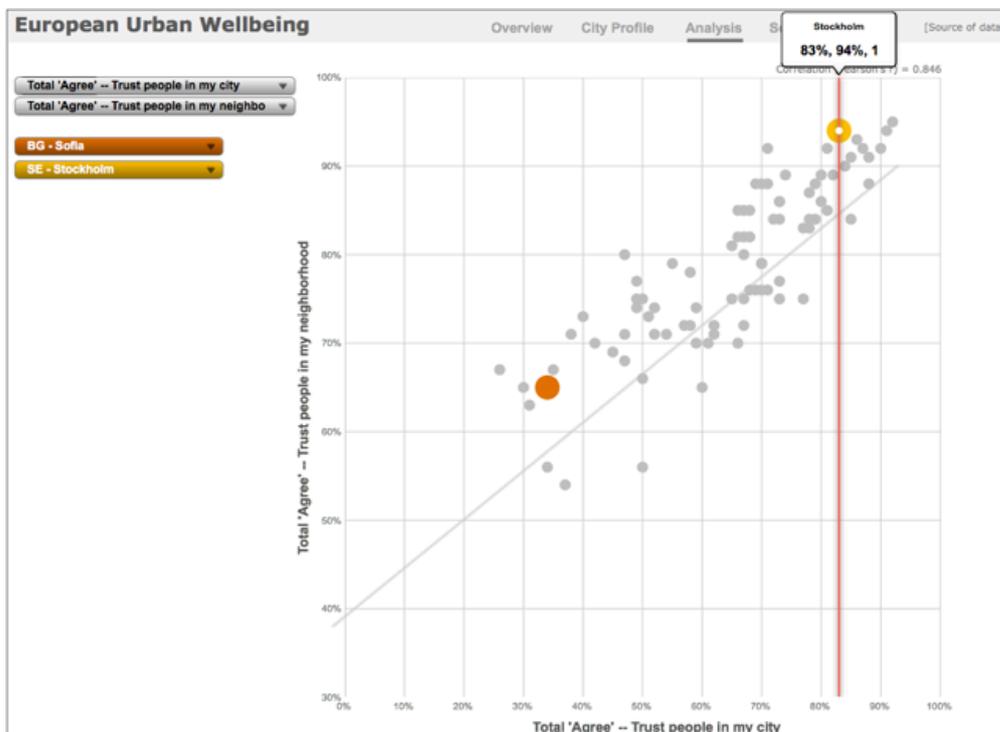
There are various operational ways to approach the question of social cohesion.

The available set of questions that were asked related to the underlying dimension of strong social cohesion, namely trust. We will illustrate the analytical possibilities of the dashboard on the example of the exploration of these trust questions.

The data set that is available via the developed dashboard, relies on the following trust questions.

- Trust people in general in my city**
- Trust people in my neighborhood**
- Trust the public administration in my city**

Comparing for example the difference between the level of trust in people of the city with trust in the people in the neighbourhood, we find the following relation.

