

People, the pandemic and the rise of digital engagement

Adam Koszary, Head of Digital
25/01/22, UK Science Festival
Network conference

CENTRE FOR
CULTURAL VALUE

Creative Industries
Policy & Evidence Centre
Led by **nesta**

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UKRI Arts and
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Research Council

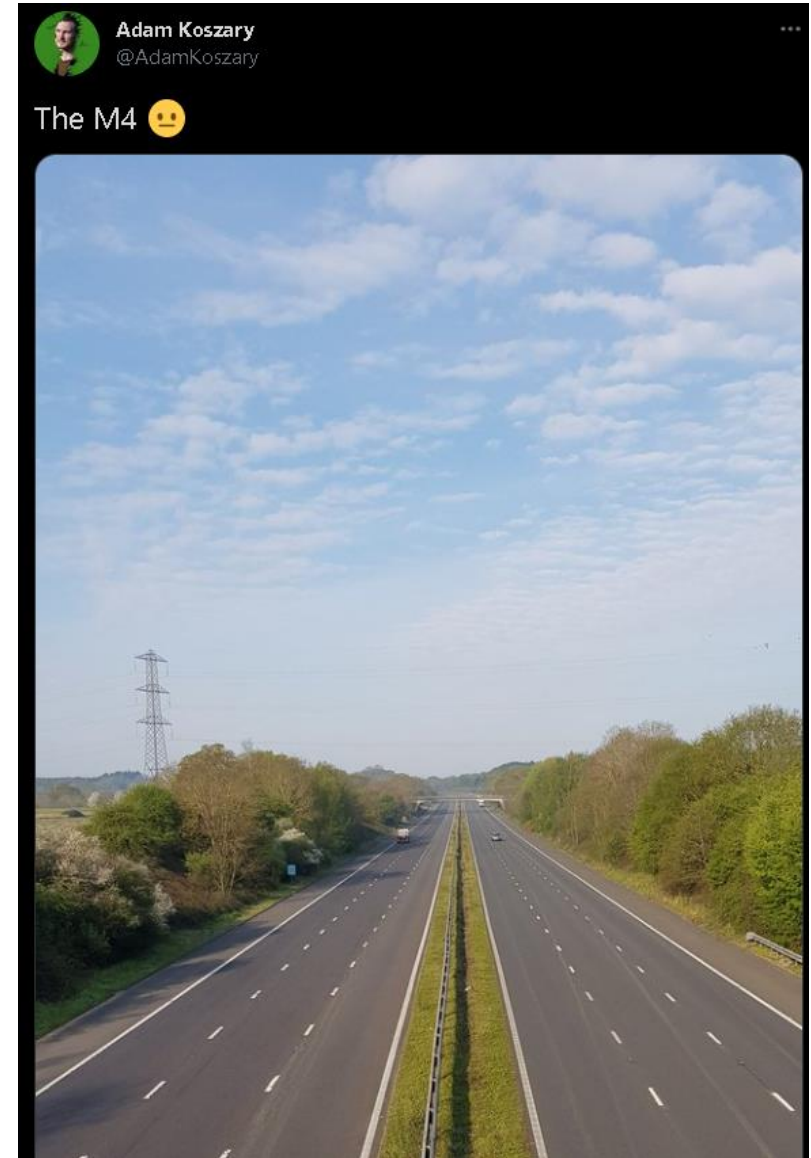
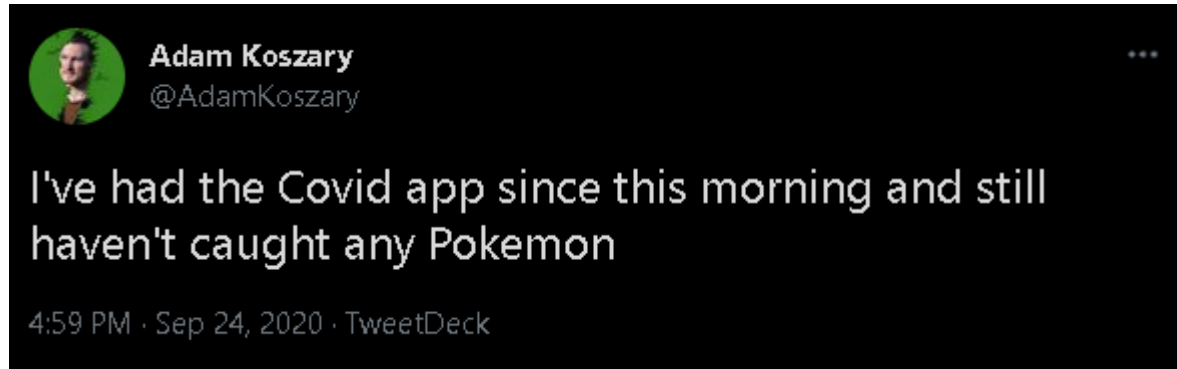
 the audience agency

 Supported using public funding by
**ARTS COUNCIL
ENGLAND**
LOTTERY FUNDED

The Audience Agency

- Non-profit charity across UK and internationally
- We've got one of the biggest datasets on cultural engagement in the world through Audience Finder
- Through our projects, we give audiences a voice in arts, heritage and culture

Don't forget how strange lockdowns were.





Adam Koszary
@AdamKoszary



Social Media Managers waiting for who'll be fastest jumping on the most obvious content themes during coronavirus



GIF

9:00 AM · Mar 19, 2020 · TweetDeck



Adam Koszary

@AdamKoszary

Every colleague right now:

What if..



We do:

j o e w i c k s


but with ART

3:16 PM · Mar 30, 2020 · TweetDeck

Adam Koszary
@AdamKoszary

What would be your one top tip for others trying to improve their Instagram accounts?

"Be the Louvre."

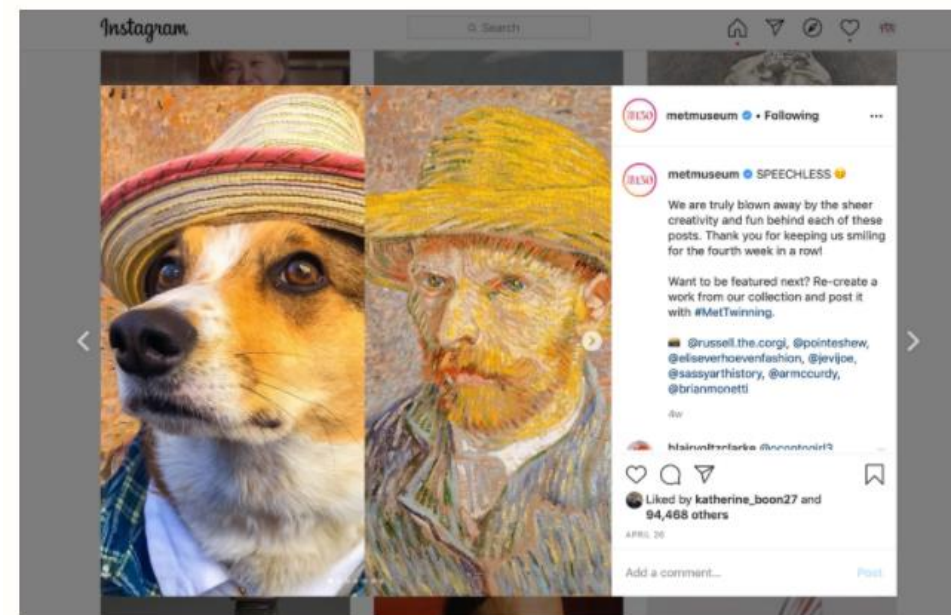




theartnewspaper.com
An Instagram masterclass from the man behind the Louvre's eight million social ...
We caught up with the Paris institution's head of digital communications, Niko Melissano, to get his advice on creating a mega-museum Instagram presence

10:43 AM · Apr 17, 2020 · TweetDeck

The Metropolitan Museum of Art has gained almost 200,000 social media followers since lockdown began—here's how

We speak to the museum's social media manager Claire Lanier about her digital engagement strategies in the age of Covid-19





Yorkshire Museum 
 @YorkshireMuseum

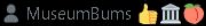



IT'S TIME FOR #CURATORBATTLE! ✨

Today's theme is #BestMuseumBum!



This cracking Roman marble statuette depicts an athlete at the peak of fitness! It may have decorated the town house of one of Eboracum's wealthier residents. Has someone taken a bite out of this 🍑?

