

Engaging Art?

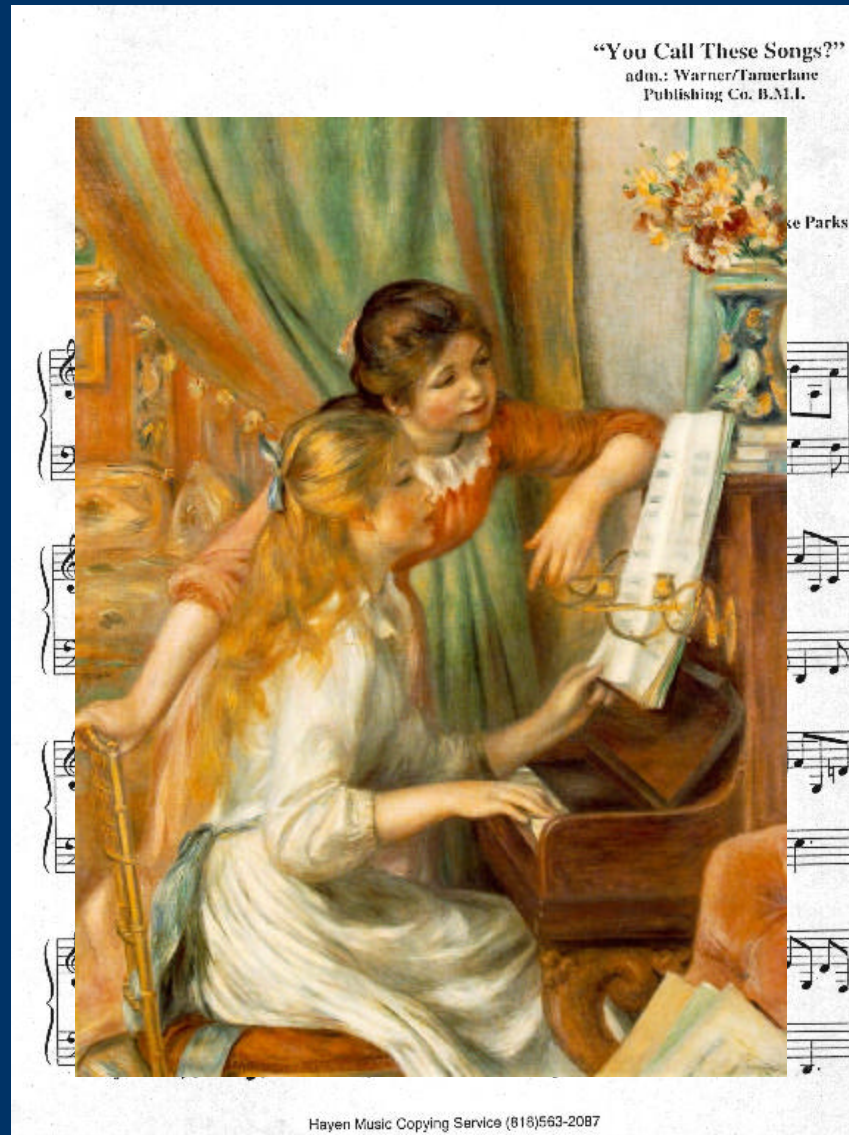
Steven Tepper

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

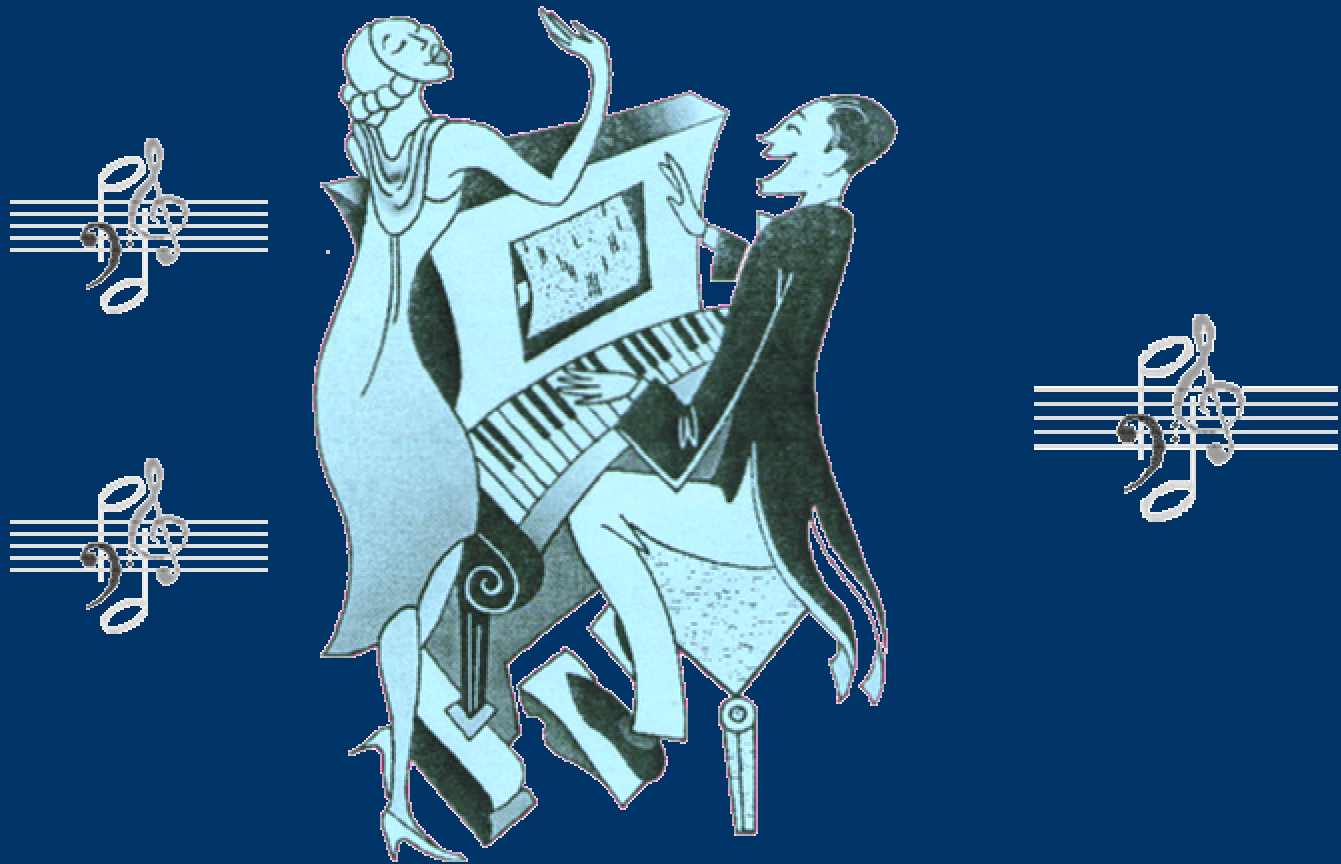


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VIEWIMAGES

The Player Piano



Rise of National Markets



THICK PARTICIPATION

THIN PARTICIPATION

Arts Appreciation



Participation=Attendance



Survey of Public Participation in the Arts



NATIONAL
ENDOWMENT
FOR 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. [With the exception of elementary or high school performances, 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?
2. [With the exception of elementary or high school performances] 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. [With the exception of elementary or high school

performances] 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?

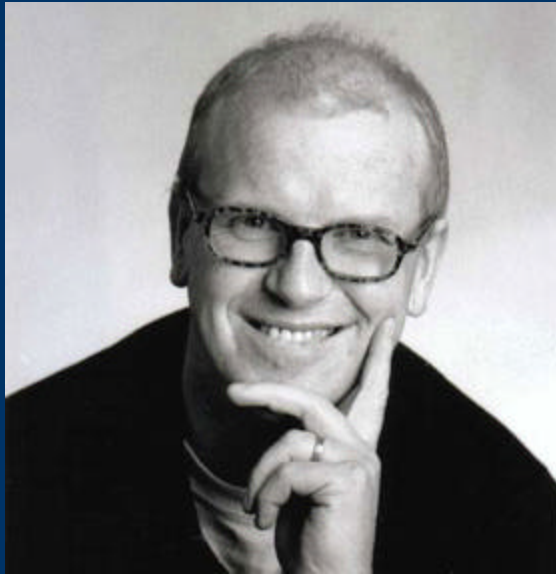
4. [With the exception of elementary or high school performances] Did you go to a live musical stage play or an operetta during the last 12 months? If yes, how many times did you do this during the last 12 months?
5. [With the exception of elementary or high school performances] Did you go to a live 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. [With the exception of elementary or high school performances] 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. [With the exception of elementary or high school performances] 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. [During the last 12 months] Did you visit an art museum or gallery? If yes, how many times did you do this during the last 12 months?
9. [During the last 12 months] Did you visit an art fair or festival, or a craft fair or festival? If yes, how many times did you do this during the last 12 months?
10. [During the last 12 months] Did you visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value? If yes, how many times did you do this 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