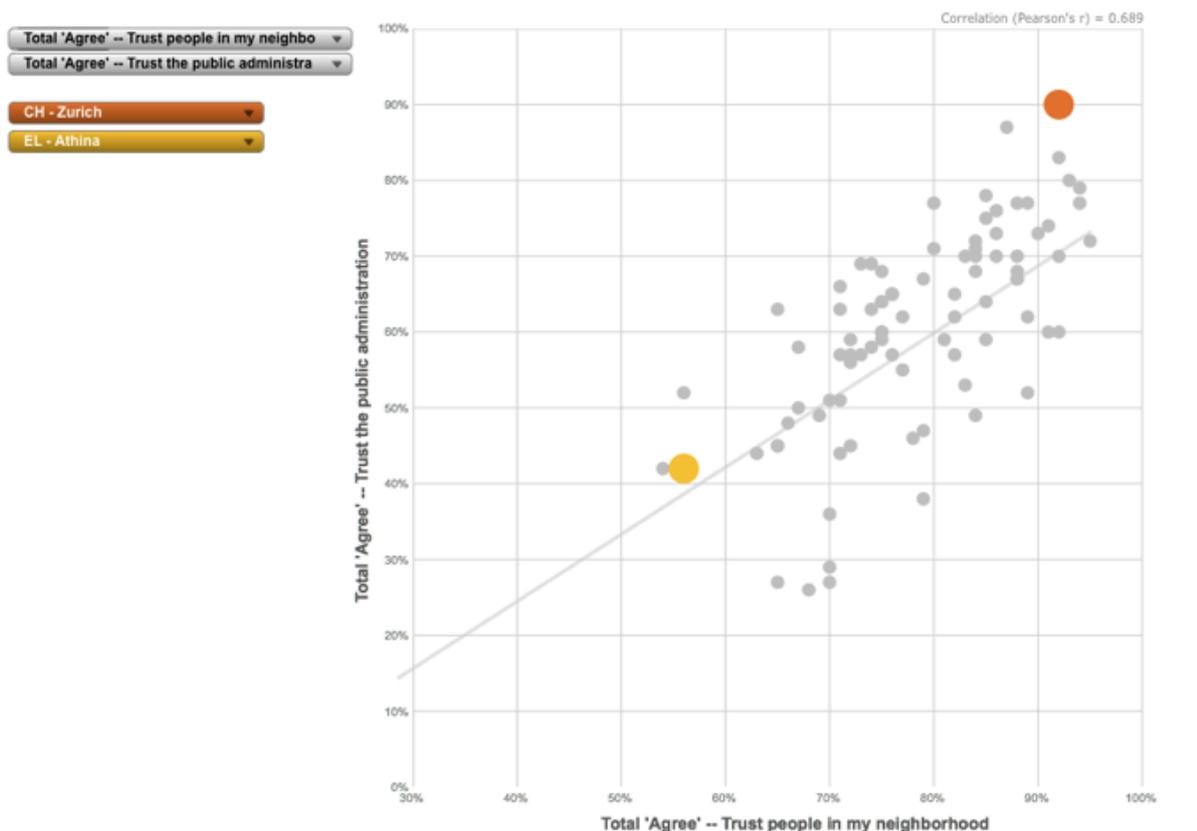


The level of trust in these two dimensions is highly correlated and follows a clear pattern. On the right upper corner we find mostly Nordic cities, where there is no substantive difference in the level of trust in the immediate neighbourhood and in the

city as a whole. However, in cities (where coincidentally in most cases the satisfaction with the cultural facilities are the lowest as well), we can observe large discrepancies between the two aspects of trust. It is not just that the general level of trust is much lower in most post-socialist and Mediterranean cities, but the level of trust is very uneven. For example one can find that in Istanbul, two-thirds of the people (67%) trust their neighbours, but only a quarter (26%) trust the City population as a whole. Similar patterns can be found in other cities as well. In Athens 34 versus 56%, in Bucharest 37 versus 54%, in Sofia, 34 versus 65%, in Marseille 40 versus 73% is the difference between the trust in the city versus neighbourhood citizens. It indirectly can refer to the level of social cohesion as well in the city. The higher the gap between the level of trust of the various parts of the city the less social cohesion can be observed.

In terms of cultural activities and the way the cultural life of the city can be organised these are very important pieces of information. The type of urban societies that have not only general high level of trust, but this trust is relatively evenly distributed within the urban space are able to forge a level of social cohesion via their cultural activities as well, then the type of communities where trust is limited to the personal relations within the neighbourhood.

The effectiveness of city level cultural policy is also a function of the trust enjoyed by the public administration of the city. From this aspect, we highlight on different use of the dashboard tool, using the same trust variables.