BEAT THAT! ✨



 MuseumBums   


10:03 AM · Jun 26, 2020 · Twitter Web App


The Museum of English Rural Life 
 @TheMERL

So, what do we want you to do?

We'd like you, the player, to design your very own rural smock, and dazzle us it by sharing it to the hashtag #AnimerlCrossing.

#AnimalCrossingDesign



9:52 AM · Mar 25, 2020 · Twitter Web App



RA Exhibitions

1 year ago

Virtual tour: Summer Exhibition 2020

Explore the first ever winter Summer Exhibition like never before and discover a myriad of works by household names and emerging artists inside this virtual tour.

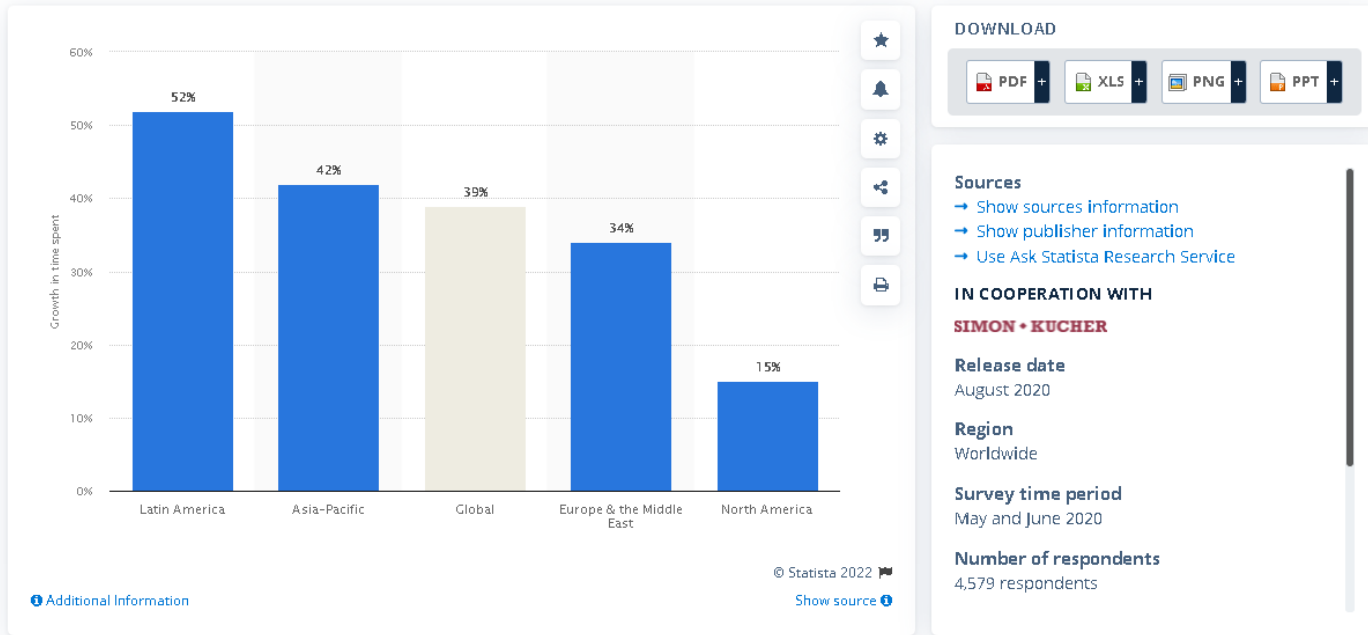
[Read more](#)

Global streaming subscriptions top 1B during COVID

Published: March 18, 2021 at 11:21 a.m. ET

By MarketWatch

Increase in time spent video gaming during the COVID-19 pandemic worldwide as of June 2020, by region



Viewing habits during lockdown



Adults spent nearly **6 and a half hours a day** watching TV and online video (or 45 hours a week)



1 hour 11 minutes per day spent watching streaming services, **double** what it was before the pandemic



12 million customers signed up to new services like Netflix, Amazon Prime and Disney+



Viewing figures for video streaming services up **71%** on 2019

Source: Ofcom



Engagement and willingness to attend

About the COVID Cultural Participation Monitor

A population study of the impacts of COVID on cultural engagement, based on a longitudinal, nationally-representative online survey (via Dynata)

Wave 1: 6,055 responses, Oct-Nov 2020

Wave 2: 1,503 responses, Feb 2021

Wave 3: 2,012 responses, Jun 2021

Wave 4: 1,879 responses, Sept/Oct 2021

Wave 5: 5,718 responses, Nov 2021

>17k responses in total.

- Sample of the whole population, all sectors
- Longitudinal (shows change over time)
- Linked to Audience Spectrum

Background: AHRC-funded, as part of Centre for Cultural Value's *COVID-19: Impacts on the cultural industries and the implications for policy* research project, lead by Ben Walmsley.

Strands re **sector impact** (workforce & case studies); **public impact** (Monitor and social); **policy impact** (UK & in the Greater Manchester ecosystem)

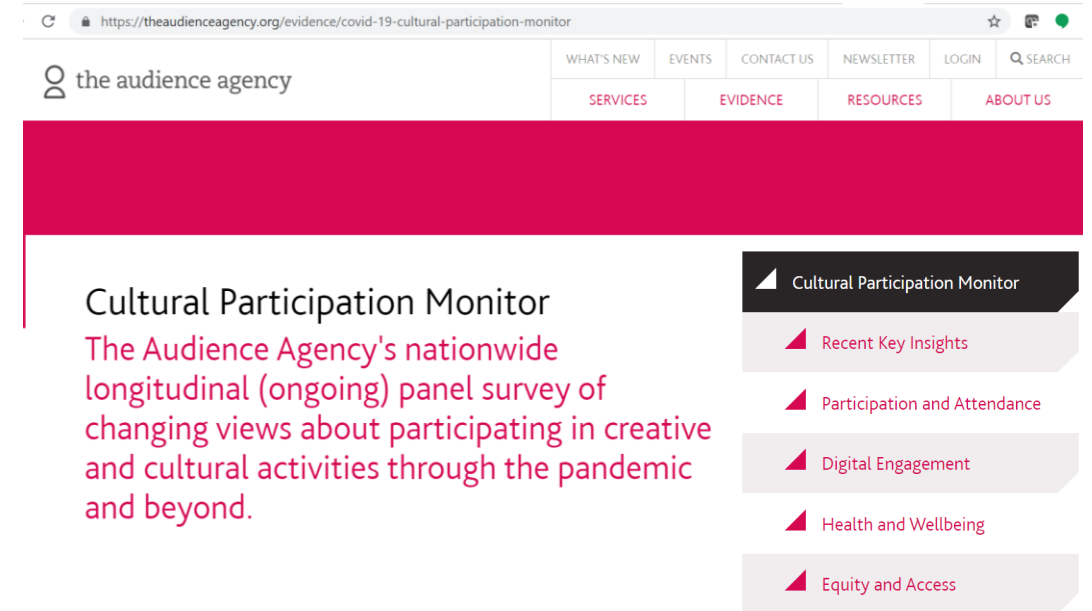
About the COVID Cultural Participation Monitor

What it includes:

- Physical/digital/participatory engagement with culture
- Wider leisure habits/activity
- Attitudes and responses re COVID

For:

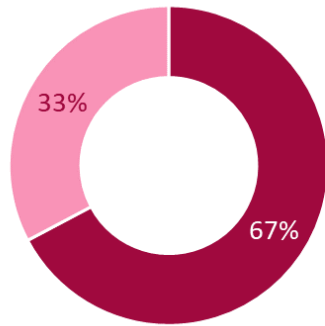
- Pre-COVID baselines
- During COVID / lockdowns
- Future intentions to engage.