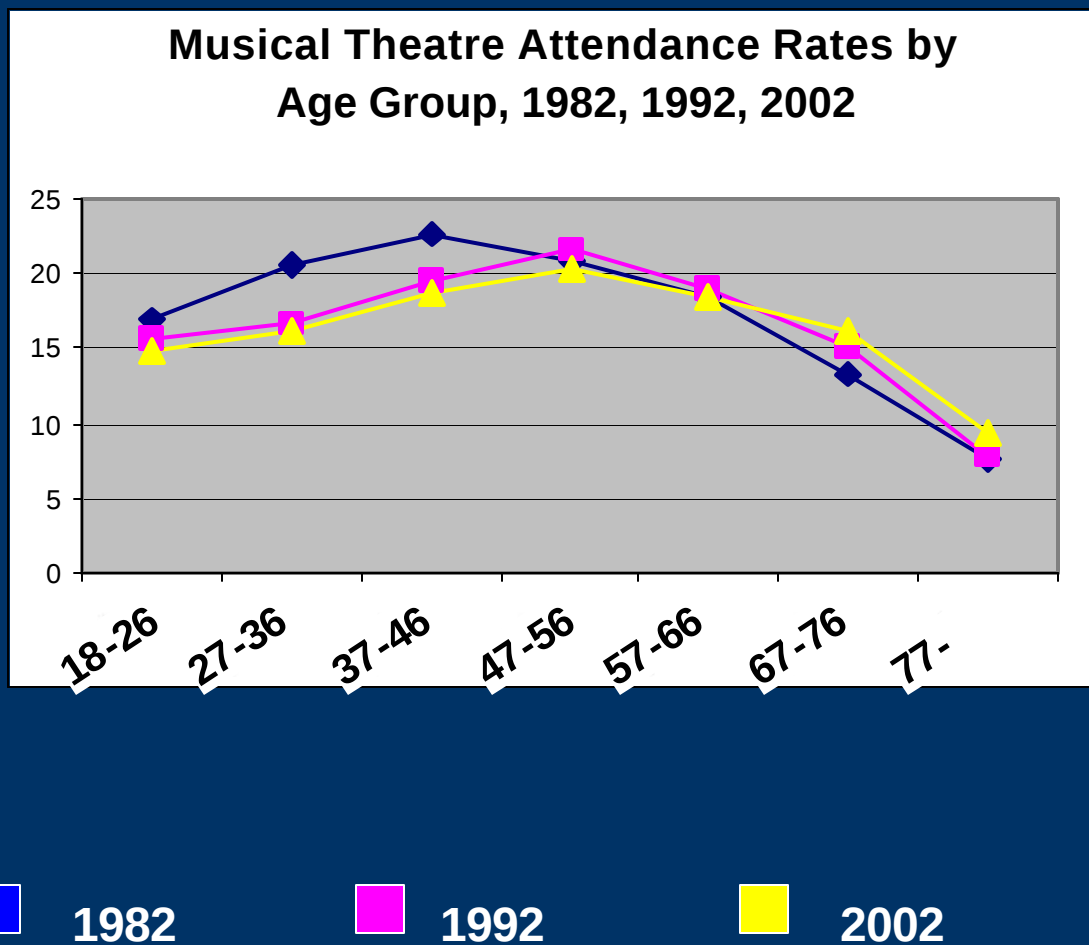


Just the facts ma'am....

Where have all the cultivated audiences gone?

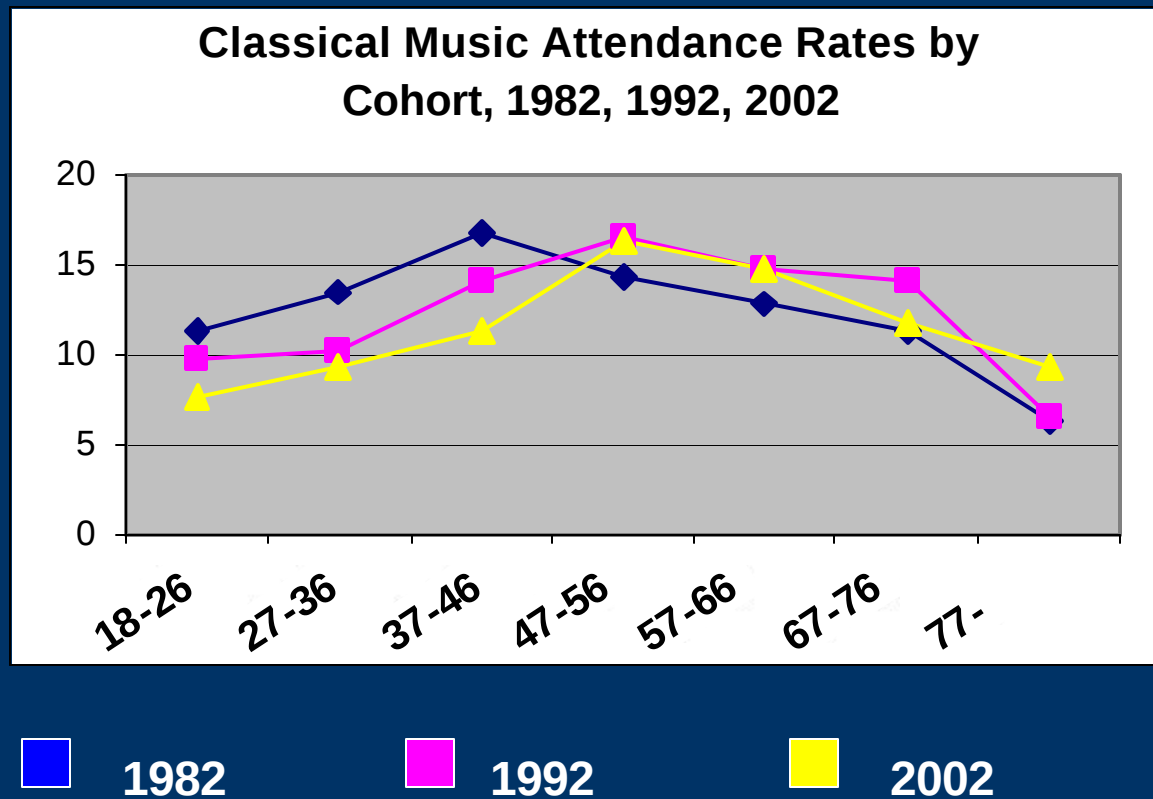


Signs of Decline....



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

Literary Reading by Young Adults

Age Group	Percentage of Group			Rate of Decline
	1982	1992	2002	1982-2002
18-24	59.8	53.3	42.8	-28 %
25-34	62.1	54.6	47.7	-23
All Ages	56.9	54.0	46.7	-18

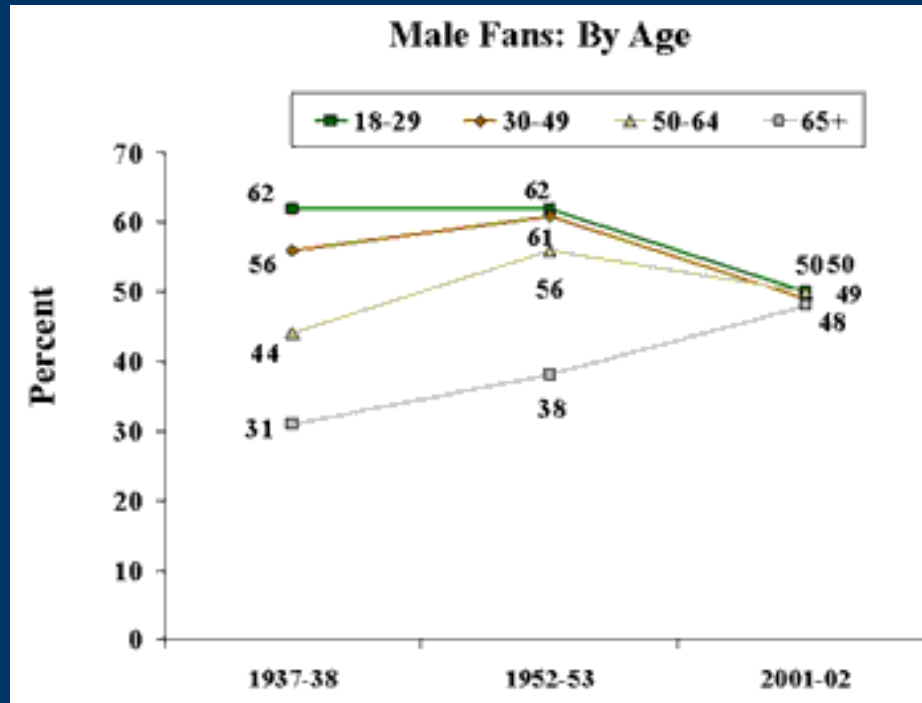
Source: NEA *Reading at Risk* report, 2006

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.”