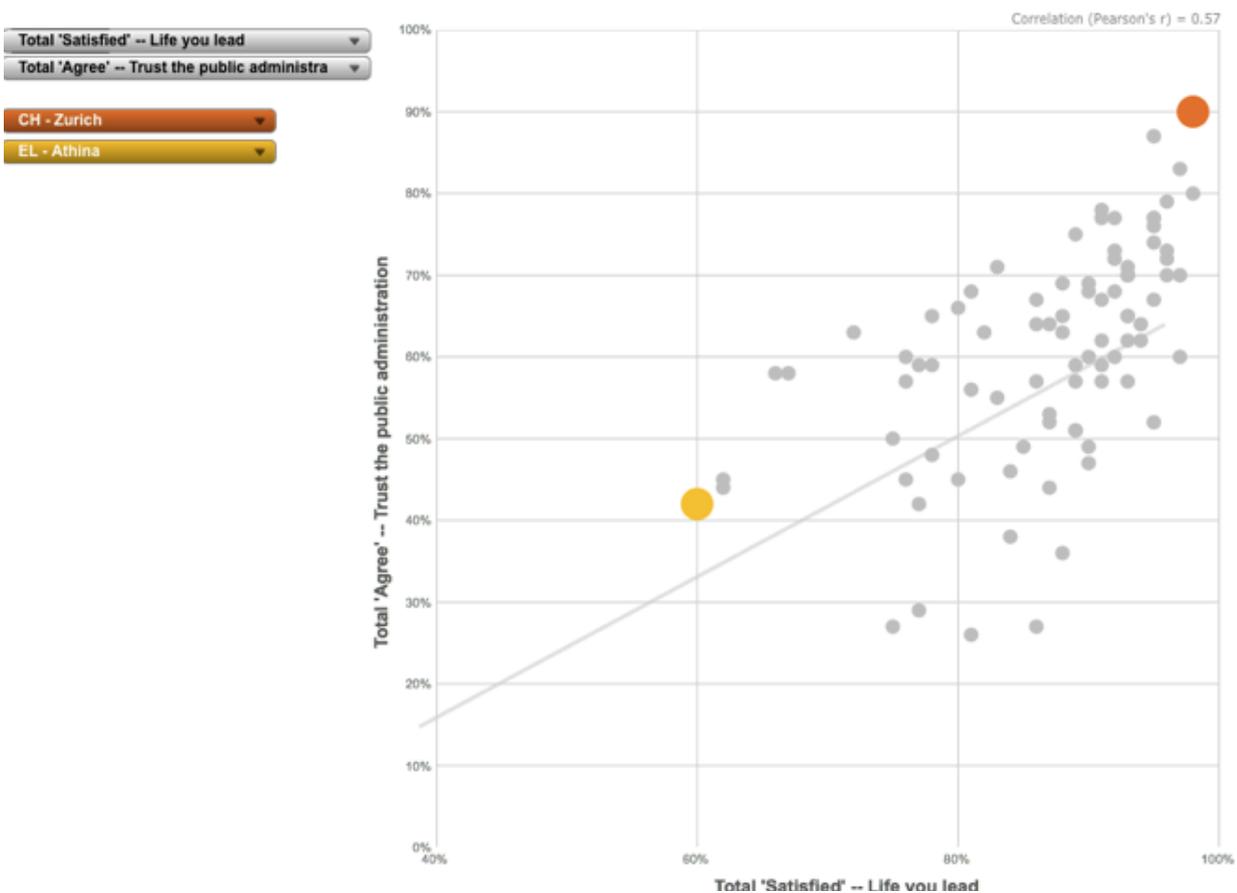


In general, there is a very strong correlation between the two type of trust that as we see are in turn related to both social cohesion and to the local cultural policies.

The very strong overall correlation however mask very important differences that are characterizing not only cities but larger regions as well.

For example, again, looking at the upper corner of the scatterplot one can find cities, where the level of trust in the city administration is similarly high then in people in the neighborhood as well. However, in a large number of cities (specially in the South) the gap again, is much bigger. In the Italian cities of Rome, Napoli, Palermo and even in Torino, for example while 65-70% of the people on the average trust people on their immediate neighborhood only about 25-30% trust their city administration.

One can wonder how all this is related to the general wellbeing of the citizens. The answer to this question is captured by the following screenshot – where those who explore the dashboard can find how the different cities can be characterized in terms of the proportion of people who are satisfied with the life they lead, and the level of trust in the city administration.



USE OF THE DASHBOARD TO BENCHMARK AND COMPARE VARIOUS COMPONENTS OF THE QUALITY OF CITY LIFE

In order to get a richer and more comprehensive profile of the differences in the components of wellbeing the dashboard prepared makes possible to compare the target city with a selected other city.

The set of variables are separated to three different sets.

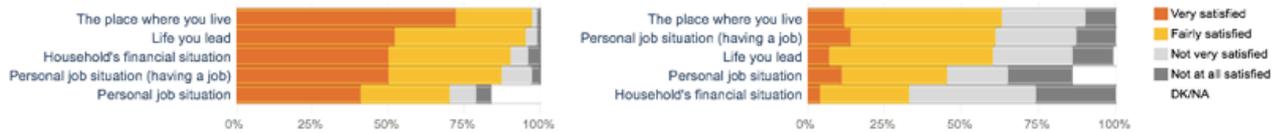
The first set is related to the external life conditions. In this case we use two contrasting cities for better illustration – Stockholm and Athens.



The second set of variables – including public services, job and housing situations etc. show the following picture.