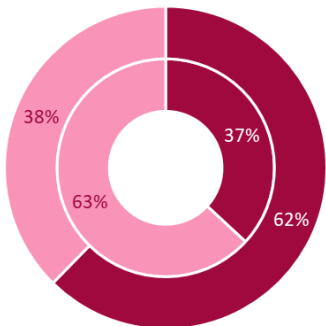
The screenshot shows the Audience Agency website interface. The URL in the browser is <https://theaudienceagency.org/evidence/covid-19-cultural-participation-monitor>. The navigation menu includes: WHAT'S NEW, EVENTS, CONTACT US, NEWSLETTER, LOGIN, and SEARCH. Below the navigation, there are tabs for SERVICES, EVIDENCE, RESOURCES, and ABOUT US. The main content area features a large red header. Below the header, the title "Cultural Participation Monitor" is displayed, followed by a description: "The Audience Agency's nationwide longitudinal (ongoing) panel survey of changing views about participating in creative and cultural activities through the pandemic and beyond." To the right of the description is a vertical list of categories: Cultural Participation Monitor (highlighted), Recent Key Insights, Participation and Attendance, Digital Engagement, Health and Wellbeing, and Equity and Access.

For overall findings from Wave 1-5 and by theme, see theaudienceagency.org/evidence

Overall Engagement



■ ANY in-person arts or heritage during COVID
 ■ NO in-person arts or heritage during COVID



Outer: 2021

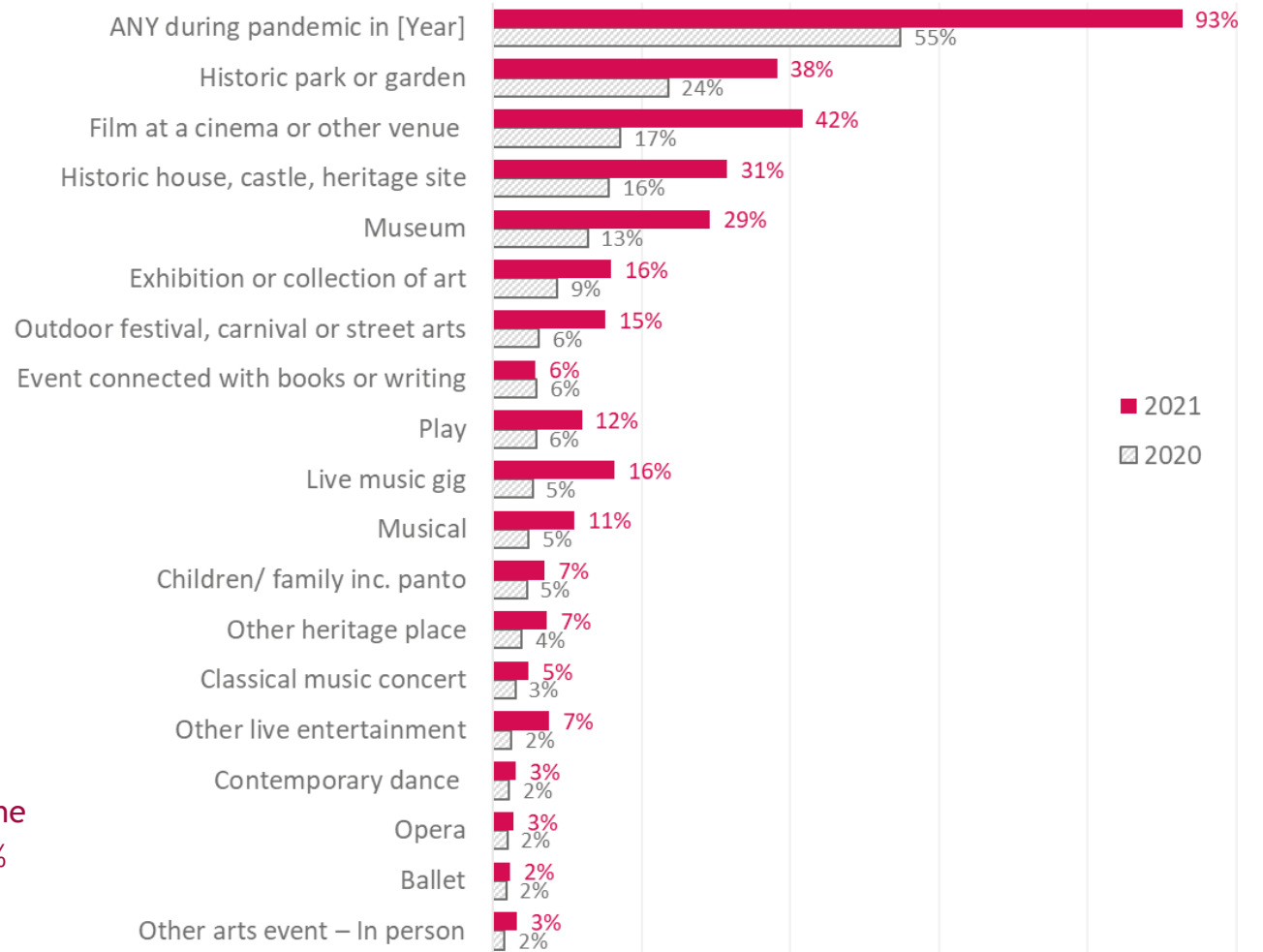
Inner: 2020

■ Any ■ None

Any in person in the last 2 months: 49%

Any in person in the last 2 weeks: 29%

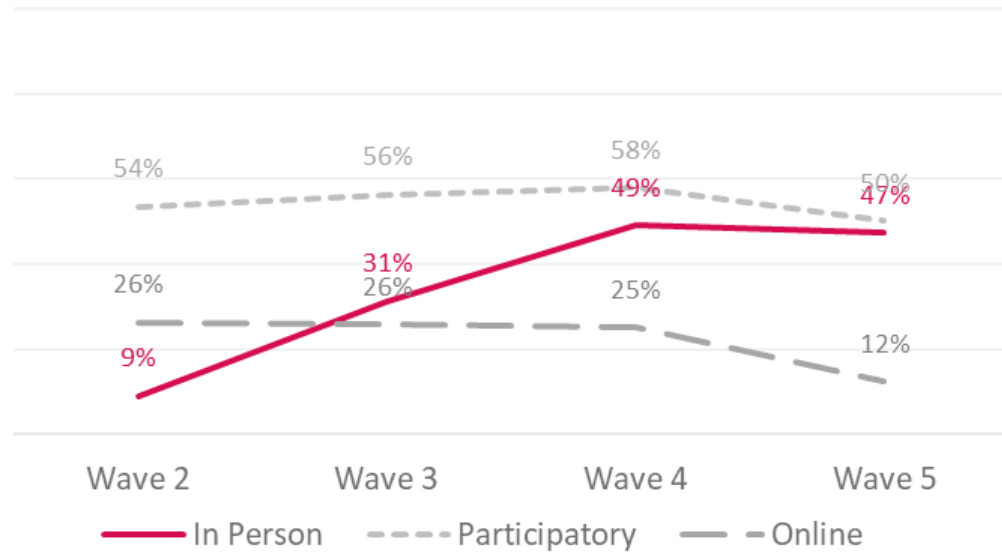
2021 Has Shown a Substantial Rally in Engagement (% of all pandemic attenders)