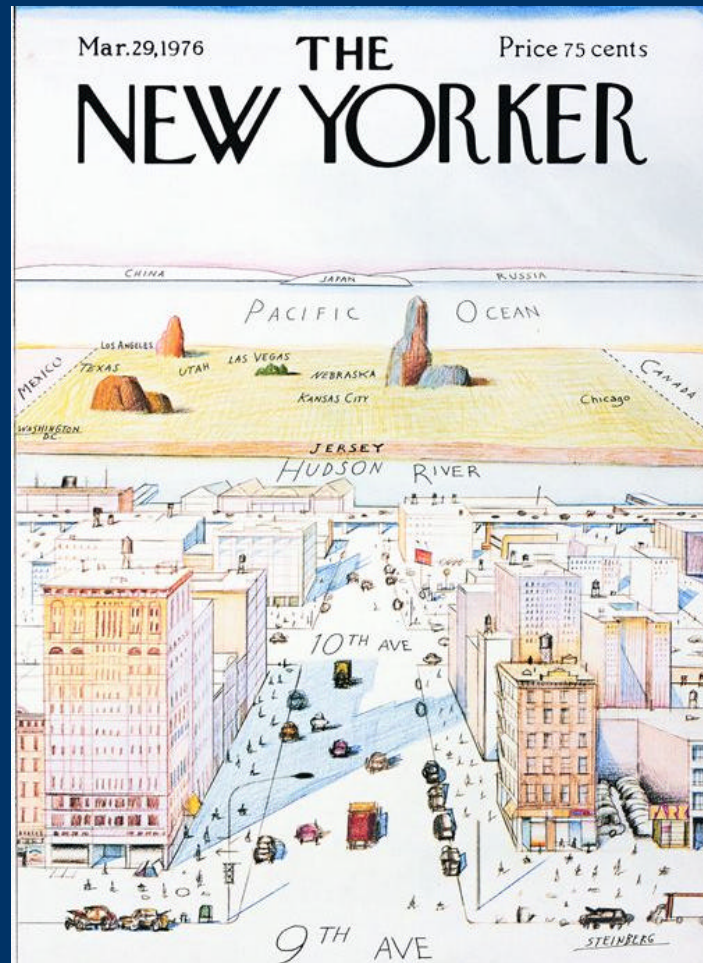
Mark Penn, author of *Microtrends:
The Small Force Behind
Tomorrow’s Big Changes*

Do More Do More Thesis

	Church	Volunteer	Professional Society	Memberships	Voted	Attend Sports	Attend Movie	Camping	Attend Fine Arts	Make Art
Church	1.00									
Volunteer Service	0.15*	1.00								
Professional Society	0.07*	0.23*	1.00							
Memberships	0.30*	0.65*	0.47*	1.00						
Voted 1992	0.18*	0.15*	0.21*	0.27*	1.00					
Attend Sports	0.09*	0.24*	0.20*	0.34*	0.14*	1.00				
Attend Movie	0.056*	0.19*	0.17*	0.22*	0.11*	0.31*	1.00			
Camping	-0.07*	0.12*	0.14*	0.18*	0.09*	0.22*	0.24*	1.00		
Attend Fine Arts	0.07*	0.24*	0.30*	0.32*	0.23*	0.25*	0.33*	0.23*	1.00	
Make Art	0.06*	0.11*	0.10*	0.18*	0.05*	0.09*	0.11*	0.11*	0.15*	1.00

Source: Tepper and Gao in *Engaging Art* (2007)

Stepping back and gaining perspective



Stepping Back: International Comparisons

	U.S.	England	Austria	France	Netherlands
Classical Music	12 %	10 %	10 %	9 %	9 %
Museums	27 %	22 %	29 %	28 %	32 %
Jazz	11 %	2 %	7 %	2 %	4 %
Ballet	4 %	2 %	***	***	5 %

Source: J. Mark Schuster in *Engaging Art* (2007)

Stepping Back: Art and Religion

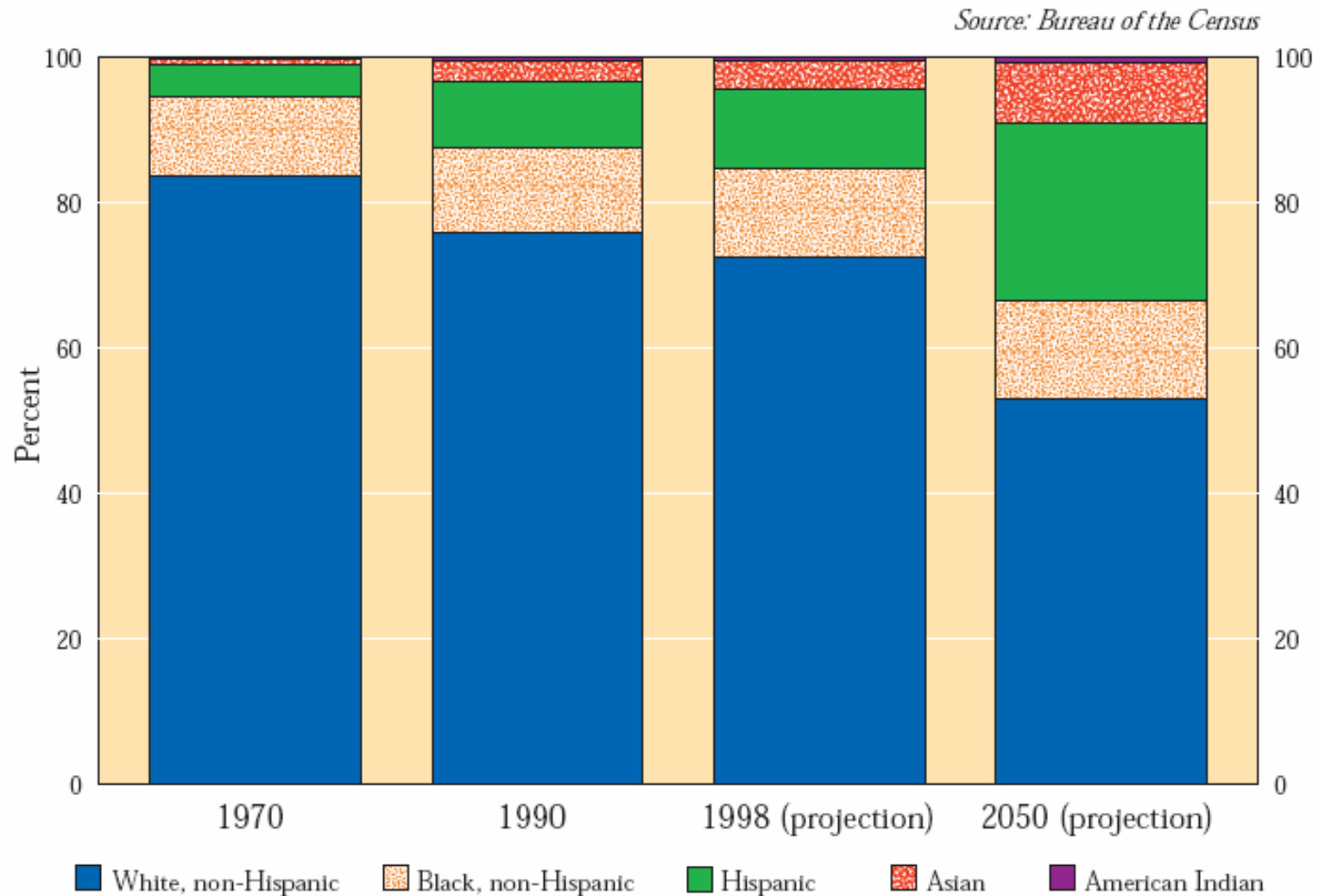
Table 5.1 Arts Activities Sponsored by Congregations (percentage as reported by members)