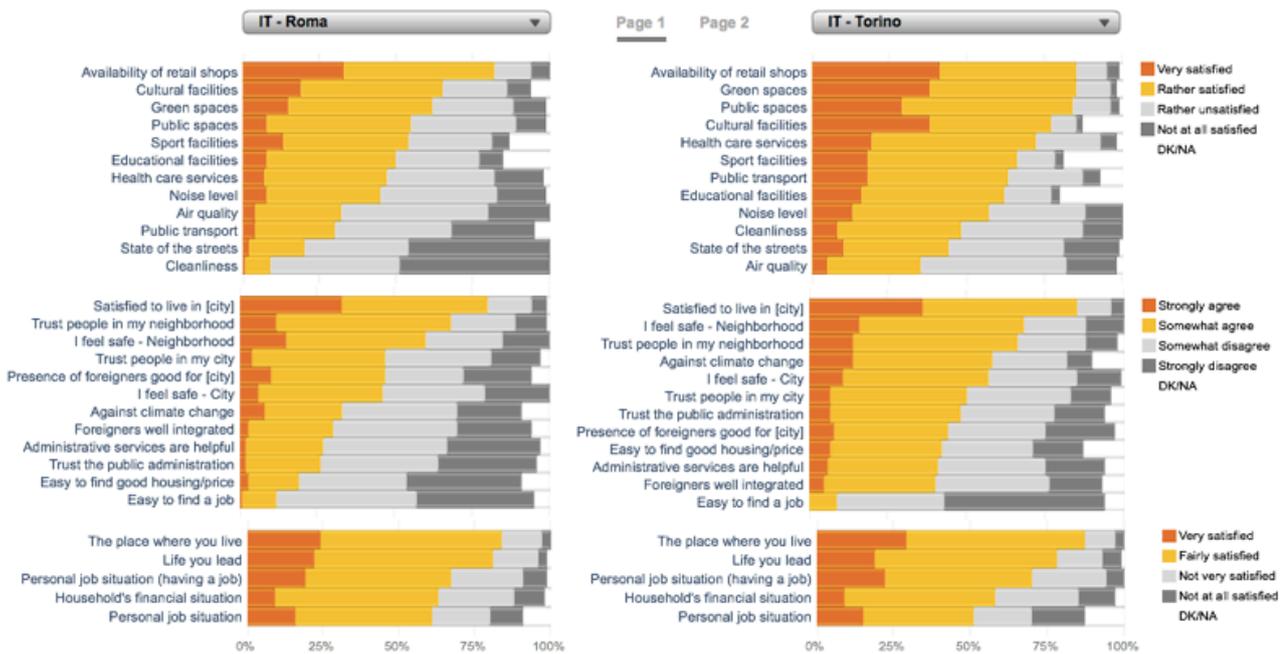
Finally the resulting wellbeing output indicators that include evaluations of the life, the financial situation, the job situation etc. show similarly contrasting life conditions.



The tool can also be used to better understand the inter-urban differences within the same country.

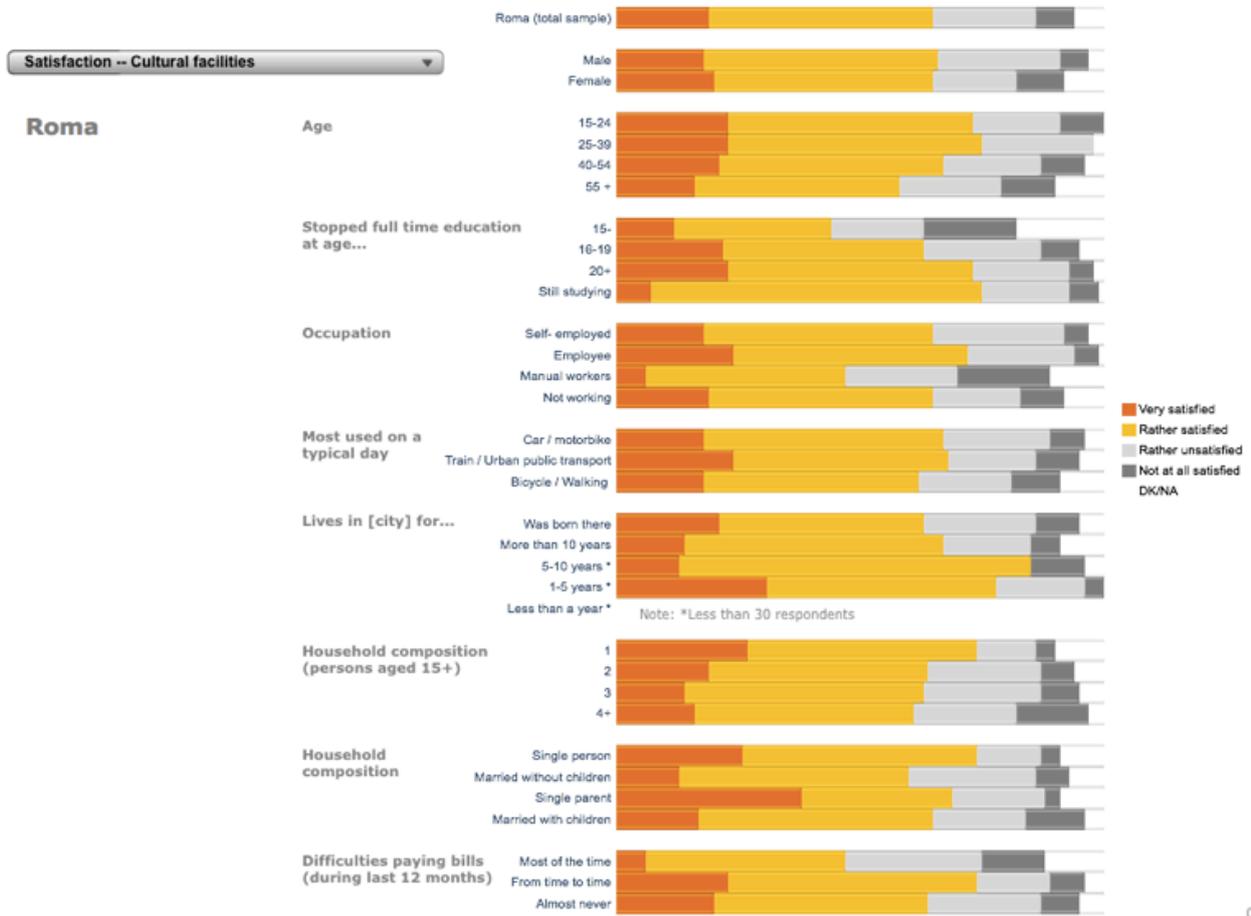
For example cultural operators can use as a background information basis for developing differential urban cultural strategies based on population needs in the different urban contexts.