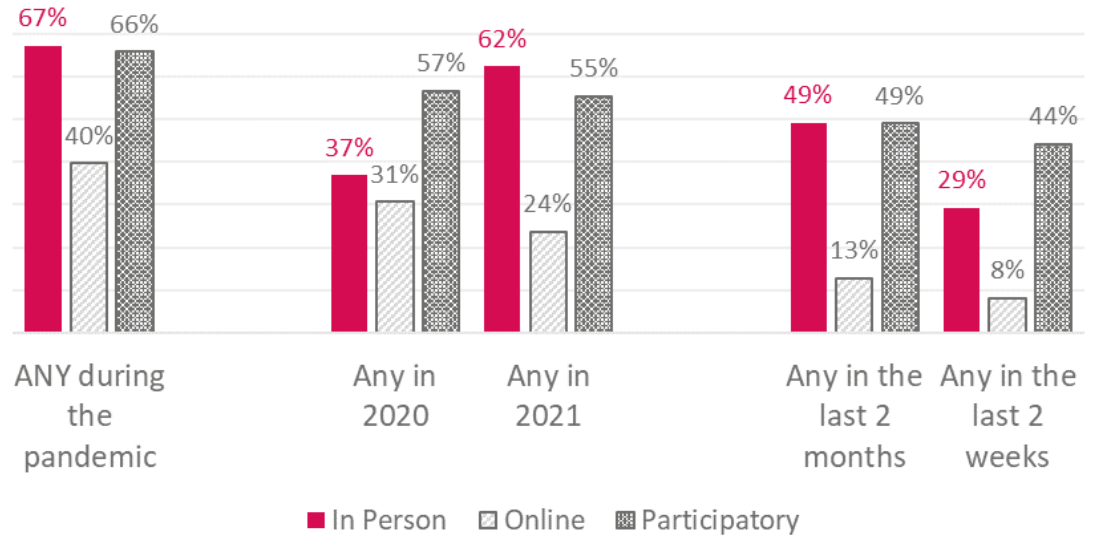
■ 2021
 ■ 2020

Overall Engagement

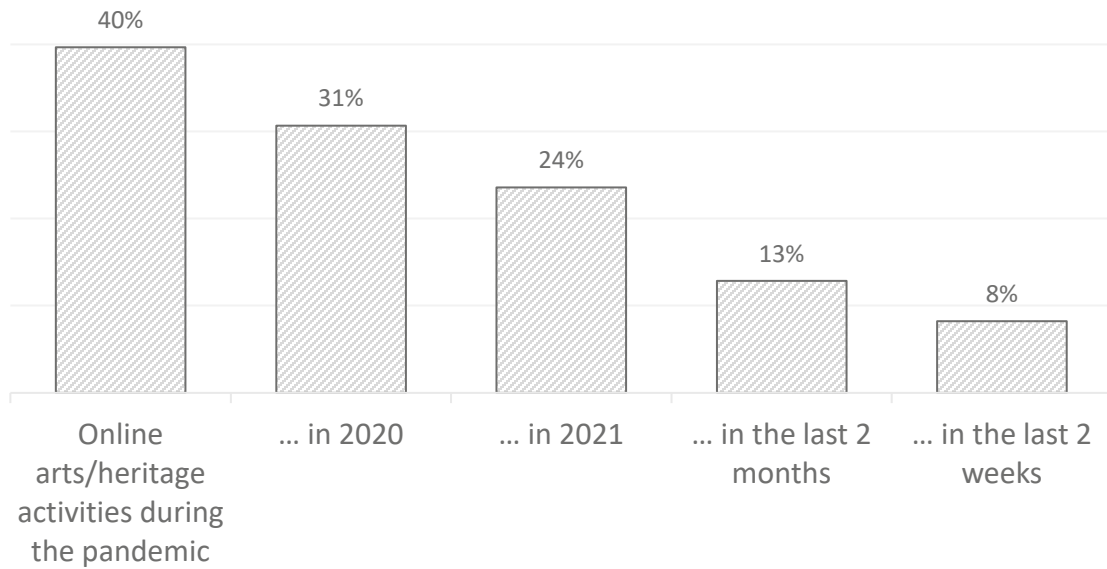
Engagement in Last 2 Months, Waves 2-5



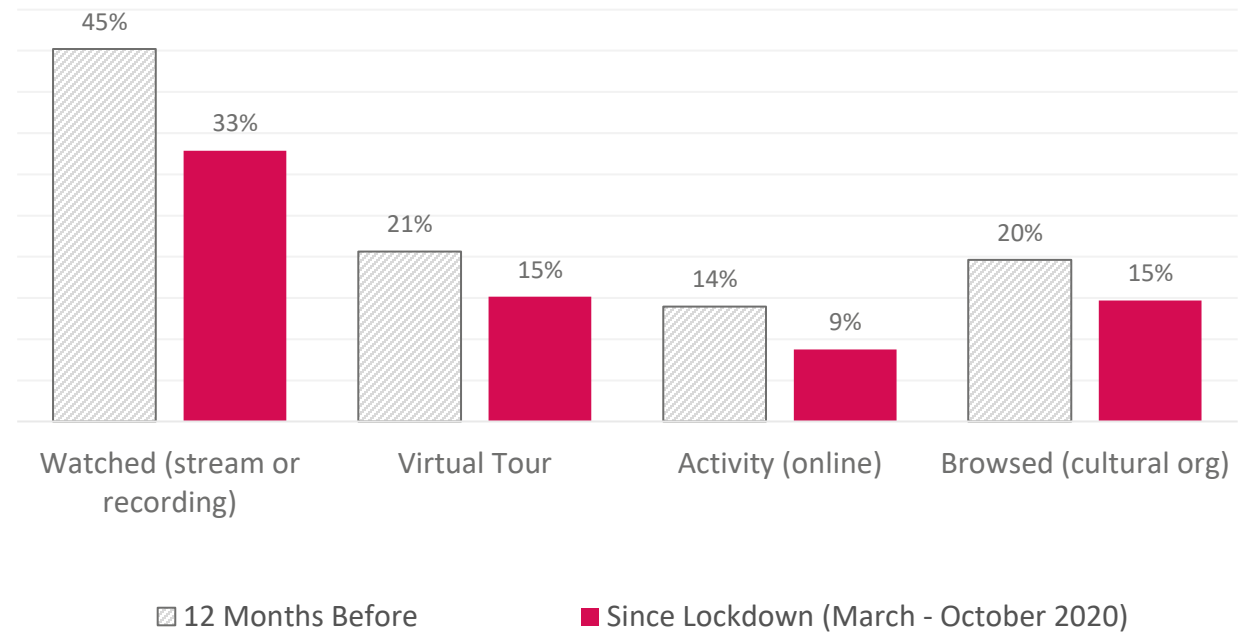
In Person Engagement has Risen, as Online has Fallen



Online cultural engagement declined throughout the pandemic



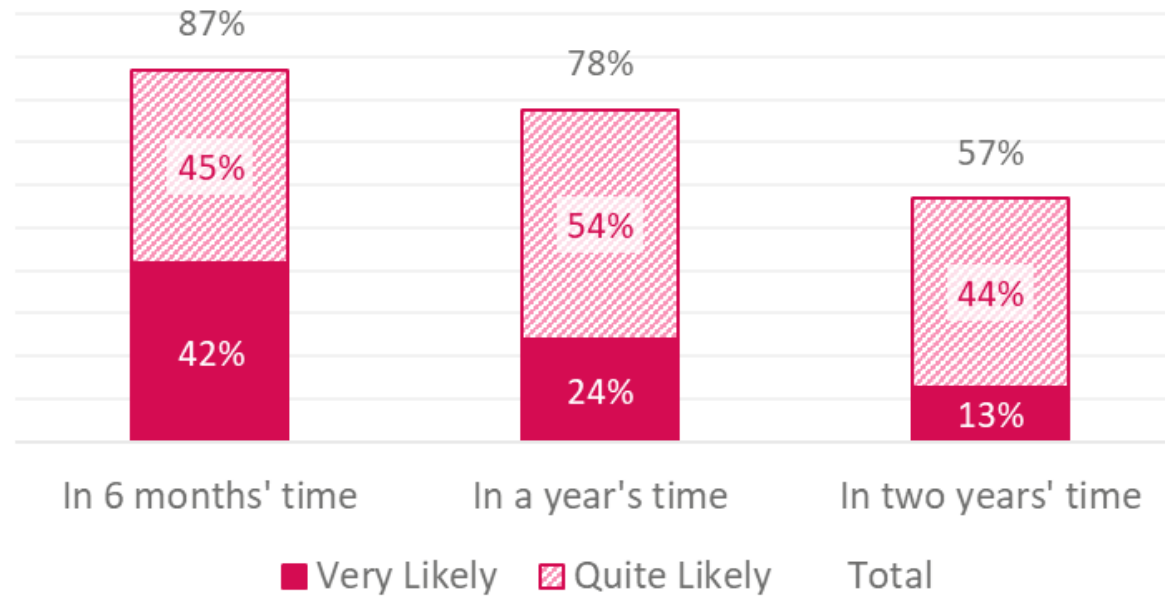
Digital Engagement Fell in the First Months of the Pandemic



Caution About the Longer Term...

Q: Looking forward, how likely is it that COVID will still have an impact on our lives and activities?