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

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

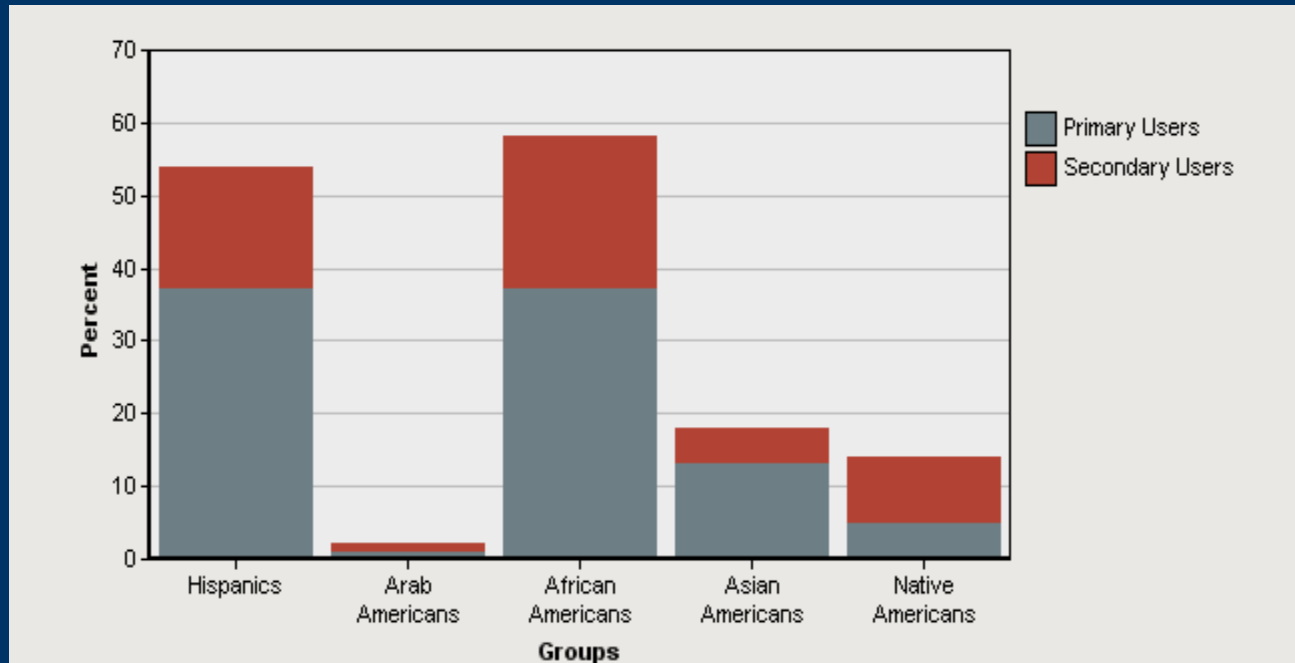
Source: Robert Wuthnow in *Engaging Art* (2007)

Changing Demographics



Ethnic Radio Use by Population Group

Percent who say they are primary or secondary ethnic radio listeners

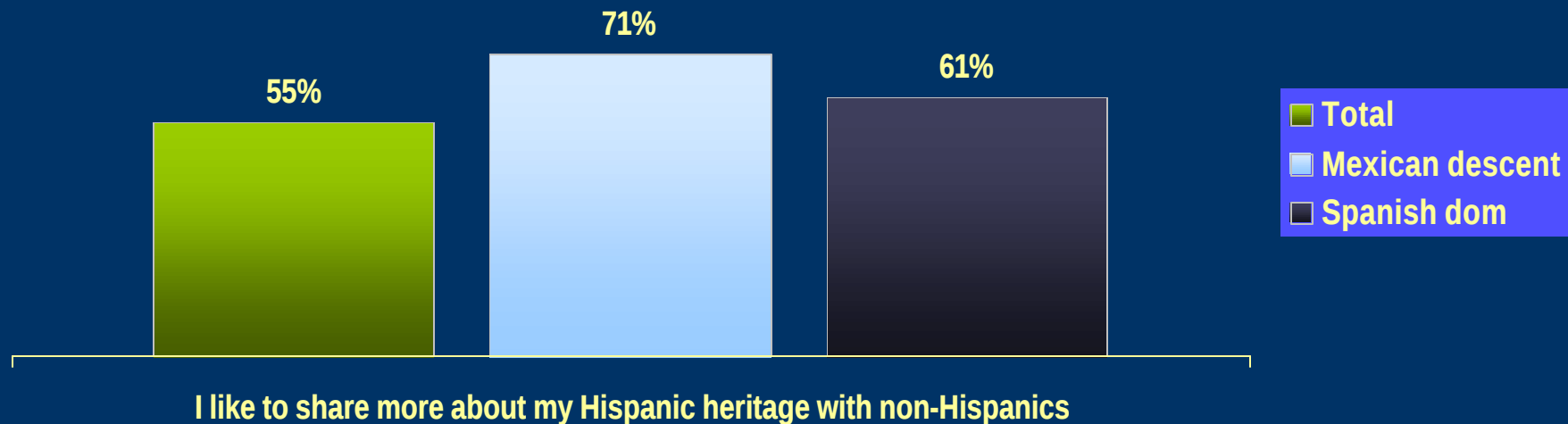


Source: New California Media Poll, The Ethnic Media in America: The Giant Hidden in Plain Sight

Cultural Connection...and Acculturation

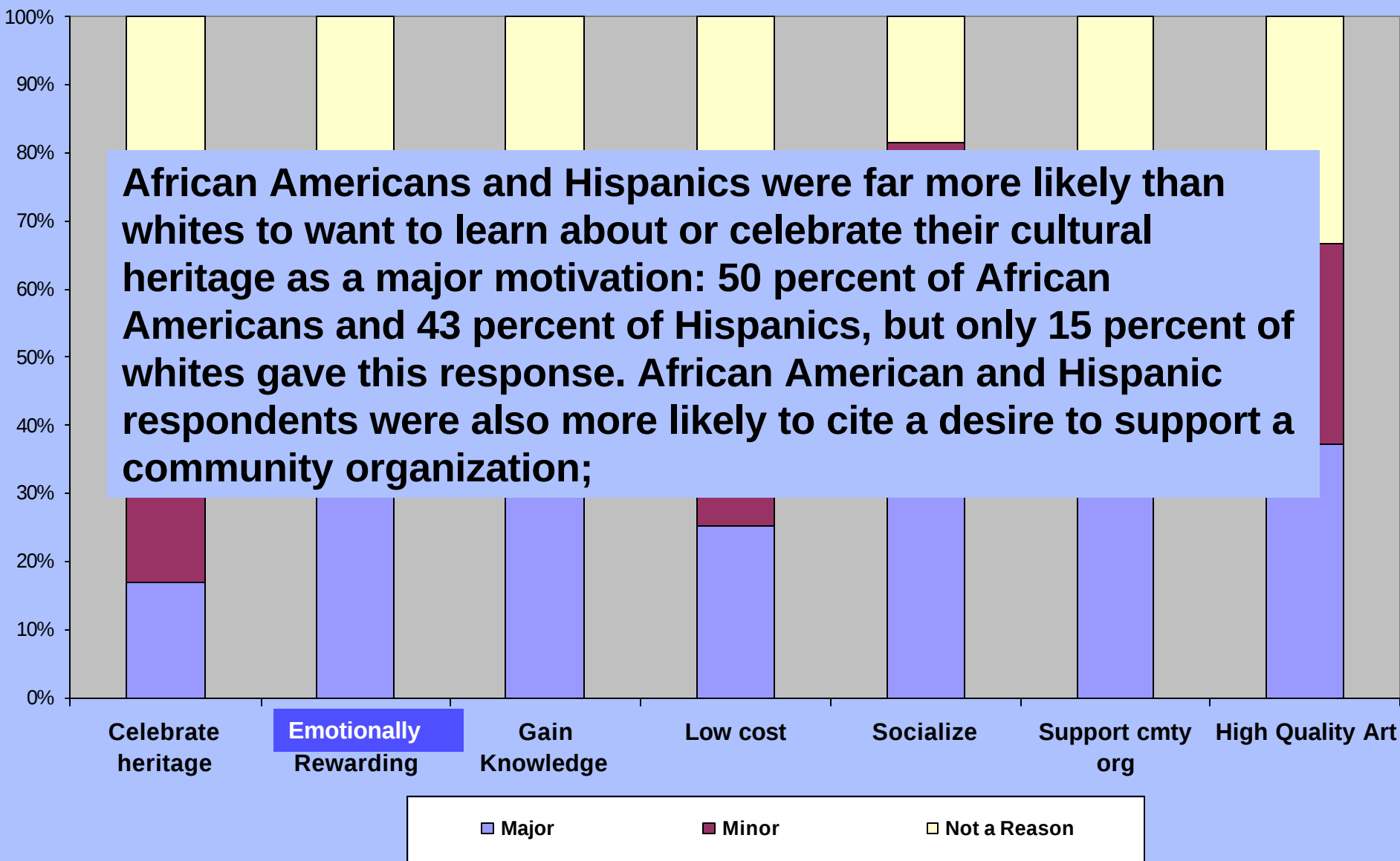
Conexión Cultural/Connected Culture: U.S. Hispanics Media and Technology - Highlights

