



UNESCO  
INSTITUTE  
*for*  
STATISTICS



## **2<sup>nd</sup> Expert Group Meeting on the Statistical Measurement of the Diversity of Cultural Expressions**

**Report of the meeting held in Barcelona  
1-3 December 2008**

## **INTRODUCTION**

This document presents a summary of the discussions and conclusions of the 2<sup>nd</sup> Expert Group Meeting on the Statistical Measurement of the Diversity of Cultural Expressions, which took place in Barcelona hosted and financed by the Government of Catalunya between the 1<sup>st</sup> and 3<sup>rd</sup> of December, 2008.

The objectives of the meeting, which were designed to build upon the work of the group since their 1<sup>st</sup> meeting in Montreal in September, 2007, were the following:

- (i) To review the progress of work to date
- (ii) To study the applicability of the model designed by Andrew Stirling in identifying best practices;
- (iii) To share research and practices applied in the measurement of the diversity of cultural expressions;
- (iv) To examine and identify the role of the expert group and formulate a working agenda

The group comprised eleven experts experienced in the field of cultural diversity. UNESCO was represented by a member of the Secretariat and two members of the UNESCO Institute for Statistics (UIS) who chaired the working sessions in Barcelona.

### **1. Summary of the Meeting**

The first day of the meeting was opened with a welcome address by the Director of the History Museum of Catalonia and Mr. José Pessoa of the UNESCO Institute for Statistics (UIS).

During the first session, a short summary of the first Expert Group meeting that was held in Montreal in 2007 was presented. The agenda of the Barcelona meeting was built upon five research areas which resulted from the discussions that occurred during the first meeting. Guiomar Alonso Cano from the Culture sector in Paris provided to the participants an update of current the work undertaken by the UNESCO and the Committee of the Convention. She brought up that the notion of vulnerability of cultural expressions becomes a major concern for the Convention committee. These presentations generated exchanges and participants raised the need for clarifications on the tasks and expectations of the expert group.

The second session started with a presentation by Andrew Stirling on his model of diversity, which opened up discussion on the first research proposal of *building a test model to measure the diversity of cultural expressions*. The presentation was followed by discussions on the characteristics of the Stirling model to evaluate its pertinence to become the test model.

The day continued with the third afternoon session, centred around the presentation by Lydia Deloumeaux on the UIS cinema survey. The group agreed that cinema data could be used to apply Stirling's model.

The fourth and last section of the day focused on a second research proposal by Joëlle Farchy and Heritiana Ranaivoson *to study diversity in the television sector (the public vs. private channels) for the UK and France*, which would lead to understanding the diversity of audio-visual program in an international perspective.

The second day started with a review by Jim McKenzie of the work done in the first day of the meeting. It was a further occasion for the experts to express their ideas concerning the Stirling model, correlating their observations with methodologies applied in previous research.

The second session of the day began with presentation by Dominique Jutras on Quebec's Observatory culture and media indicators and focused on a third research proposal, *measuring domestic goods and services in local markets - implications for policy making* and on how data should be collected as inspired by Quebec's bottom-up approach in constructing the cultural indicators.

During the third session in the afternoon, Manel Verdú presented a Catalan approach in taking social diversity as an independent variable for statistical data, which suggested the fourth research topic *on relating the social or internal diversity with cultural diversity*, underlining the importance of the so called "gate-keepers" of public policy in relation to the implementation of the Convention. The fourth and last session of the day ended with a presentation by the director of FUNDACC on the results of the Barometer of Communication and Culture in Catalonia, demonstrating how data on cultural diversity was collected in the region.

The 3rd day started with discussions on the enabling environment for diversity and on the fifth research proposal of *outlining a quantitative and qualitative framework - with definitions of basic concepts and variables - for measuring the diversity of cultural expressions*. José Pessoa presented the UNESCO-UIS work on the revised framework of cultural statistics that was thoroughly discussed in the context of measuring the diversity of cultural expressions. By the end of this last day, the expert group came up with the initial idea of a matrix (to be further elaborated) that would form the basis for developing indicators for measuring the diversity of cultural expressions,.