Using the same profiling exploration this is how two Italian city compares, in this example we have selected Rome and Torino.



Finally the tool can be used to drill down better to the social and demographic characteristics of a given city. Using the same two selected cities as example, it is possible to explore in more detail the differences within the city population of the level of satisfaction with the cultural facilities available.

Here is the socio-demographic breakdown for Rome, just as an illustration:



USING SEVERAL DATA DASHBOARD TOOLS IN COMBINATION IN ORDER TO HAVE A MORE DETAILED INFORMATION BASE FOR DEVELOPING CULTURAL STRATEGIES

In combination with the city level wellbeing indicators, it is possible to further explore the participation in cultural activities and the existing conditions for audience development in various domains by using the cultural activity exploration tool. This [dashboard](#) explorer was developed for the use of Culture Action Europe member organizations to help them develop audience engagement strategies. The principal benefit is to have a comparative understanding of social and demographic barriers of cultural participation.

The dashboard data is based the published open source data sets of the 2007 and 2013 Eurobarometer surveys on cultural participation. Comparing the two time points helps to better understand the historically developed differences between the various regions of Europe as well as the shorter terms impact of the economic crisis in parts of Europe. We are expecting that the planned new wave of survey on cultural participation in the autumn of 2017 will make it possible to update the underlying data of the dashboard.



The explorer on cultural access and participation is based on the question asked in the Eurobarometer surveys, and covers the following cultural events and institutions. In terms of the questions asked these are the following (and can be selected individually on the left plane of the dashboard).

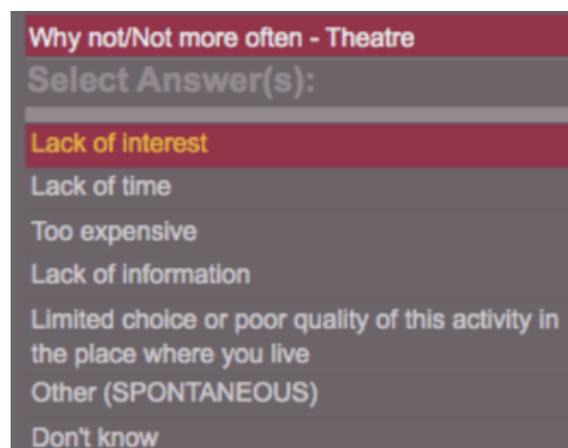
In addition to these activities there is information on the frequency of the audience participation along the following categories:



For audience development strategy formation it is particularly useful to concentrate on those groups that have NOT participated in the given activity during the last year, or only very infrequently.