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

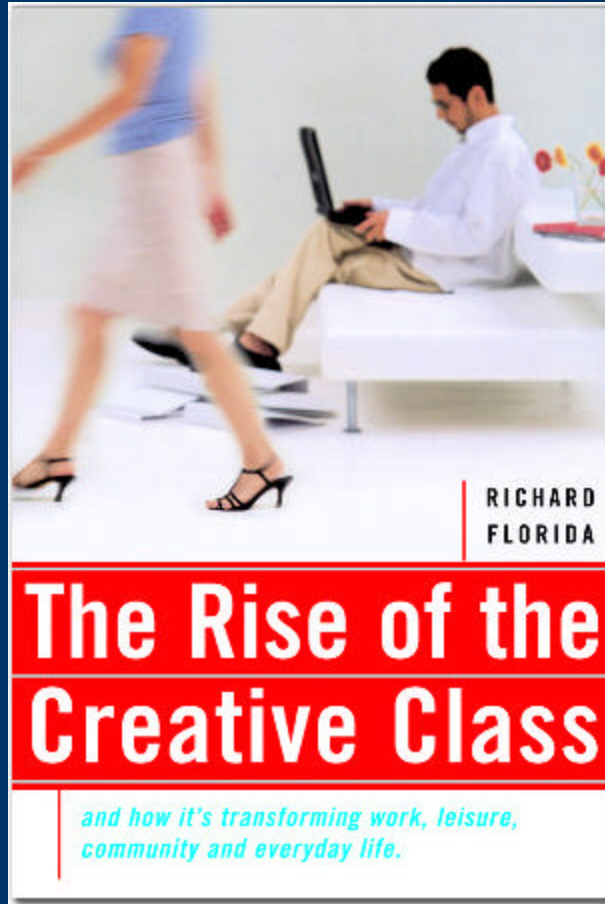
Exhibit 5: Reasons for Attending Most Recent Event



Source: Francie Ostrower in *Engaging Art* (2007)

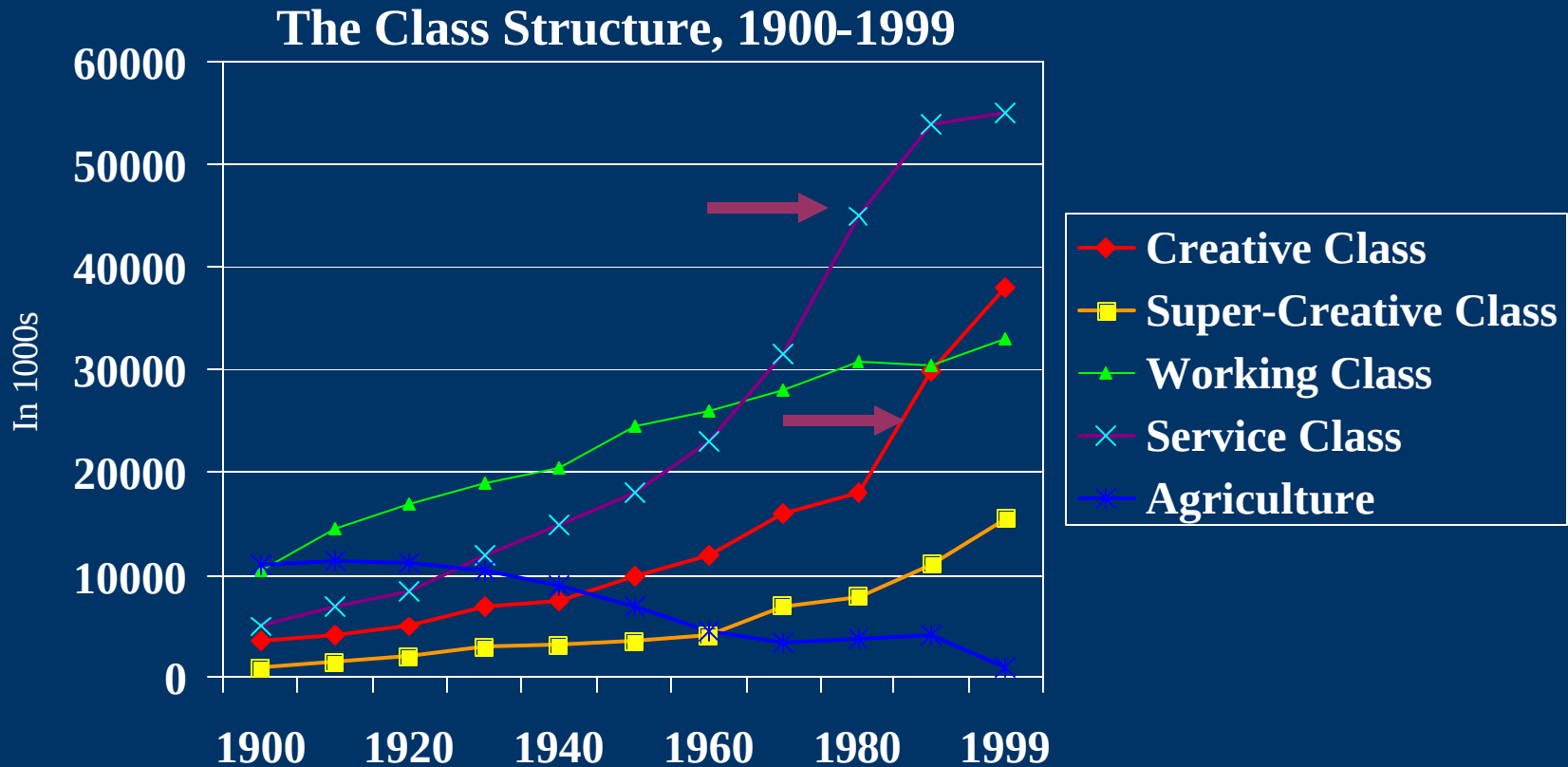
Rise of a Creative Ethos

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.



Urban Growth and Development

Richard Florida argues that The Creative Class Is Growing....

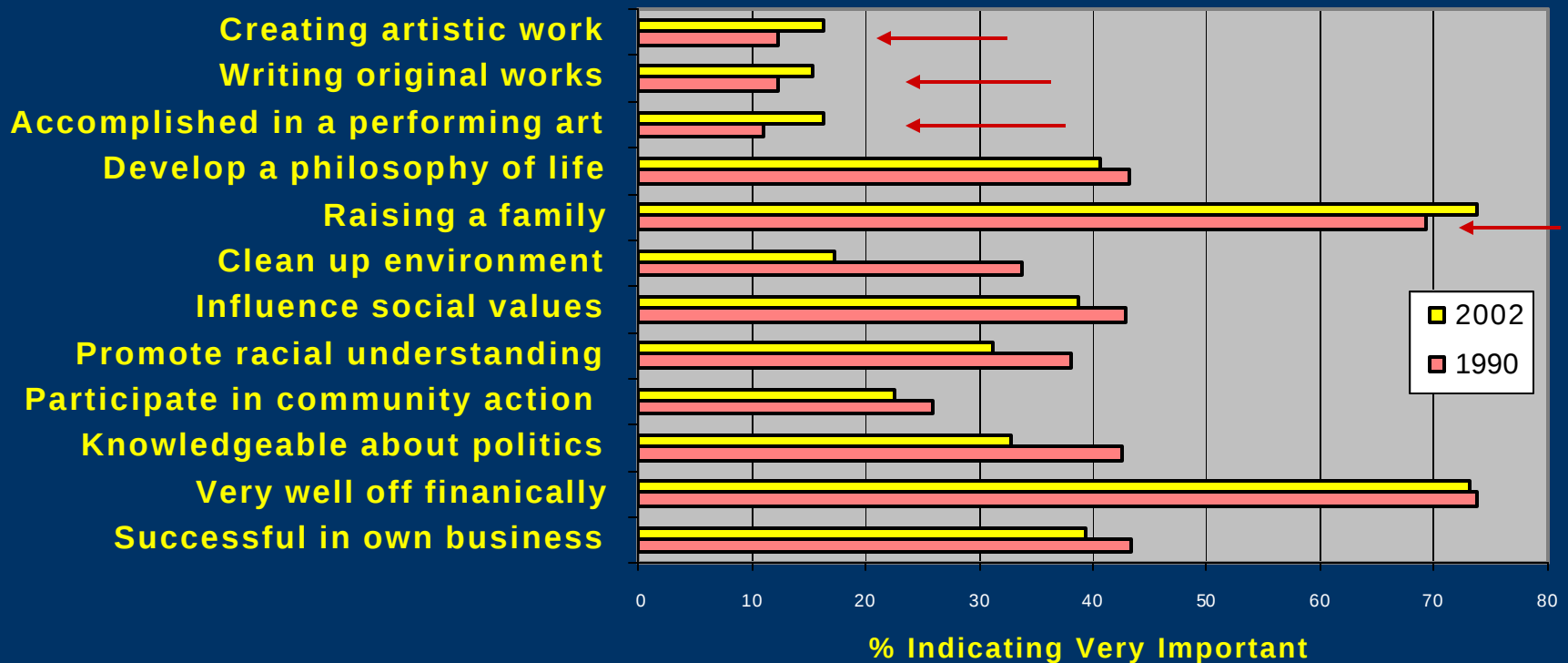


Source: Richard Florida, *The Rise of the Creative Class*, New York: Basic Books, 2002.

