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# 15th Conference of the European Sociological Association

## INVENT presentations overview

**Date: Wednesday, 1st of September 2021**

**10:45am - 12:15pm**

### **INVENT: Mapping the Social Preconditions for Inclusive Cultural Policies across Europe** (RN02\_T01\_01)

*Session Chair: Susanne Janssen, Erasmus University Rotterdam*

*Session Chair: Jörg Rössel, University of Zurich*

#### **Who Supports or Opposes Public Funding of Culture? Comparing the Social Correlates of People's Attitudes towards Public Funding of Culture across Europe**

Susanne Janssen, Željka Zdravković, Frédéric Lebaron, Jörg Rössel

Erasmus University Rotterdam, The Netherlands; Institute of Social Sciences Ivo Pilar, Croatia; Ecole normale supérieure Paris-Saclay, France; University of Zürich, Switzerland

Public opinion on government funding of culture is highly relevant to politicians, cultural policy makers, and other stakeholders in the cultural field. As such, social and culture surveys commissioned by the European commission or national governments occasionally examine to what extent citizens support or oppose public funding of culture or particular sub-areas thereof such as, for example, cultural heritage (Eurobarometer 2017). However, only few studies have looked more in-depth into the various factors that may shape people's attitudes toward government funding of the arts, pointing to the importance of education, political orientation, region of residence, arts attendance, aesthetic dispositions, and national cultural policy models (see Katz-Gerro 2012). This prior public opinion research mainly focused on the United States and/or attitudes toward public funding of fine arts.

The present paper builds on these previous studies, but extends their scope significantly. First, we examine to what extent different areas of culture should receive public funding according to representative samples of the population in nine European countries. Second, we analyse how individual-level variables – e.g. social background characteristics, cultural participation, access to culture, and political orientation – affect attitudes toward public funding of culture. Third, we explore how the impact of individual level variables is shaped by contextual, country level variables – e.g. national cultural policy models and cultural infrastructure. For our exploration, we draw on comparative survey data which were collected in 2021 for the INVENT project among national representative samples in nine European countries (Croatia, Denmark, Finland, France, The Netherlands, Serbia, Spain, Switzerland, and the UK).

#### **Cultural Cosmopolitanism in Diverse Contexts: Mapping and Comparing Cultural Cosmopolitanism across European Countries and Localities**

Tally Katz-Gerro, Susanne Janssen, Neta Yodovich, Marc Verboord, Joan Llonch Andreu

University of Haifa, Israel; Erasmus University Rotterdam, the Netherlands; Universitat Autònoma de Barcelona, Spain

Across the world, scholars have identified a general trend of an increase in stated cosmopolitan preferences or tastes, and actual consumption of globally diverse cultural products. This is often deemed a favourable development because of the alleged positive association between cosmopolitan cultural consumption and cultural openness and inclusiveness more generally. On the other hand, scholars have also found significant differences in cultural cosmopolitanism between social groups, to the extent that some scholars view it as a new form of cultural capital and cultural distinction (Igarashi and Saito 2014; Varriale 2016; Cicchelli et al. 2018).

The potential impacts of cultural cosmopolitanism on social divides makes it particularly relevant in contemporary, globalized societies that are home to increasingly diverse populations. Differences between European societies in their degrees of cultural openness have been found in previous studies (Katz-Gerro 2017; Verboord, 2017), but explanations are limited. Here, we focus on the role of people's living environment: we expect within-country differences between residents of more or less culturally heterogeneous regions or areas.

Our contribution in this paper is threefold. First, we present several different measures of cultural cosmopolitanism. Second, we analyse the way these different measures associate with a suite of socio-demographic characteristics. Third, whereas previous studies tend to focus on nationwide data for single countries, we analyse differences in these associations across three European countries with increasingly diverse populations (the Netherlands, Spain, and the United Kingdom) as well as different localities (e.g. urban vs. rural areas; more vs. less diverse regions or urban settings).