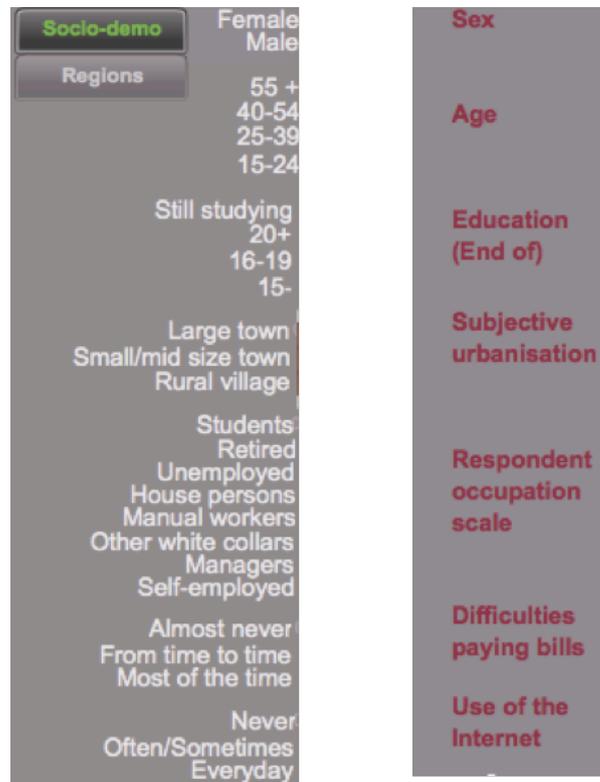
The dashboard contains data on the reasons for non-participation or very low level of engagement for each of the above named activities. By exploring the reasons given, the audience development strategies can be more realistic and evidence based.

The categories used in each of the case are the same:



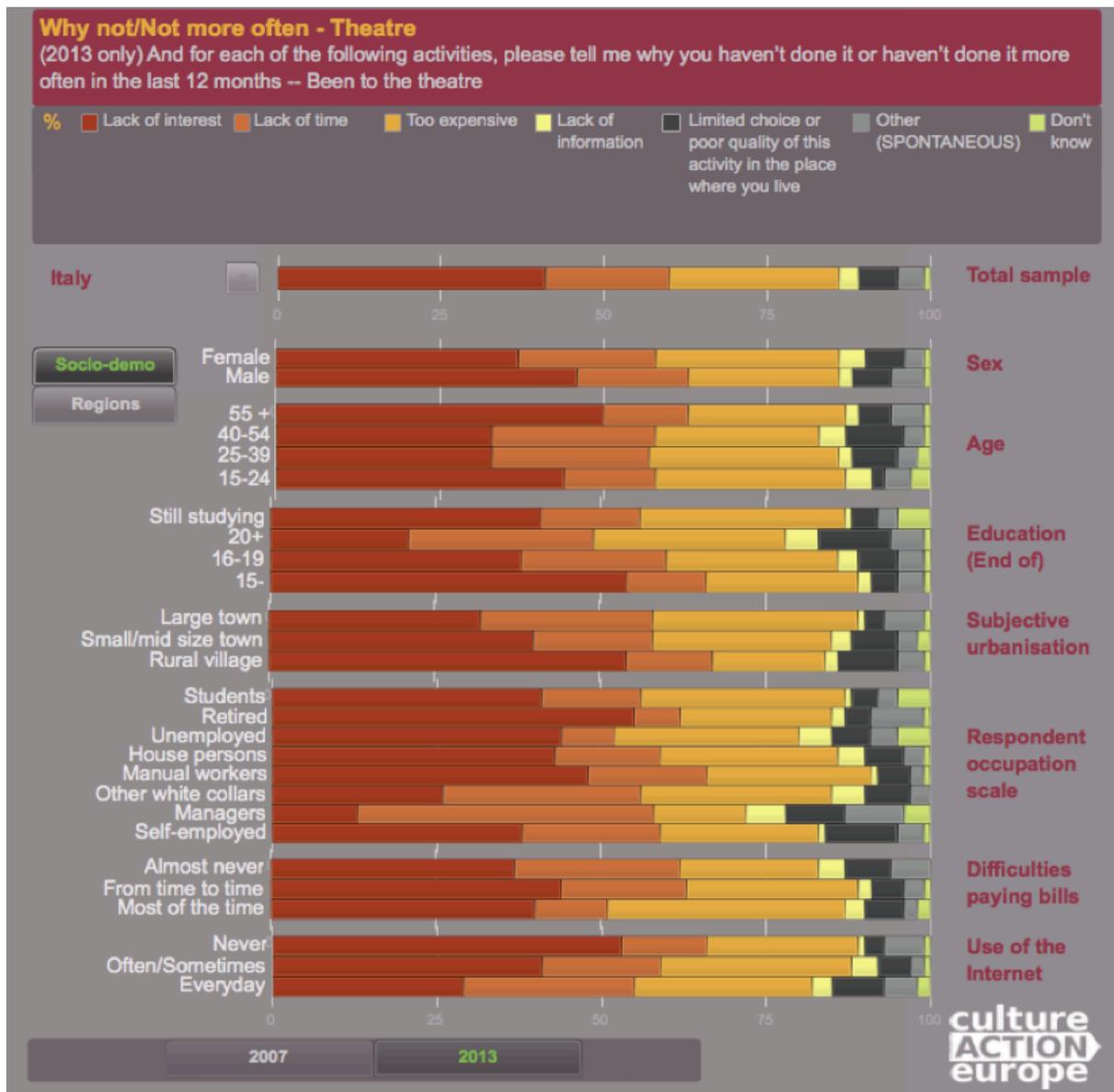
Finally, to make better targeted audience development strategies, the use of social and demographic categories can be explored in various breakdowns. The available categories are limited to the questions asked in the surveys, but the comparisons are made easier by the fact that of course in each country, the same set of comparable categories were used.