The Creative Ethos

Survey of College Freshman – Life Goals

Freshman Aspirations



Source: UCLA Freshman Survey

Creative Ethos

Teens future career interests (top five)	
Medicine	17 percent
The Arts	17 percent
Engineering	14 percent
Science	9 percent
Business	8 percent

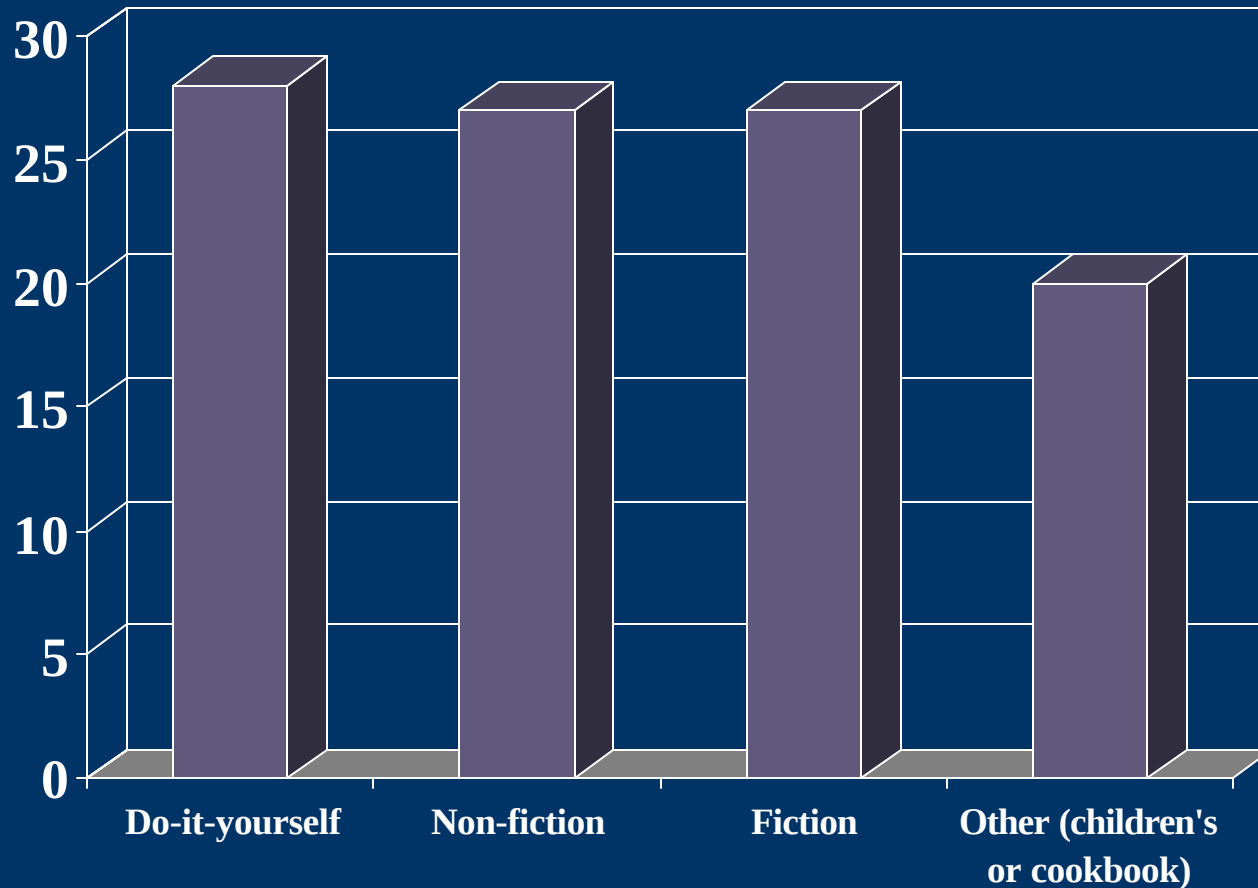
Source: MIT-Lemelson Invention Index 2006