Most Expect COVID's Impacts to Last a While Yet

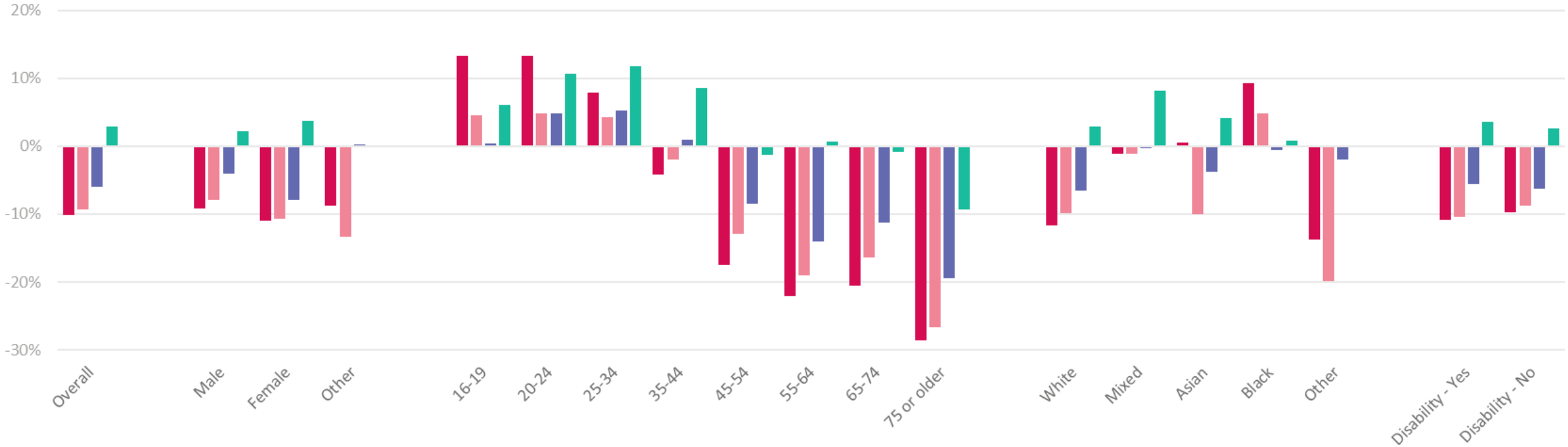


In Future: Attending Less/More

- Film
- Live Performance (inc. music & theatre)
- Indoor Galleries, Museums & Heritage
- Outdoor Historic Parks, Gardens & Heritage

Most Groups Likely to Expect to Attend Less in Future - Especially Older Age Groups

Net % More Minus Less



Implications for the future?:

Lower Engagement?

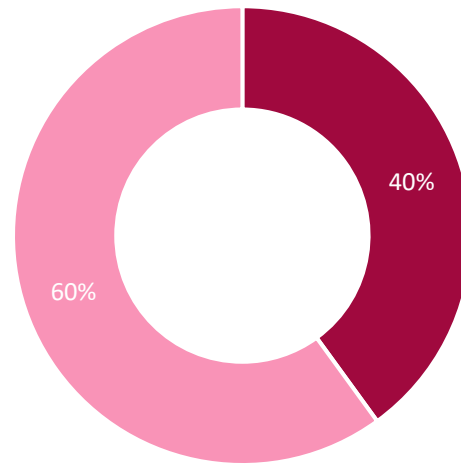
Older
Lower prev. engaged
Rural
Not Local
No children in household
Traditional
Indoor

Higher Engagement?

Younger
Higher prev. engaged
Urban
Local
Families
Contemporary
Outdoor

Digital engagement

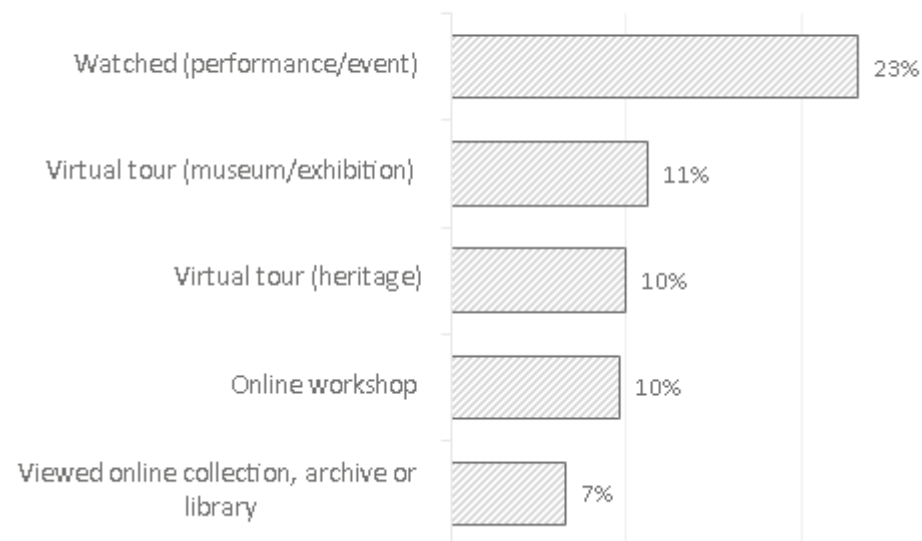
2 in 5 people engaged with online cultural activities during the pandemic



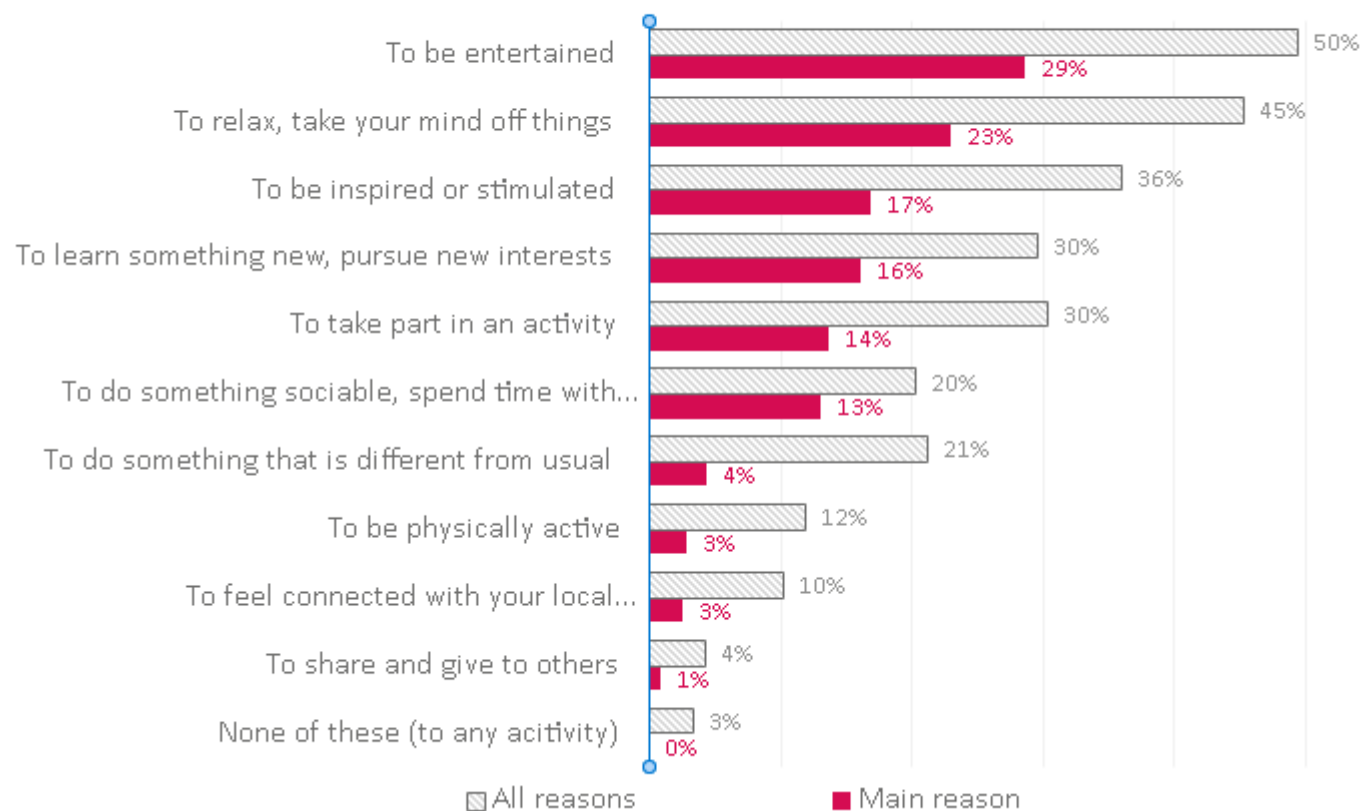
■ Done any online cultural activity during the pandemic