## Does Culture foster Integration? How the perception of European Culture is related to support for European Integration

Jörg Rössel, Tally Katz-Gerro, Sebastian Weingartner, Pilar Lopez, Walo Simon  
University of Zurich, Switzerland; University of Haifa; Universitat Autònoma de Barcelona

We study how individuals in different European countries perceive European culture and how this perception is related to support for the process of European integration. With regard to European culture, we focus on the question, if European respondents perceive (a) a common European culture, (b) if they consider this culture to be of higher value than other cultures and (c) if they are open to cultures different than their national one. Based on previous research on European integration, we hypothesize that individuals benefiting from the process of European integration and having many intra-European experiences and exchanges are open to the cultures of other countries and perceive a shared European culture. Thus, we study how individual differences in the perception of European culture covary with individual social background, as well as how such perceptions differ between individuals from different European countries. Finally, we study if and how the perception of European culture is related to support for European integration. We address these questions based on a broad, comparative survey, which was conducted in 2021 as part of the Horizon 2020 project titled INVENT. Focusing on survey results from Spain, Switzerland and the United Kingdom, these data allow us to compare perceptions of European culture and support for European integration between an EU member state, a non-EU member state, and one former EU member state.

## Understandings of Culture: A European Cross-National Bottom-Up Study

Semi Purhonen, Nete Nørgaard Kristensen, Ossi Sirkka, Franziska Marquart, Marc Verboord, Sebastian Weingartner, Jinju Kim, Simon Walo  
Tampere University, Finland; University of Copenhagen, Denmark; Erasmus University Rotterdam, The Netherlands; University of Zurich, Switzerland; Universitat Autònoma de Barcelona, Spain

The concept of culture is notoriously multifaceted. In the past decades, hierarchical and 'universal' notions of culture have been challenged, and more attention is paid to how culture is experienced by lay persons and in various localities. Yet, little is systematically known about (1) how different understandings of culture are patterned among people in present European societies, (2) what kind of tensions and hierarchies there are between these understandings, and (3) to what degree the understandings (3a) depend on the national context and (3b) associate with sociodemographic divisions, thus potentially reflecting and even contributing to social conflicts and inequalities. This paper applies a bottom-up, audience perspective in addressing these questions based on a wide-ranging survey research conducted in 2021 as part of the H2020-project, INVENT. It provides first results about Europeans' understandings of culture, using data of more than 10,000 respondents to nationally representative surveys collected in Croatia, Denmark, Finland, France, The Netherlands, Serbia, Spain, Switzerland, and the UK. In this paper we study how citizens understand the concept of culture, by looking into their evaluations of cultural items varying in nature, popularity, and artistic legitimacy. We hypothesize that the classical division between a narrow (exclusive) understanding of culture as the arts and a broad (inclusive) understanding of culture as the way of life, still structures Europeans' understandings of culture, but with significant national and sociodemographic variations. Knowledge on such variations may come in useful for developing European cultural policies.



### Cultural meanings and discussions (RN07\_T02\_01)

Session Chair: Mirko Petric, Institute of Social Sciences Ivo Pilar / University of Zadar

#### #Culture: How Twitter Users in Croatia and Denmark Discuss Culture

Željka Zdravković, Franziska Marquart  
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Recent research on social media platforms provides fresh theoretical and methodological perspectives on different sociological questions (Selwyn, 2019). In this paper, we focus on emerging opinion leaders and explore how they use Twitter to frame cultural issues. We do so because (1) Twitter is a medium that specifically frames user profiles across different European countries, and (2) it allows researchers to focus on specific groups and individuals that do not represent the broader population but are increasingly taking over the role of opinion-makers (Bossetta, 2018; Jungherr, 2016).

Overall, we are interested in finding out how interactions through social media expand the understanding of contemporary conceptions of culture. We will present case studies from two largely different European countries (Croatia and Denmark), in which we gathered and analyzed data related to what political, social, and cultural actors communicated on culture over the period of two months (focusing on #culture and other related combinations of hashtags). Our exploratory analysis concentrates on three research questions – (1) defining the main topics and discourses in online discussions on #culture; (2) mapping the key actors in defining the topics discussed; and (3) identifying similarities and differences between these two countries. This research was carried out within a Horizon 2020 project, 'European Inventory of Societal Values of Culture as a Basis for Inclusive Cultural Policies in the Globalizing World' (No: 870691).

