

CES-MATISSE CNRS –
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Measuring cultural diversity: a review of existing definitions

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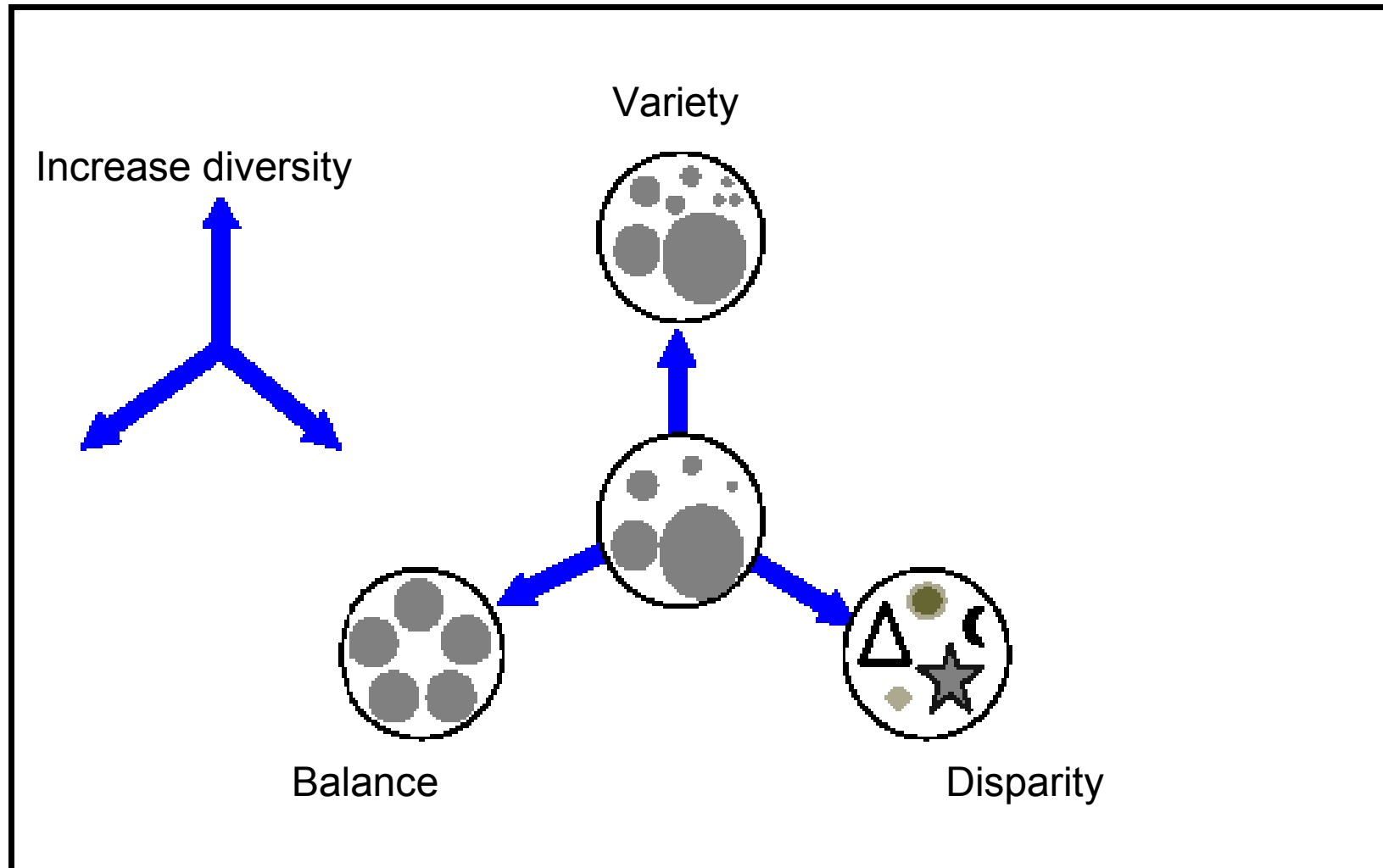
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Introduction