■ Not done any

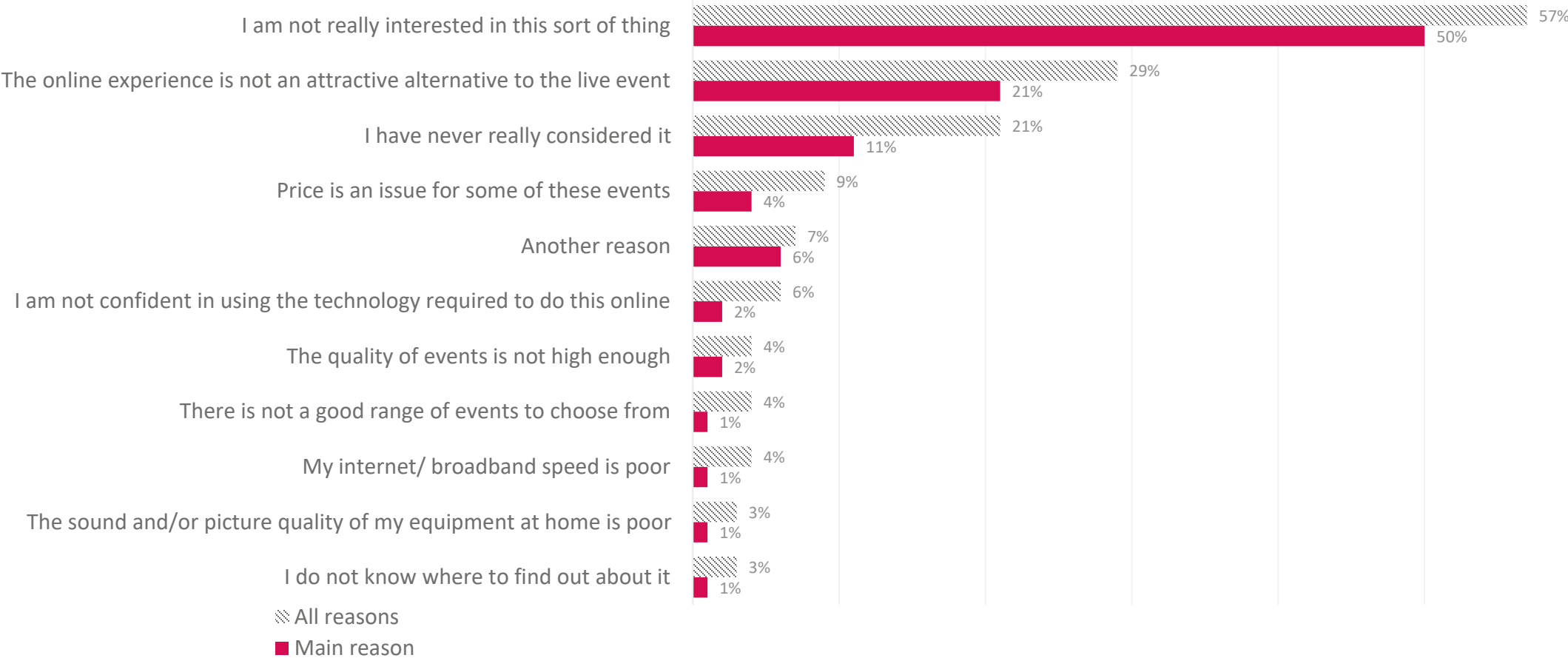
The most popular online cultural activity during the pandemic was **watching performances/events**



For over half of the audience, **entertainment** or **relaxation** were the main motivation for online cultural activities



For those not interested in engaging with online cultural events in the next 2 months, the core reasons are irrelevant content and low appeal versus live events.



Indigo Act Two Survey

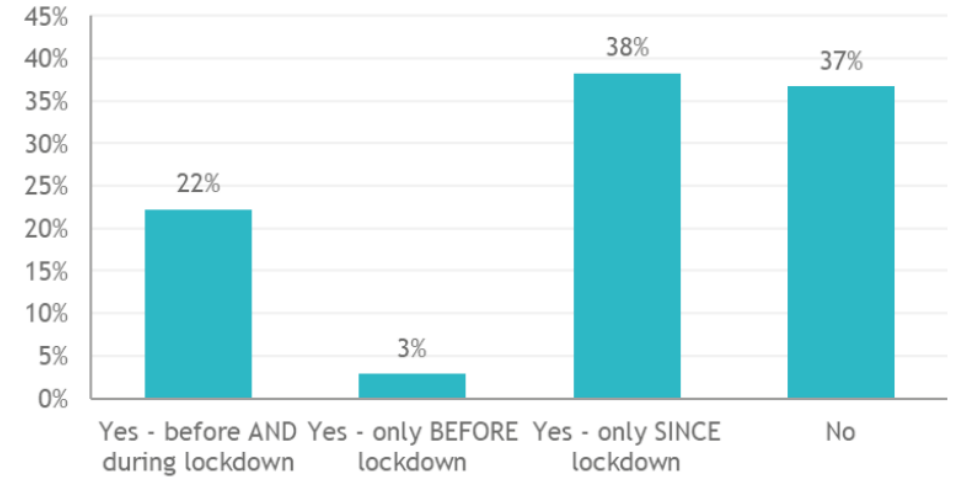
- Indigo's Act Two survey was sent to engaged audiences between 22 June and 15 July 2020
- A sample of over 92k responses via 258 organisations
- Primarily focuses on live cultural events



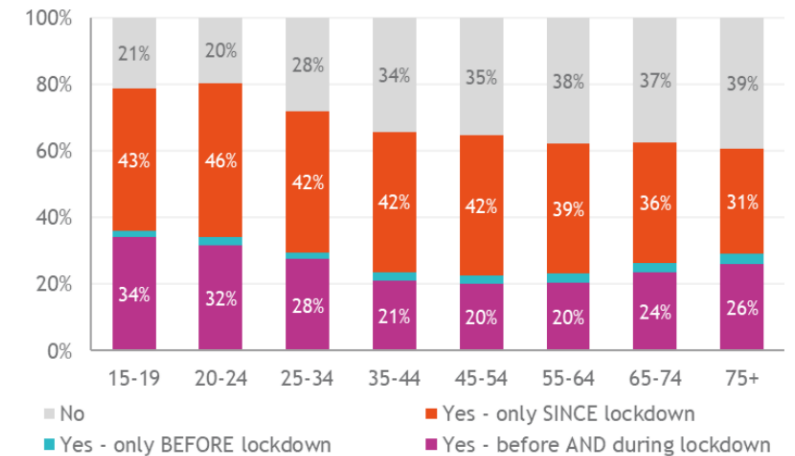
Engagement with digital content

The pandemic saw new engagement with online content across all audiences, with some skew to younger audiences.