Keywords: culture, data scraping, social media platforms, Twitter

#### The Meanings Of Culture: Findings From A Pilot Study In Spain

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Universitat Autònoma De Barcelona, Spain

Cultural sociologists have studied the meaning of culture, how it differs among social groups, and how it changes over time for the same social groups. First, the civilization concept was opposed to culture. The former meant the imperial culture was imposed on the culture of the colonized. Culture was used to describe the practices of dominated social groups. After the independence of colonies, the idea of different cultures gains full social weight. Since then, studies indicate that culture has several components: ways of life, art, and knowledge that varied among societies. Contemporary societies have rapidly changed due to current megatrends: globalization, digitalization, migrations, financial crisis, etc. The meanings of culture are constantly changing and adapting to the evolution of societies. This research aims to uncover culture's components as an analytical concept and how it varies for different social groups in Spain. Data comes from a pilot study conducted in Spain from May to July 2020 (and in other 8 European countries as a part of INVENT European Project) to test whether open questions concerning culture's meanings could provide meaningful information about culture. We interpret the unstructured corpus of texts with semantic network analysis to uncover the components of culture. We have identified three main components of culture as an analytical category: art, personal knowledge, and a way of life. However, the weight of these components of culture varied according to age and gender groups. We conclude that even though culture's meanings are related to the life experience, there are universal meanings of culture.

12:30pm - 2:00pm

## Science, Technology, Innovation & Society I (RN24\_T02\_02)

*Session Chair: Aaro Tupasela, University of Helsinki*

### Extending the Resources and Appropriation Theory: the Role of Trust in the Social Process of Internet Appropriation.

Giuseppe Lamberti, Jordi Lopez-Sintas  
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The use of the Internet has increased exponentially in recent years, affecting every aspect of people's lives. Traditional activities are being brought to the Internet (e-entertainment, e-shopping, e-health, etc.). The theory of resources and appropriation has argued and provided evidence that digital skills are becoming increasingly important not only for individuals' social and economic advancement but also to enhance the quality of human resources and ensure a fair distribution of wealth. Yet, they are unequally distributed to the detriment of individuals and countries. The unequal distribution of uses and outcomes of the Internet is known as the digital divide. Even though digital skills are essential in explaining the digital divide, trust in using the Internet may mediate the effect of digital skills on the Internet's use and outcomes. Trust, however, can be increased by organizational and institutional innovations, reducing the weight of digital skill in the digital divide production. We extend the sequential model developed by the resources and appropriation theory by introducing trust as a mediator on the Internet's use and outcomes. We tested our comprehensive partial least squares structural equation model with data from a European Union ICT survey. Findings indicate that while trust is another significant driver of the digital divide that mediates the effect of digital skills on internet use, skills continue to be the most crucial driver in generating the digital gap. We conclude that innovation that ensures more trustworthy technologies, systems, and infrastructures is essential to reduce the digital divide's social distribution.

3:30pm - 5:00pm

## Cultural policies and taste cultures (RN07\_T03\_01)

*Session Chair: Joost Van Loon, Catholic University of Eichstätt-Ingolstadt*

### Rising Social Inequalities in Europe: Implications for Cultural Policy

Inga Tomic-Koludrovic, Predrag Cveticanin  
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Over the last thirty years, culture and the arts in Europe and the world have undergone fundamental changes. These changes are related to the impact of megatrends such as globalization, European integration, migration, rising social inequalities, and digitalization. However, cultural policies in Europe have not kept pace with these trends. In order to formulate cultural policies that would adequately respond to new social realities, it is essential to study how European citizens perceive and understand the changes caused by the megatrends. In this paper, we focus on the impact of rising social inequalities on culture. Following Bourdieu, we study how the conceptions of culture (Bourdieu, 1984) and perceptions of the social world (Bourdieu, 1989) – in this case, perceptions of the impact of social inequalities on culture – differ depending on respondents' position in social space. Our study relies on survey data collected in nine European countries within Horizon 2020 project 'European Inventory of Societal Values of culture as a Basis for Inclusive Cultural Policies in the Globalizing World' (No: 870691), but we will exemplify this type of analysis using the cases of Croatia and Serbia.  
Keywords: social inequalities, culture, megatrends, cultural policy