The available set of socio-demographic variables are the following:



By selecting the combination of questions and countries one can find exploratory hints for example for the barriers of attending theatre in Italy, in the different socio-demographic groups.

Just for illustration we are reproducing here the resulting screenshot from such an exploration:



The combination of various comparisons provides a rich analytical possibility to link the different levels of analysis.

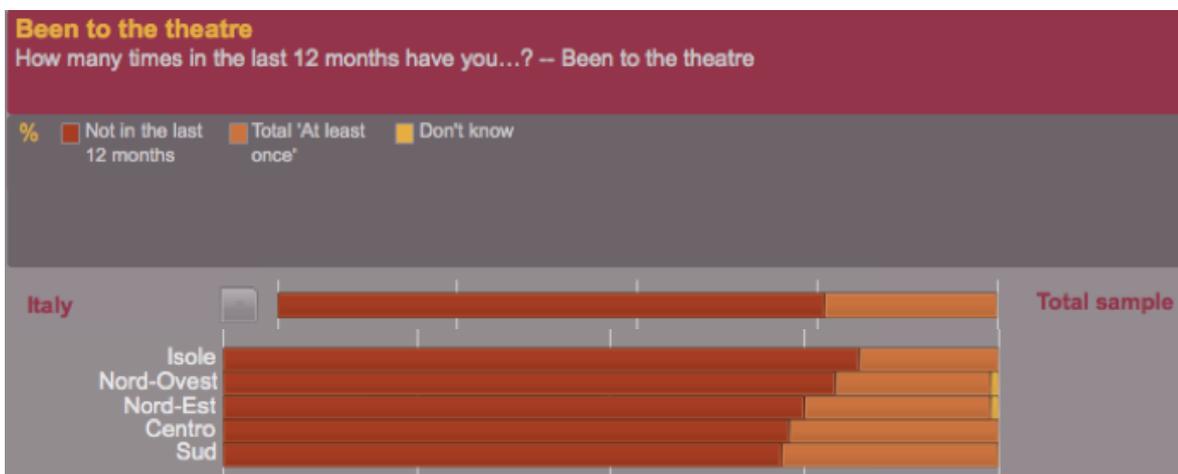
It is possible to zoom out and look at large regional and country level variations in cultural activities. Looking at the overall European picture the dashboard reveals a wide range of culturally and historically determined discrepancy between North – South and East – West.

The same consistent pattern is true not only for a given cultural activity but to a whole range of cultural participation.

On a limited way, regional differences can be explored within countries as well. (This type of exploration is more limited due to the limited sample sizes of the underlying Eurobarometer surveys, asking only 1000 respondent in each of the countries).

The exploration on this level, however suggest an indication on the level of cultural cohesion within a country. Using the dashboard it is possible to better understand whether there is a need to develop differential strategies in a given country, using a regional or local approach or there is a more homogeneous cultural landscape characterises the country.

Again, using for the case of Italy for illustration we find the following regional differences in terms of theatre participation.