Rise of Professional Amateurs and Do-It-Yourself Culture



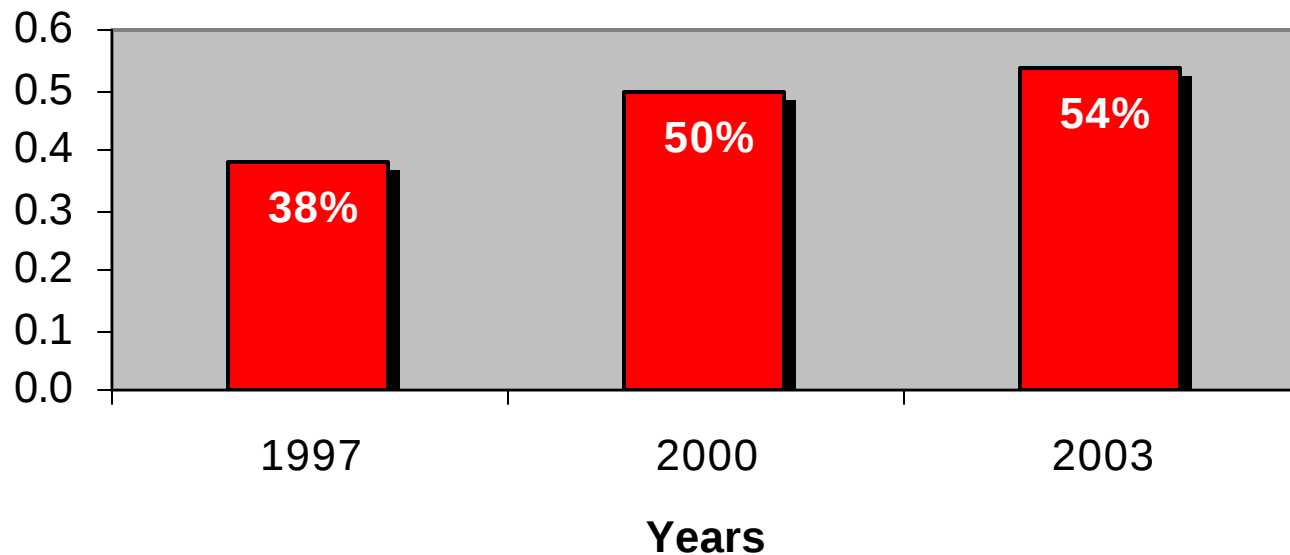
Jenkins Group Survey – Writing Books

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



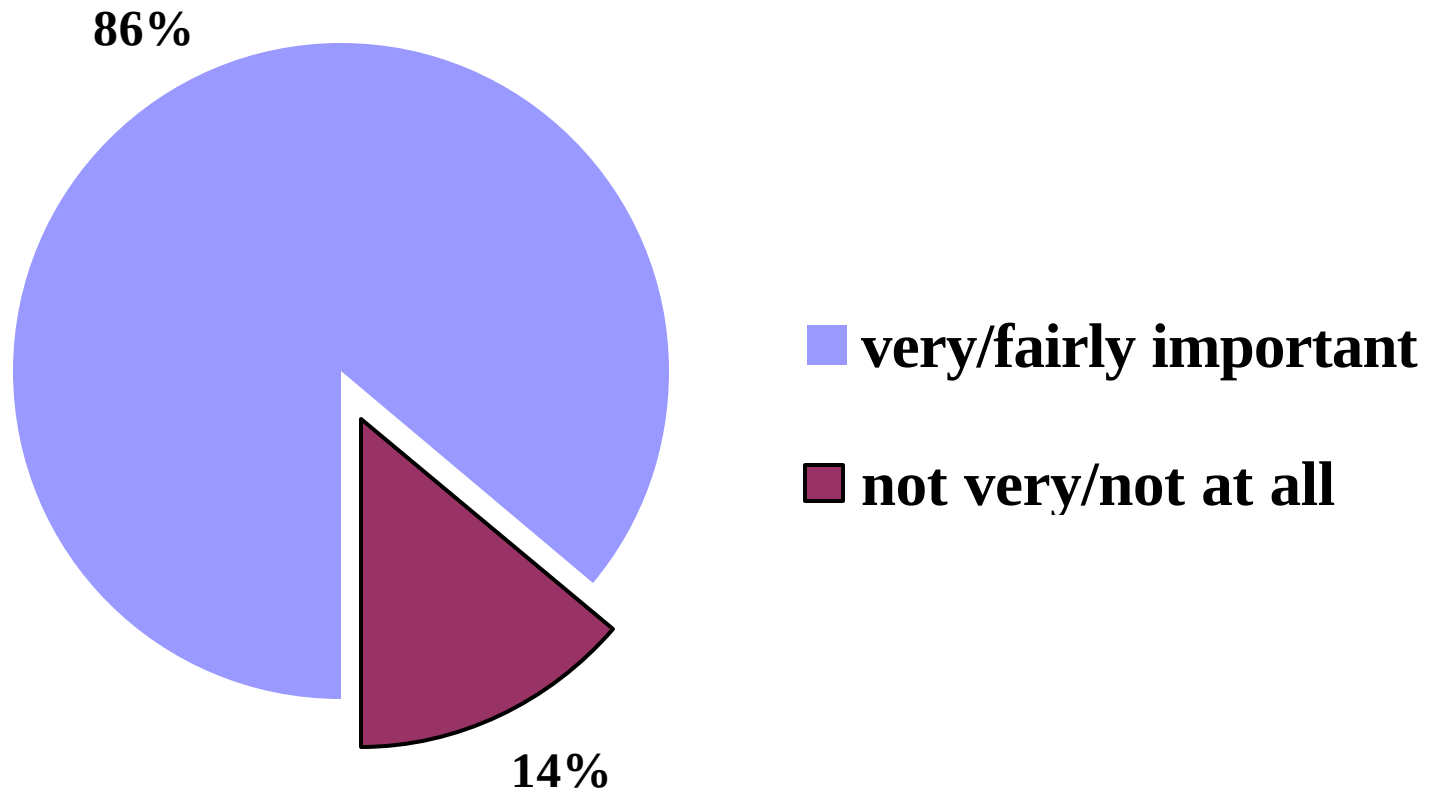
Source: Gallup Poll for International Music Products Association

Instrument manufactures and “Weekend Warriors”



Guitar sales have increased by more than 3 times in the last 10 years

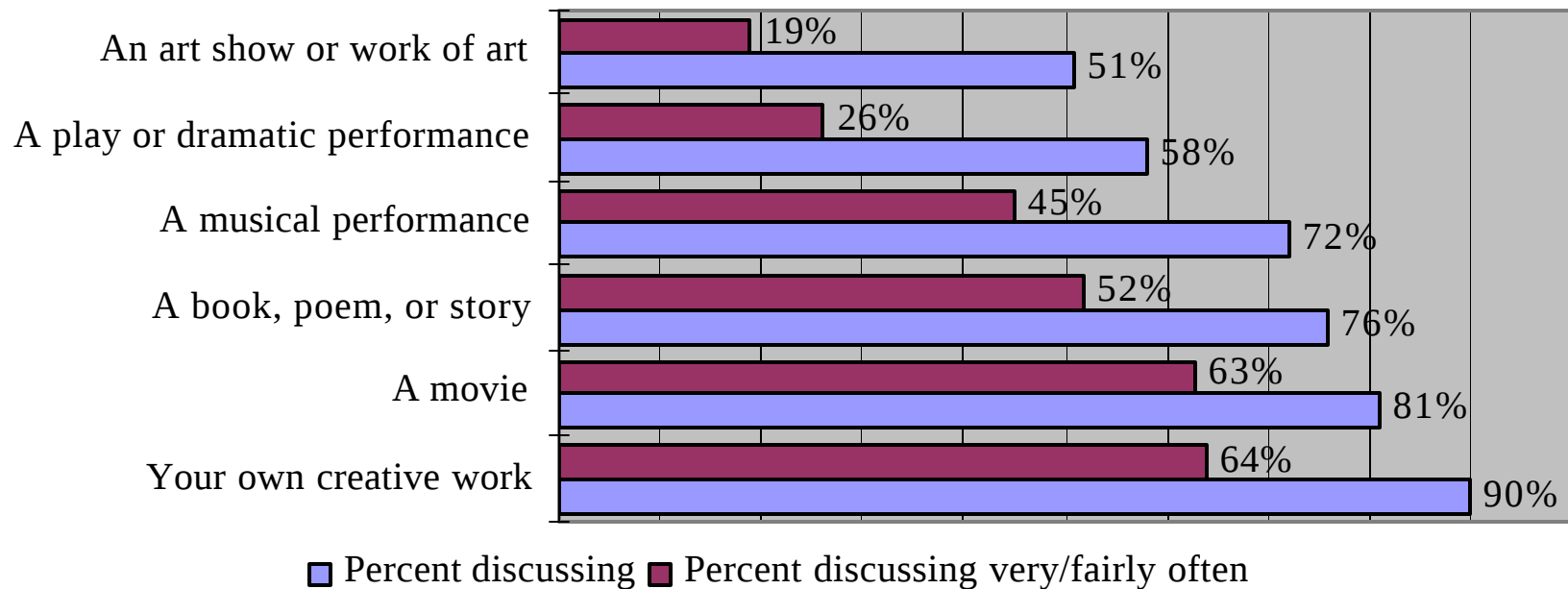
The Importance of Creative Work of One's Own



Source: Institute for Innovation in Social Policy

Discussing Arts and Culture

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



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

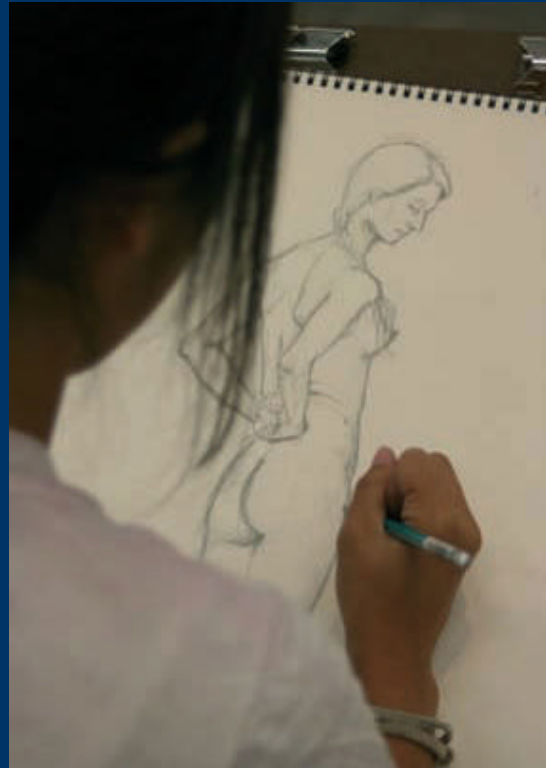
“Do you personally create any of these types of content?”

Blog or Web journal	33.7
Music	26.8
Poetry or fiction	21.8
Visual arts (e.g. painting, sculpture, weaving)	19.4
Web site (not a blog or Web journal)	17.0
Artistic photography	12.9
Film	7.4
Theater performance	4.9

Inside the Black (white) Box



The Creative Process



DO YOU HAVE WHAT IT TAKES TO BE "IN"?

See if you make the cut at open calls.

project RUNWAY
THE THIRD SEASON

OPEN CALL THESE CITIES
LOS ANGELES
MIAMI
CHICAGO
NEW YORK CITY

For more www.fox.com

Check back in the coming days for exact locations and additional entry regions of your own design, along with a picture portfolio. To participate you must be 18 or older, be a resident of the United States, and be at least 18 years of age at the time of the open call. * you must be 21 years of age or older. * you cannot be a candidate for public office and, if chosen to participate, you do not. * neither you nor anyone in your household can be an employee of FOX. In addition, eligibility requirements may be imposed and if imposed, they will be posted on the FOX website.



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 (charted 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.