Engaged with digital content



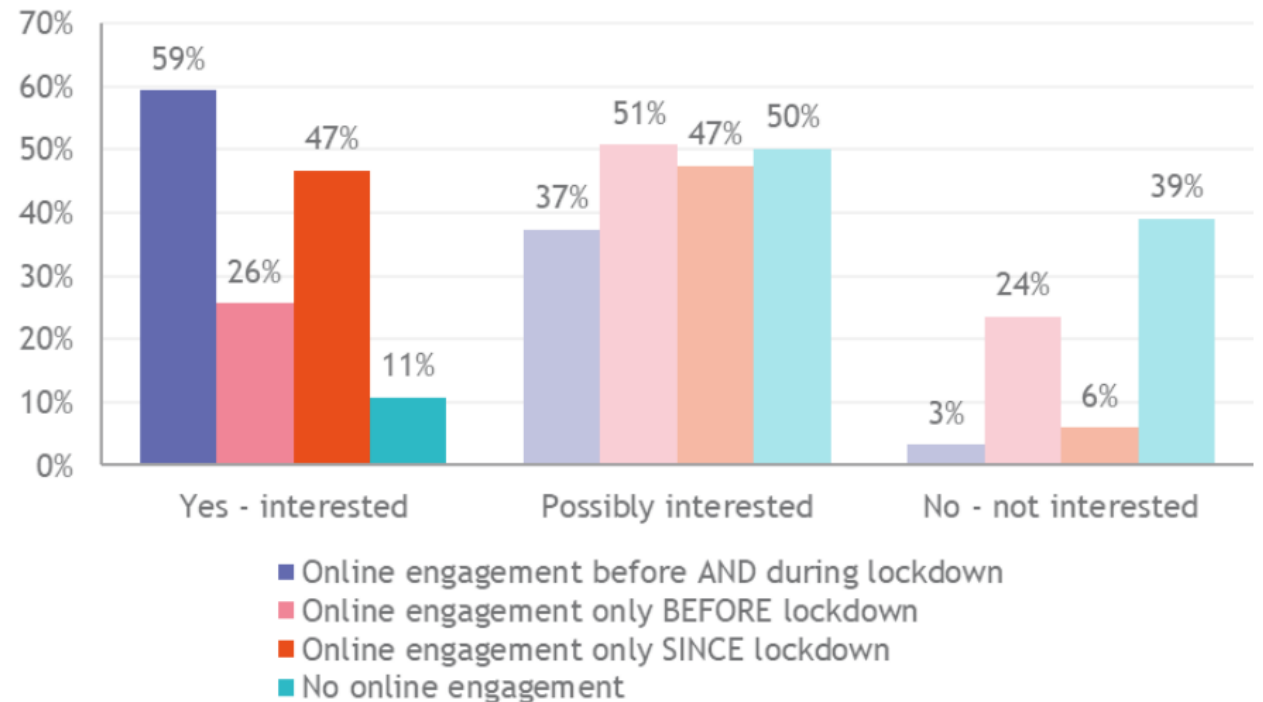
Engaged with digital content



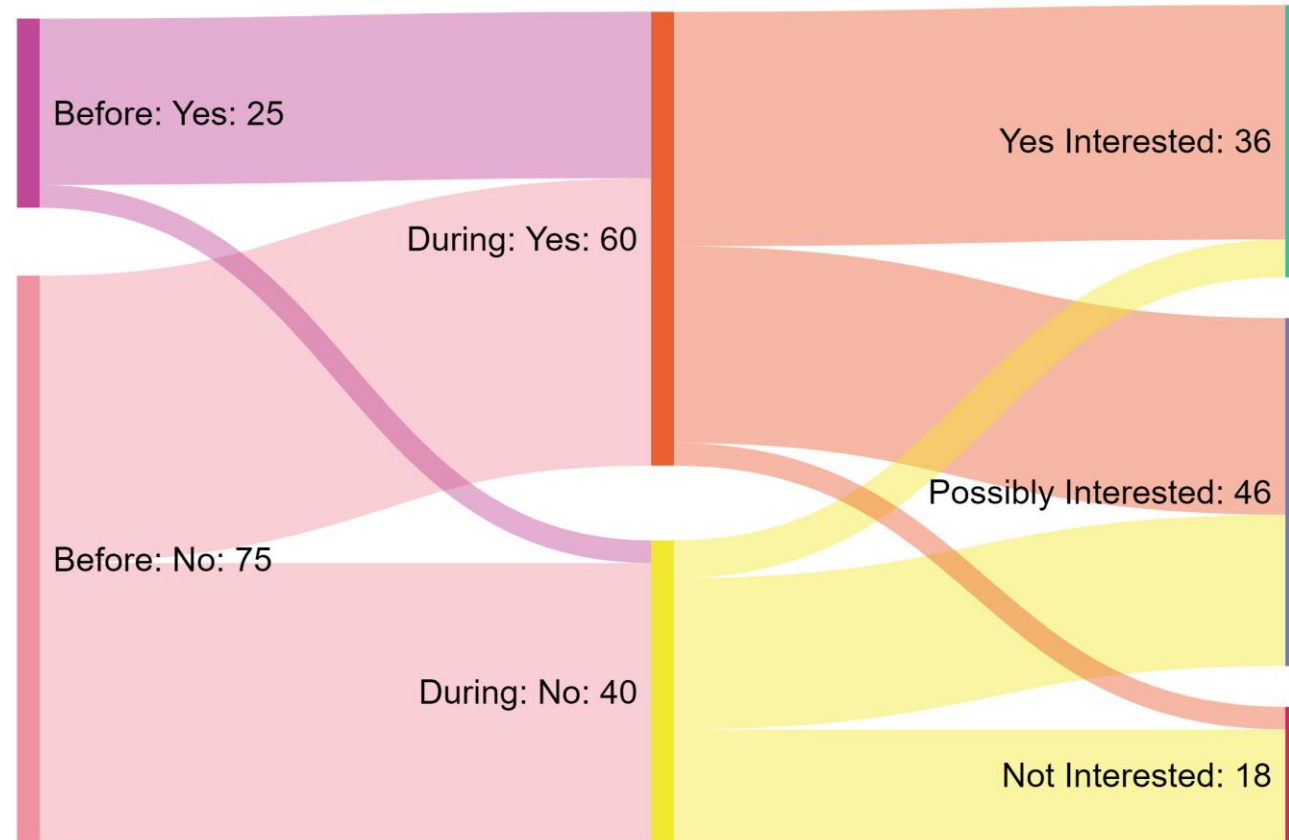
Engagement with digital content

There is appetite for continued online engagement - but a lot of people need convincing.