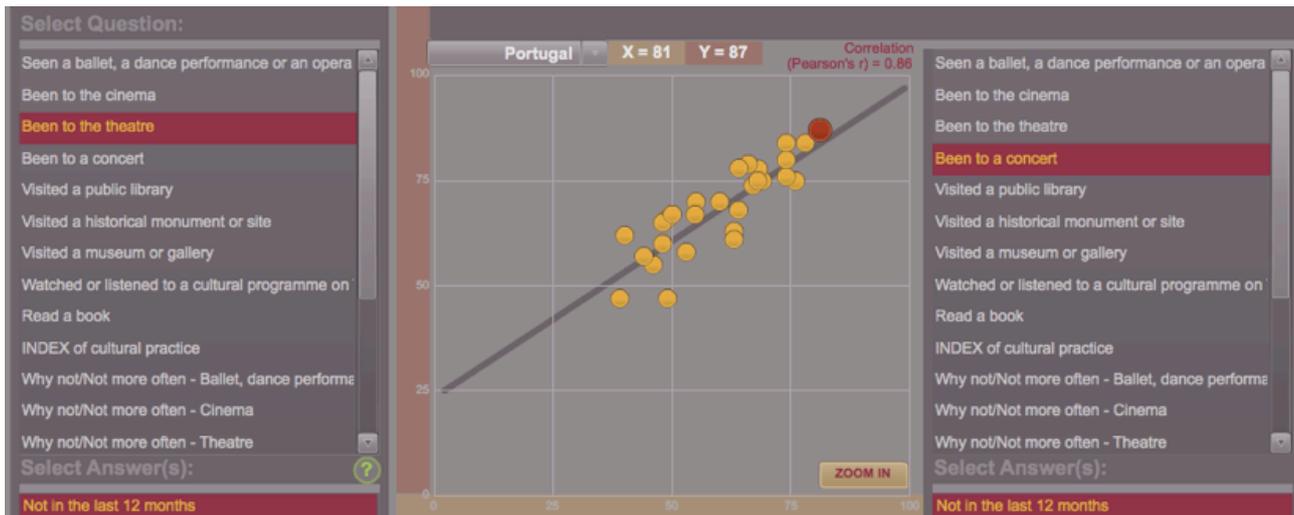


The dashboard allows not only explorations across countries, regions or socio-demographic groups, but for the selected countries also the internal relations between the various cultural activities.

Here is an example using the Crosstabs function of the dashboard, selecting two cultural activities (attending theatres and attending concerts during the last 12 month). What we are showing on the scatterplot is the proportion of people who have NOT attended at all the given cultural venue.

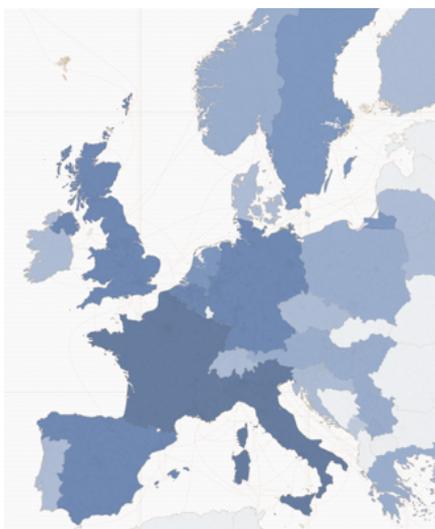
The very high correlation, represented by the fact that the country-dots are lined up along a more or less straight line, and the high correlation coefficient ($r=.86$, in the upper right corner) indicate that it is NOT the individual cultural form and related institutional outreach strategies that drive primarily the participation but more general, underlying strategies.

The resulting scatterplot can indicate country points along the plot by selecting the country from the dropdown menu and results in the following:



LINKING THE PRESENCE OF CULTURAL NETWORKS AND THE CULTURAL CHARACTERISTICS OF VARIOUS CITY LOCATIONS IN EUROPE

As an experimental mapping exercise we share some of the upcoming features of the developing toolset of the Culture Action Europe applications. The following map is based on open source information linking culture-related points of interests (Google POIs) in places with cultural network related locations. The density of cultural networks related at first of second degree are summarised in this [map](#).



The number of cultural organizations represented in various cultural networks per country

The possibilities of using the linkages between existing databases collected by specially commissioned surveys (like the Eurobarometer series on cultural participation) and based on organizational membership mapping (like the network mapping exercise based on inter-organizational linkages detected on network members webpages) and on information collected with bigdata techniques is a promising direction for the future.



Similarly to the above mapping of places that are indicated as such by information sources (in this case Google POI), we can use in the future cultural activities related news, that can be geo-tagged.

For an early experimental illustration of the solution we share the results of the content analysis of all news events in a given day we have performed, using an opensource tool and data source aggregator ([GDELT](#)).

[Here](#) is a preview of the likely dynamic mapping that we plan to develop in order to provide a news tracking service to our stakeholders.

The dynamic mapping allows to visualise the events not only in space, but in time as well, as we are able to link the timestamps to the map. To better [illustrate](#) the idea, we have used the concept to visualise the information we have on the number of migrants who died, when trying to reach Europe.

