Engaging Art?

Steven Tepper

National Assembly of State Arts Agencies, December 8, 2007

Engaging Art: The Next Great Transformation of America’s Cultural Life
Released by Routledge Press, November 2007
The 19th Century Musical Hearth
The Player Piano
Rise of National Markets
THICK PARTICIPATION

THIN PARTICIPATION
Arts Appreciation
Participation = Attendance
Survey of Public Participation in the Arts

APPENDIX D
2002 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (SPPA)

The following is a reader-friendly interpretation of the 2002 SPPA.

This month we are asking some additional questions about leisure activities in which each household member participated.

The Bureau of the Census is collecting this information for the National Endowment for the Arts. The survey is authorized by Title 20, United States Code, section 954 and Title 13, United States Code, section 8. Participation in this interview is voluntary and there are no penalties for not answering some or all of the questions.

The information you give is important and it will help us better understand the characteristics of people who participate in the arts and those that do not. It also provides information about the factors that may influence your decision to participate.

The following questions are about your activities during the last 12 months between August 1, 2001 and August 1, 2002. Unless otherwise indicated, the answer format for questions is assumed to be yes/no.

PARTICIPATION VIA ATTENDANCE
1. Did you go to a live opera during the last 12 months? If yes, how many times did you do this during the last 12 months?
2. Did you go to a live classical music performance such as symphony, chamber, or choral music during the last 12 months? If yes, how many times did you do this during the last 12 months?
3. Did you go to a live jazz performance during the last 12 months? If yes, how many times did you do this during the last 12 months?
4. Did you go to a live musical stage play or an operetta during the last 12 months? If yes, how many times did you do this during the last 12 months?
5. Did you go to a live performance or a nonmusical stage play during the last 12 months? If yes, how many times did you do this during the last 12 months?
6. Did you go to a live ballet performance during the last 12 months? If yes, how many times did you do this during the last 12 months?
7. Did you go to a live dance performance other than ballet, such as modern, folk, or tap during the last 12 months? If yes, how many times did you do this during the last 12 months?
8. Did you visit a museum or gallery during the last 12 months? If yes, how many times did you do this during the last 12 months?
9. Did you visit an art fair or festival, or a craft fair or festival during the last 12 months? If yes, how many times did you do this during the last 12 months?
10. Did you visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value during the last 12 months?
Engaging Art
The Next Great Transformation of America’s Cultural Life
“The Rise of the Pro Ams – Professional Amateurs”

Charles Leadbeater
Choice
New Cosmopolitanism
Generations “X” “Y” and ....
Just the facts ma’am....
Where have all the cultivated audiences gone?
Signs of Decline....


Source: DiMaggio and Mukhtar in Engaging Art (2007)
Signs of Decline…


Source: DiMaggio and Mukhtar in Engaging Art (2007)
The steepest decline in literary reading is in the youngest age groups

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>18-24</td>
<td>59.8</td>
<td>53.3</td>
<td>42.8</td>
<td>-28%</td>
</tr>
<tr>
<td>25-34</td>
<td>62.1</td>
<td>54.6</td>
<td>47.7</td>
<td>-23</td>
</tr>
<tr>
<td>All Ages</td>
<td>56.9</td>
<td>54.0</td>
<td>46.7</td>
<td>-18</td>
</tr>
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</table>

Source: NEA *Reading at Risk* report, 2006
Where are all the young people?

It’s not just about the arts!

• They are attending classical music, theatre, dance, jazz concerts and museums less often.
• They are going to worship services less often and are dropping out of active participation in church-related activities
• They are voting less often, participating in fewer civic organizations, disengaged from party politics and rarely attend public meetings
• They are less engaged in professional baseball…
Younger Men are Less Interested in Professional Baseball

Source: Gallup Organization
“We don’t like sports less, we just like little sports more.”