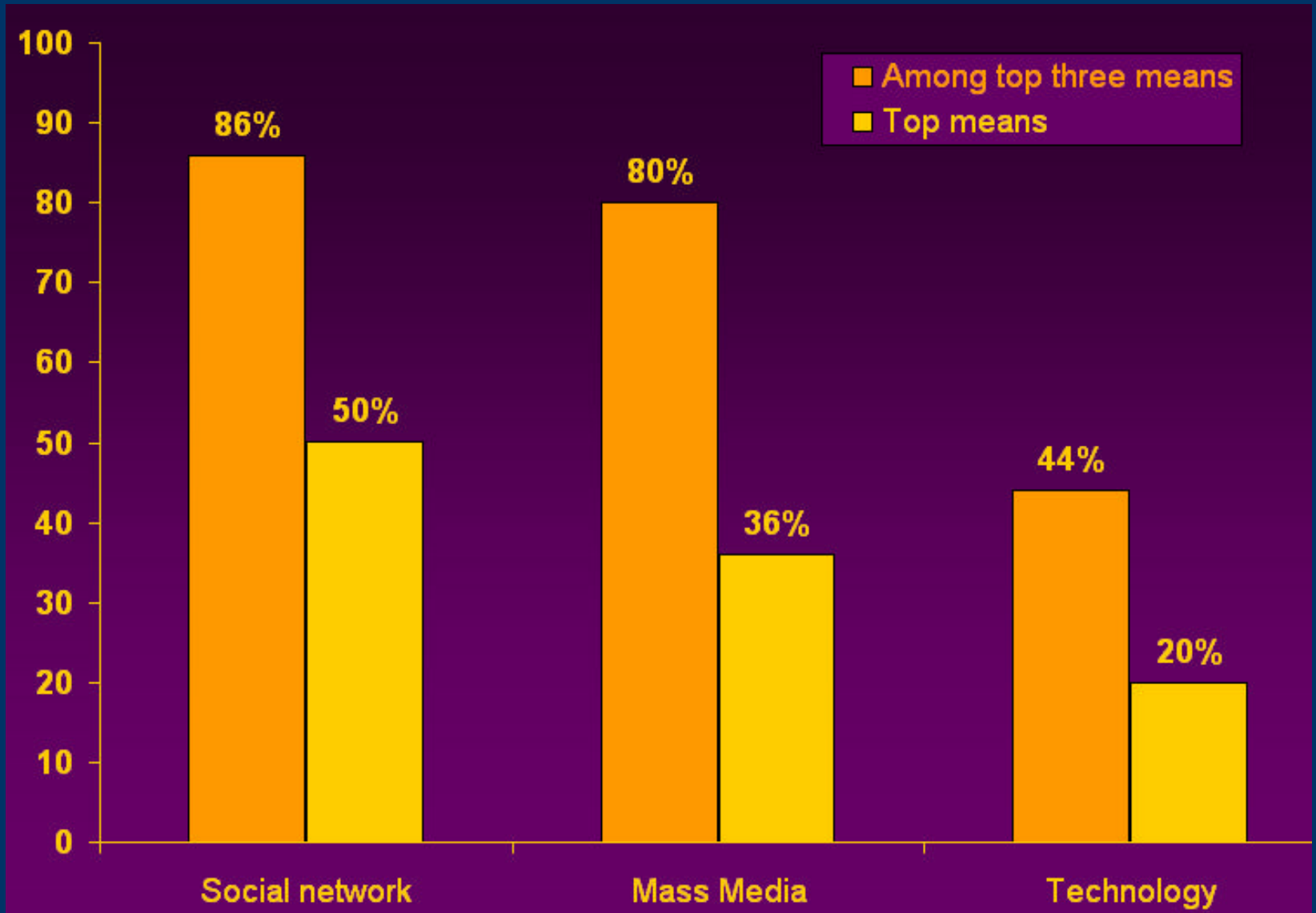
Rhapsody example

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

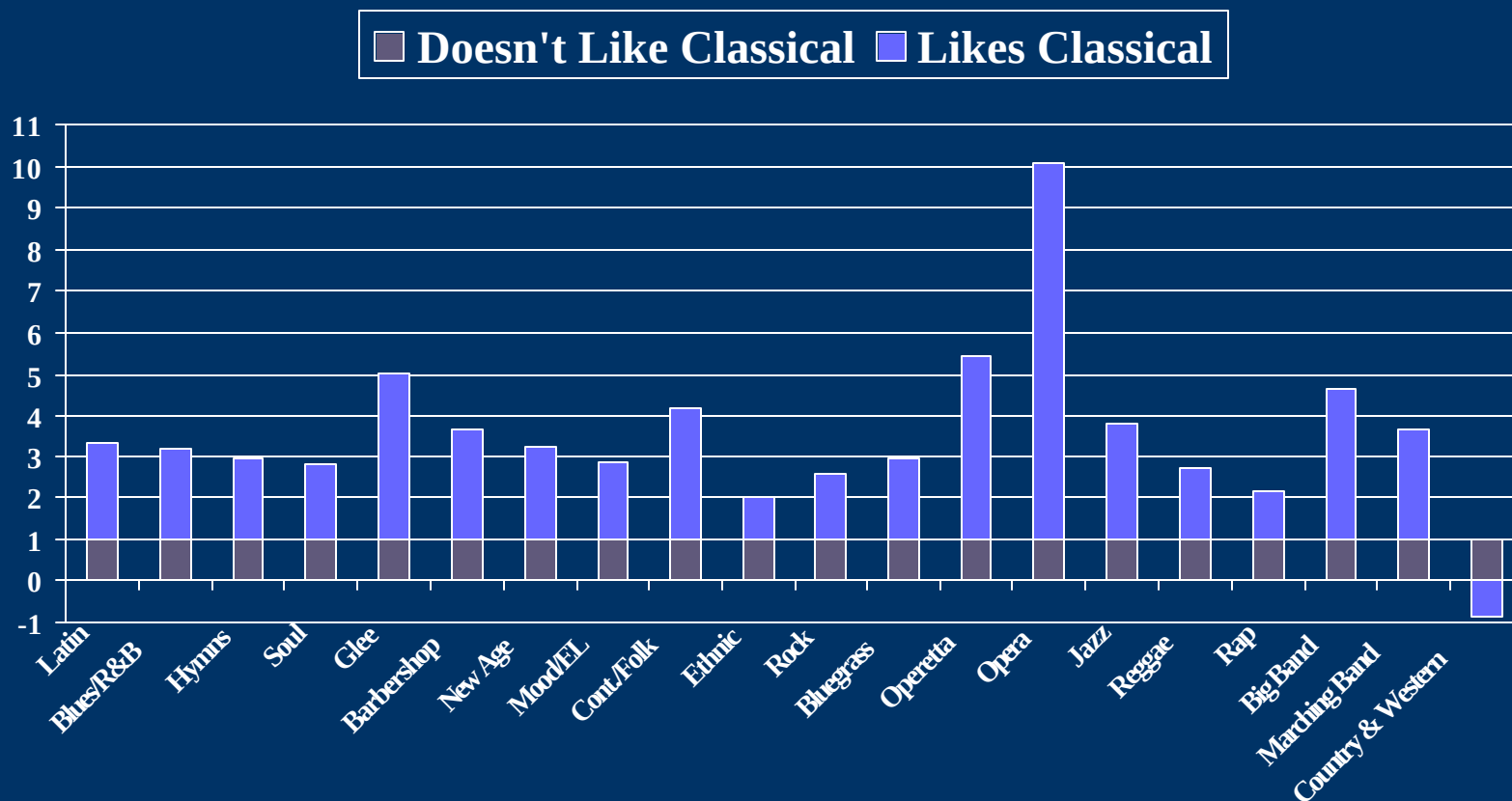
- 32% consider themselves *mavens* defined as “people who frequently make recommendations to others regarding new music”
- 94% rely on mavens for their own discoveries (80% rely on at least 2 mavens)

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

MOB TAGGING

FANFIC

MACHINIMA

MASHUPS

WIKI
SPACES

COSPLAY

MODDING

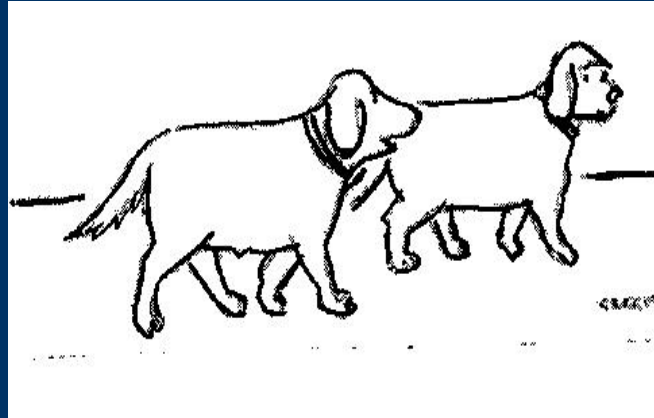
BLOGGING

LIFE CATCHING



USER-GENERATED
DESIGN

The Avant-Dog



“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