- Many so-called policies in favour of cultural diversity, many uses of the term by different kinds of people (journalists, researchers, managers, politicians, etc.)
- Though universal, the term has become ill-defined
=> A need to unify these views.
Moreover, the issue of measurement.
- Need to find an equilibrium between a general characterization of cultural diversity and the necessity to precise this notion

1.1. Variety, balance and disparity (Stirling, 1998 ; Moreau and Peltier, 2004).



Source : Stirling, 1998, p.41

1.2. Supplied diversity / Consumed diversity (Van der Wurff and Van Cuilenburg, 2001)

- Supplied diversity : what kind of diversity is proposed by the producers? Which level is reached? Are these producers diverse? Etc.
- Consumed diversity: **considering** supplied diversity (and the tastes of the ‘consumers’), how diverse is ‘consumption’?

1.3. Product diversity / Producer diversity / Consumer diversity

| | |
|----------|-----------------------------------------------|
| Product | Song : - Lyrics - Music |
| | Grouping of songs (Album / Single / CD, etc.) |
| Producer | Artist (composer / author / interpret, etc.) |
| | Producer |
| | Distributor |
| | Selling point |
| | Broadcaster |
| Producer | Individual |
| | Grouping of individuals (ethnic/gender/etc.) |

1.4. The issue of variables to apply the three-dimensional definition

- Cultural diversity: the variety, balance and disparity of products in the way they are made available and then consumed; of producers according to their potential market power and the way this power is expressed; and of the consumer as far as his tastes and different identities are concerned.
- This definition is more precise but still too general. However it can be applied through variables: 1st asset.
- Variables are selected and assessed, depending on:
 - The product considered (for international comparisons)
 - The country considered (for intersectorial comparisons)

2. A definition that can be used as a
frame...

2.1. ... to reconsider previous
theoretical and empirical approaches
of diversity

2.2. ...to ask relevant questions in
terms of cultural diversity

2.1. This definition can be used to reformulate previous research on diversity

- This is true first for theoretical models, from the spatial model (Hotelling, 1929) to the superstar phenomenon (Rosen, 1981; Adler, 1985).
- In empirical research, it can be applied:
 - for a case study of a cultural sector in one country (Benhamou and Peltier, 2007)
 - for an international comparison for one cultural sector (Moreau and Peltier, 2004)
 - for a statistical analysis: to understand what influences cultural diversity (e.g. like Van der Wurff, 2005) and how dimensions of cultural diversity may interact
 - In an intersectorial comparison?

2.2. The three-dimensional definition of cultural diversity can be used in order to investigate older issues

- Duplication: when an increase in supplied variety of variable x implies a reducing of balance of variable y with no effect on disparity of y . (e.g. x = title; y = origin)
- Superstar : when an increase in consumed variety of variable x implies a reducing of balance of variable y with no effect on disparity of y . (e.g. x = sales; y = artist)

2.2. The three-dimensional definition of cultural diversity can be used in order to investigate older issues (2)

- Representation of minorities: Does supplied diversity of products/producers correspond to consumer diversity?
- More generally, how can cultural diversity be promoted and preserved?

There is a trade-off: cultural diversity can be costly one has to make a choice because there is no necessary harmony between the components of cultural diversity

Conclusion: a proposal of some indicators to assess cultural diversity

- Very simple ones are needed linked to supplied variety of products: the number of different available and new products (cultural goods and services).
- This should be compared to consumed variety of products: sales, attendance, etc.

This is of course not enough.

- ‘Origin’ appears as a very important variable but beyond the mere defence of local production. Data on supplied and consumed products should be enough precise to allow the taking into account of balance and disparity.
- Producers should also be considered: Variety (how many?), Balance (in terms of market power/market shares), Disparity (how different are the existing firms?)

Thank you for your attention.

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