Interest in continuing online engagement - by previous online engagement

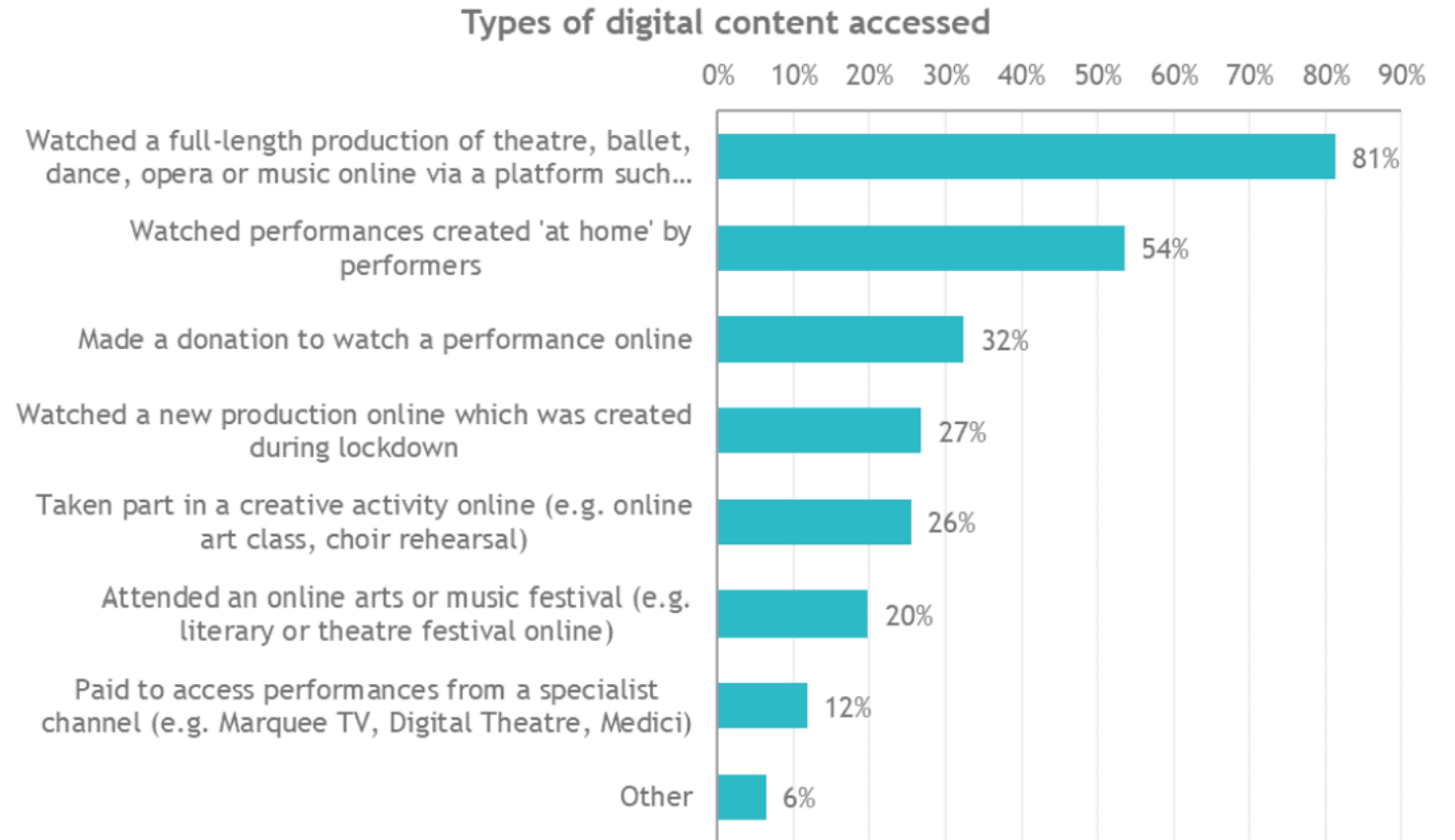


Interest in digital content



Engagement with digital content

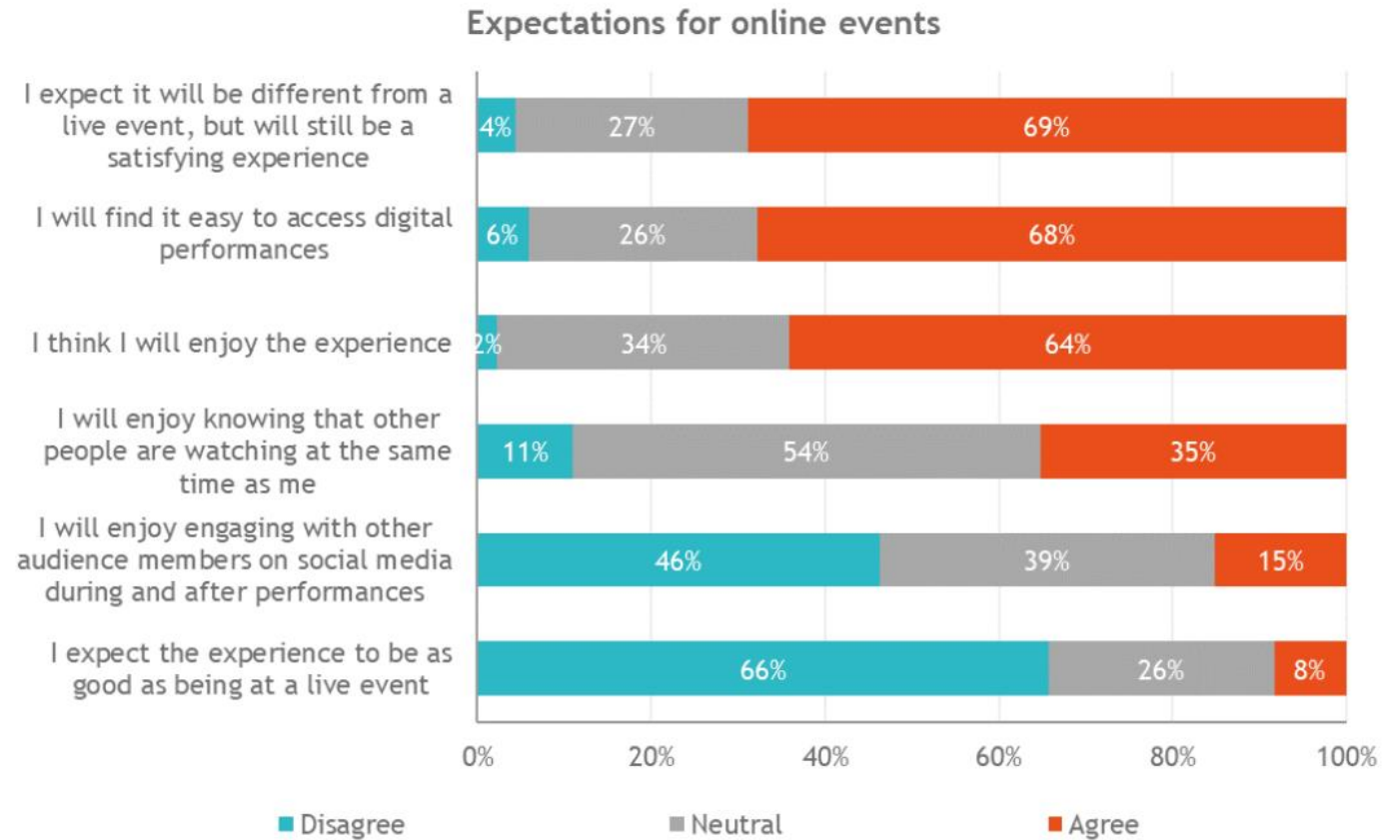
The type of content accessed reflects the offers available (obviously).



Engagement with digital content

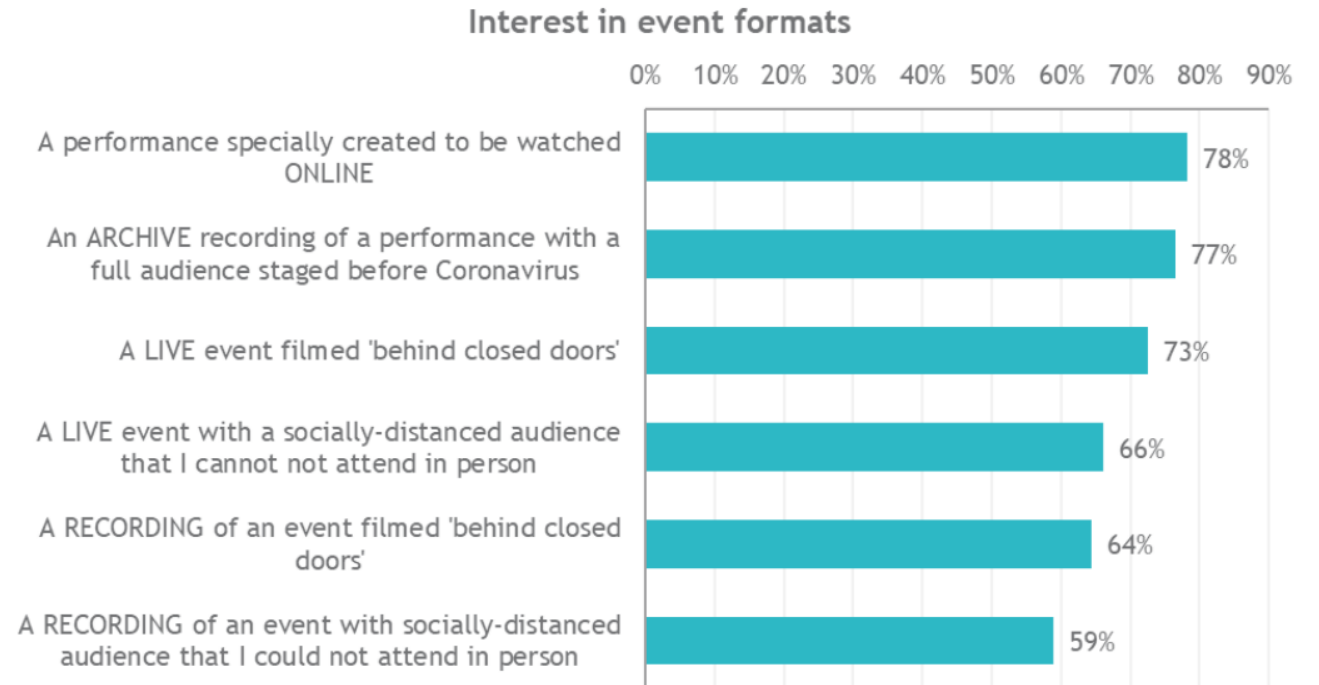
Audiences aren't idiots - they know online events are different to in-person events.

But they do demand quality.



Engagement with digital content

Online experiences
need their own
Unique Selling Point.



Engagement with digital content

The influx of new audiences requires even closer attention to user experience

- Is all content accessible? Is it captioned and audio-described? Are your staff trained in best practice for online events?
- Does your content work across all browsers and devices?
- Does your web text and content make assumptions of knowledge/expertise? Are you testing content with users from all backgrounds?

Where next?

Digital can't replace the in-person experience, but it can make it more accessible and convenient.

When digital content accompanies a live event, it should be complementary and provide something unique.

The pandemic only accelerated a pre-existing digital trend. To meet user's expectations we must continue investing in a hybrid offer.

We must continue to be brave.

Thank you

Please Get in touch: theaudienceagency.org

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 the audience agency