## **2. Main Points of Discussion:**

### **2.1. Research and knowledge creation in the field**

The meeting raised questions concerning the mission of the group of experts, the contribution of their work to link research with policy by providing assistance to governments of different countries to build up policies with regard to the articles related to statistics of the Convention.

The observations can be summarized as follows:

- a) The need to measure the diversity of cultural expressions:

- To support implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions;
  - To underline the global dynamics of diversity;
  - To provide evidence for policy development and evaluation;
  - To measure the status of cultural expressions that require specific policies;
- b) The conclusions reached during the meeting in Montreal generated discussions on the following aspects:
- There is a sense of loss of diversity but there is no clear evidence of what is happening with diversity at global level, hence the need of research in this field and provide data to build evidence based policy;
  - Given that available information on current situation is limited, the role of the group to review the existing data is strengthened.

## **2. 2. The Role of the expert group and data collection methodologies**

In the light of the above observations, key potential roles of the expert group were outlined as follows:

- To help supporting the objectives of the Convention in term of data reporting on policies and measures taken by the parties in protecting and promoting the diversity of cultural expressions;
- To establish a framework for measuring the diversity of cultural expressions;
- To identify appropriate areas of research and define boundaries on what needs to be measured;
- To establish a working agenda and time-table.

Regarding the working methodologies, some experts suggested that:

- The group should first identify which are the current statistics available. It was the objective of the Preliminary Inventory of Data Sources and Indicators on Measuring the Diversity of Cultural Expressions which was commissioned by UIS;
- It should then evaluate if they are the right ones;
- A reliable framework which is looking at enabling environment conditions for the protection and promotion of the diversity of cultural expressions should be studied;

On this proposal, the participants made the following observations:

- A narrower scope of research should be established, representative fields for diversity should be chosen; in this respect the two research areas suggested were: diversity of audio-visual program in international perspective and book publishing and translations.
- It was suggested that the group should try to look at the issues in different countries without necessarily comparing them;

- Generate knowledge by making the studies public, determine countries to provide data and influence other cultural data collection processes.

### **2.3. The Stirling model – a possible methodology to measure diversity of cultural expressions**

The presentation by Andrew Stirling on its model as a possible measurement tool of measuring the diversity of cultural expressions opened a debate on its relevance.

- The model was considered a sophisticated tool for measurement, which relies on distance structure rather than on taxonomy. The concept of *disparity* was debated highlighting the difficulty to apply it to some cultural expressions;
- The proposed framework was considered as static therefore some concerns were raised on how this model could measure trends in diversity;
- During the data collecting process, the links between the different parameters used and the framework established might engender confusion on the scope of the research;
- The model takes the world as a unit of analysis which might have some limitations by applying it in individual countries and regions.
- Several experts considered Stirling's model robust and clear. Therefore it was agreed that one segment of research for the group could be chosen to test how the model works;

### **2.4. Methodology on measuring diversity of cultural expressions and areas of work**

Much discussion occurred on how diversity should be measured according to the considerations above:

- Experts pointed out that there are two different levels on which diversity could be measured: the level of goods/services and the level of production; there is a need to examine the dynamics generated between different levels of diversity, instead of making a fixed snapshot of one level;
- The segment in which to carry out research in order to obtain relevant data should be the cultural market where goods are designed for public use; the research should be more product oriented and should analyze how cultural capital in different countries is defined;
- It was also suggested that the group should strive to find a viable method to identify the causes that generate the loss of diversity;
- Some debates occurred around social diversity in term of production or consumption which is looking at equality of access. It was pointed that this needs to be closely aligned with public policy.
- Final observations concerning the steps to launch a research project were made: at first, ideas should circulate among members of the expert group; following this, projects focusing on specific areas of research could be pinned down and the necessary financial resources to sustain them ascertained.