Mark Penn, author of *Microtrends: The Small Force Behind Tomorrow’s Big Changes*
Source: Tepper and Gao in *Engaging Art (2007)*
Stepping back and gaining perspective
### Stepping Back: International Comparisons

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>England</th>
<th>Austria</th>
<th>France</th>
<th>Netherlands</th>
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<tbody>
<tr>
<td>Classical Music</td>
<td>12 %</td>
<td>10 %</td>
<td>10 %</td>
<td>9 %</td>
<td>9 %</td>
</tr>
<tr>
<td>Museums</td>
<td>27 %</td>
<td>22 %</td>
<td>29 %</td>
<td>28 %</td>
<td>32 %</td>
</tr>
<tr>
<td>Jazz</td>
<td>11 %</td>
<td>2 %</td>
<td>7 %</td>
<td>2 %</td>
<td>4 %</td>
</tr>
<tr>
<td>Ballet</td>
<td>4 %</td>
<td>2 %</td>
<td>***</td>
<td>***</td>
<td>5 %</td>
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</table>

Stepping Back: Art and Religion

<table>
<thead>
<tr>
<th>Activity</th>
<th>Evangelical</th>
<th>Mainline</th>
<th>Catholic</th>
<th>Total</th>
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<tbody>
<tr>
<td>Adult choir</td>
<td>78</td>
<td>80</td>
<td>67</td>
<td>74</td>
</tr>
<tr>
<td>Children's choir</td>
<td>64</td>
<td>63</td>
<td>55</td>
<td>61</td>
</tr>
<tr>
<td>Drama or skit</td>
<td>55</td>
<td>46</td>
<td>32</td>
<td>45</td>
</tr>
<tr>
<td>Music performance other than worship</td>
<td>53</td>
<td>48</td>
<td>32</td>
<td>44</td>
</tr>
<tr>
<td>Art festival or craft fair</td>
<td>22</td>
<td>37</td>
<td>51</td>
<td>36</td>
</tr>
<tr>
<td>Group discussion of art/literature</td>
<td>12</td>
<td>20</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>Liturgical dance</td>
<td>8</td>
<td>8</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>Private music lessons</td>
<td>8</td>
<td>11</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Number</td>
<td>(295)</td>
<td>(227)</td>
<td>(273)</td>
<td>(795)</td>
</tr>
</tbody>
</table>

Source: Arts and Religion Survey; question: "Within the past year, which of these activities has your congregation sponsored?"

Source: Robert Wuthnow in *Engaging Art (2007)*
Changing Demographics

Source: Bureau of the Census

- White, non-Hispanic
- Black, non-Hispanic
- Hispanic
- Asian
- American Indian
Ethnic Radio Use by Population Group
Percent who say they are primary or secondary ethnic radio listeners

Hispanics feel deep pride in their culture and heritage – and they want to share it with others

Source: Yahoo! Telemundo and Simmons Research, Conexión Cultural
African Americans and Hispanics were far more likely than whites to want to learn about or celebrate their cultural heritage as a major motivation: 50 percent of African Americans and 43 percent of Hispanics, but only 15 percent of whites gave this response. African American and Hispanic respondents were also more likely to cite a desire to support a community organization;

Source: Francie Ostrower in *Engaging Art* (2007)
IKEA claims that one in 10 British citizens are conceived in one of its beds and seven million people visit one of its stores each Sunday, compared with the 4.5 million who go to church.
The Rise of the Creative Class
and how it's transforming work, leisure, community and everyday life.

RICHARD FLORIDA
Richard Florida argues that the Creative Class is growing. The following graph illustrates the class structure from 1900 to 1999.

The Creative Ethos
Survey of College Freshman – Life Goals

Freshman Aspirations

- Creating artistic work
- Writing original works
- Accomplished in a performing art
- Develop a philosophy of life
- Raising a family
- Clean up environment
- Influence social values
- Promote racial understanding
- Participate in community action
- Knowledgeable about politics
- Writing original works
- Creating artistic work
- Successful in own business
- Very well off financially

Source: UCLA Freshman Survey
## Creative Ethos

<table>
<thead>
<tr>
<th>Teens future career interests (top five)</th>
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<tbody>
<tr>
<td>Medicine</td>
<td>17 percent</td>
</tr>
<tr>
<td>The Arts</td>
<td>17 percent</td>
</tr>
<tr>
<td>Engineering</td>
<td>14 percent</td>
</tr>
<tr>
<td>Science</td>
<td>9 percent</td>
</tr>
<tr>
<td>Business</td>
<td>8 percent</td>
</tr>
</tbody>
</table>