### **3. Indicators Matrix Framework: a first step towards the Measurement the Diversity of Cultural Expressions**

An important outcome of the meeting was the outline for a matrix for identifying policy priorities and indicators for measuring the diversity of cultural expressions. The participants debated extensively the advantages and disadvantages of this approach:

- Should the components of the matrix be considered as indicators for cultural diversity?
- Variables overlap each other and this is why it is difficult to define clear boundaries;
- The purpose of the matrix should not be a universal framework with fixed variables;
- The problem of choosing indicators is also increased by the gap between the implicit goals and extrinsic and intrinsic logic;
- In order to obtain a clear image of the diversity of cultural expressions, there should be a visibility of cultural diversity and to empower people to acknowledge this diversity.

### **4. CONCLUSIONS**

- Summary report will be produced for the group
- Presentation materials will be produced
- Commissioned paper "A Preliminary Inventory of Data Sources and Indicators on Measuring the Diversity of Cultural Expressions" was not completed in time for the meeting. A draft version will be circulated to the expert group for their comments. A final report is expected at the end of February 2009.
- The UIS will commission a study to test the Stirling Model methodology using Cinema Data. If feasible, a 2<sup>nd</sup> study using other data (books or TV) would also be commissioned.
- An *Indicators Matrix* will be proposed as a starting point for identifying the key policy areas and potential indicators as a first step towards measuring the diversity of cultural expressions
- The issue of "vulnerability" was an interesting one and more information on this perspective was needed
- A qualitative study focusing on non-commoditized activities such as festivals maybe launched by a member of the group. It would serve this group but as well the work on measuring intangible heritage related to FCS.
- Although a 3<sup>rd</sup> meeting of the group is desirable, it was unclear if this could take place in 2009 due to budgetary constraints as well as the progress of work.
- The membership of the group will be examined in order to ensure a more "global" perspective
- It was agreed that the Secretariat of the Convention would need to give the group more direction in order to help guide its future work.



## Proposed Indicators Matrix

Domain	Perspectives <sup>1</sup>		Description (quantitative & qualitative / formal & informal) <sup>2</sup>					Explanation (quantitative & qualitative)	
		<i>(optional)</i>	Creation	Production	Distribution	Consumption	Participation		
Name of the Domain	Perspective 1	-							
	Perspective 2	Perspective 3							
	Perspective 3	-							
	...	...							
Books (Writing & Publishing)	Title	-	How many books are written?	How many books are published? Proportion of books published written by women?	Which origin for the books available in bookstores?	How many books are sold?	How many women are reading?		
		Gender		How many books by local people?		Which genres are published? In which proportions?			Which genres are sold? In which proportions?
		Nationality / Origin		How many women are writing?					
	Genre	-	Which languages are used to write?	Which languages are published?	Which languages are made available?	Which languages are consumed?	Which languages are spoken or read?		
Gender	-								
Language	-								
Cinema, films									
Performing arts									
Television									
Music, recording									
Heritage									



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<sup>1</sup>Perspectives are different ways to look at diversity of cultural expressions. While perspectives are virtually infinite, a statistical approach should focus on a few of them, depending on the economic and social context as well as on the characteristics of the cultural sectors.

There are two categories of perspectives: the first one is linked to the characteristics of the content (*e.g.* the title, the genre); the second one is linked to the diversity of people, either the creators or the consumers. The second one includes issues linked to gender, nationality/origin, language, social class.

Perspectives can be considered alone but can also be considered in conjunction one with another.

<sup>2</sup>The description provides some of the key questions concerning the diversity of cultural expressions?

While it is segmented in 5 columns (corresponding to different phases of production different practices), for every column, it would be worth looking at three aspects of diversity: variety (the sheer number), balance (between different categories) and disparity (the extent of the difference between categories).