Source: MIT-Lemelson Invention Index 2006
Rise of Professional Amateurs and Do-It-Yourself Culture
81 percent of Americans feel they should write a book
More people play musical instruments

% of households who have at least one person who plays a musical instrument

Source: Gallup Poll for International Music Products Association
Instrument manufactures and “Weekend Warriors”

Guitar sales have increased by more than 3 times in the last 10 years
The Importance of Creative Work of One's Own

Source: Institute for Innovation in Social Policy
Discussing Arts and Culture

During the past twelve months, how often have you had a discussion about...

- An art show or work of art: 19% discussing, 51% discussing very/fairly often
- A play or dramatic performance: 26% discussing, 58% discussing very/fairly often
- A musical performance: 45% discussing, 72% discussing very/fairly often
- A book, poem, or story: 52% discussing, 76% discussing very/fairly often
- A movie: 63% discussing, 81% discussing very/fairly often
- Your own creative work: 64% discussing, 90% discussing very/fairly often

Source: Institute for Innovation in Social Policy
Teen Content Creators and Consumers

• Some 57% of online teens create content for the internet. These Content Creators report having done one or more of the following activities:

✓ 33% share their own creations online, such as artwork, photos, stories, or videos.
✓ 32% have created or worked on webpages or blogs for others
✓ 22% keep their own personal webpage.
✓ 19% have created their own online journal or blog.
✓ 19% say they remix content they find online into their own artistic creations.

Source: Pew Internet & American Life Project – Teen Content Creators and Consumers.
## Content creation

"Do you personally create any of these types of content?"

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog or Web journal</td>
<td>33.7</td>
</tr>
<tr>
<td>Music</td>
<td>26.8</td>
</tr>
<tr>
<td>Poetry or fiction</td>
<td>21.8</td>
</tr>
<tr>
<td>Visual arts (e.g. painting, sculpture, weaving)</td>
<td>19.4</td>
</tr>
<tr>
<td>Web site (not a blog or Web journal)</td>
<td>17.0</td>
</tr>
<tr>
<td>Artistic photography</td>
<td>12.9</td>
</tr>
<tr>
<td>Film</td>
<td>7.4</td>
</tr>
<tr>
<td>Theater performance</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Source: Eszter Hargittai, Northwestern University: Web Use Project
Inside the Black (white) Box
The Creative Process
The Explosion of Choice
Intro to the Long Tail

ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody’s more obscure tunes (chart below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.

Sources: Erik Brynjolfsson and Jeffrey Hu, MIT, and Michael Smith, Carnegie Mellon; Barnes & Noble; Netflix; RealNetworks
Between 85-90% of the songs in Rhapsody's overall library are played at least once each month.

Given the opportunity to listen to an unlimited amount of music, we've found that many people take full advantage, and listen to a wider variety of music than conventional wisdom would have you believe. The average active Rhapsody subscriber listens to more than 200 songs a month, more than 100 of which are unique.

Matt Graves of Real's Rhapsody subscription service
Finding new music

Source: Tepper and Hargittai in *Engaging Art*, 2007
Mavens

• 32% consider themselves *mavens* defined as “people who frequently make recommendations to others regarding new music”

• 94% rely on mavens for their own discoveries (80% rely on at least 2 mavens)
Breakdown of Cultural Boundaries
Patterns of Cultural Participation in the U.S.

From Snob to Omnivore – Changing Patterns of Cultural Consumption in the U.S.

An affirmation of Richard Peterson’s thesis
Cultural Graffiti

PODCASTING

FANFIC

MASHUPS

COSPLAY

BLOGGING

USER-GENERATED DESIGN

MOB TAGGING

MACHINIMA

WIKI SPACES

MODDING

LIFE CATCHING
“What I do as an artist is take an ordinary object—say a lamppost— and, by urinating on it, transform it into something that is uniquely my own”
The Curb Center
FOR ART, ENTERPRISE, AND PUBLIC POLICY
at Vanderbilt