## Exploratory Research and Cultural Policy: Towards a Bottom-up Understanding of Culture in Croatia

Mirko Petric, Augustin Derado

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In now over thirty years that have followed the “golden age of cultural policy”, decision-makers have often been criticised for social “instrumentalisation” and economic “colonisation” of culture (Scott Sørensen, 2016). Criticism has also been levelled at the current “participatory turn” in cultural policies, emphasising “active involvement” of “users” and their having more say in how public money for culture is spent. While in the former case, the replacement of self-cultivation (Bildung) with goals such as “employability” or “achieving social competence” is seen as an unacceptable degradation of humanistic ideals, in the latter case “user democracy” is feared to lead to populism. Nevertheless, it is clear that policy makers cannot formulate inclusive cultural policies without consulting their “end users”: the question is how to best approach that task.

This paper presents the results of an exploratory survey on Croatian citizens’ different understandings of culture, carried out within the Horizon 2020 project ‘European Inventory of Societal Values of culture as a Basis for Inclusive Cultural Policies in the Globalizing World’ (No: 870691). Since the study involved a limited number of respondents (170) and was based on open-ended questions, our data collection followed the logic of qualitative sampling (maximum variation and the typical case approach), and our data analysis involved two qualitative strategies (connecting and linking). The results reveal important differences (especially generational) in understanding what culture is and what role it plays in respondents’ lives. Exploratory research has proved its heuristic value in a policy context that has traditionally favoured top-down solutions.

Keywords: definitions of culture, cultural policy, participatory turn, access to culture, Croatia

## Taste Cultures and Taste Publics – Cultural Microcosms in Europe

Predrag Cveticanin

University of Nis, Serbia

There are multiple, often contradictory concepts of culture and understandings of culture’s societal values among various social groups (demographic, socio-economic, ethnic, religious) in Europe today. These differences are due to European societies’ heterogeneity, and the migration flows that further increase it. For designing inclusive cultural policies, it is necessary to understand the relationship between the varied array of concepts of culture and their relationship with culture’s societal values. This paper will first identify aggregates of people who share similar conceptions of culture, similar social values, and similar cultural practices, i.e., the existing plurality of cultural microcosms in four countries of Europe (France, Spain, Denmark, and Serbia). Secondly, it will be determined if these cultural aggregates patterns systematically differ in the societies under study. Thirdly, the identified cultural microcosms will be analyzed to establish whether they share specific demographic, socio-economic, ethnic, and religious characteristics. Finally, an attempt will be made to discern the implications of our findings for the creation of pluralistic and inclusive cultural policies.

In contrast to Herbert Gans (1999 [1974]), whose attempts to identify different taste cultures and taste publics in the USA were mostly theoretical, we will use sophisticated statistical methods – Multiple Correspondence Analysis, Fuzzy Cluster Analysis, and Hierarchical Cluster Analysis - to identify and analyze these cultural microcosms. Our data come from a survey (4,800 respondents) carried out within a Horizon 2020 project, ‘European Inventory of Societal Values of Culture as a Basis for Inclusive Cultural Policies in the Globalizing World’ (No: 870691).

3:30pm - 5:00pm

## Religion and the COVID-19 Pandemic (RN34\_T03\_01)

*Session Chair: Christophe Monnot, University of Strasbourg*

### Symbolic Struggles over Communion in Serbia During the Pandemic

Miloš Jovanović, Jelena Dinć  
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In contemporary Serbian society, Orthodox Christian culture is imposed as the most legitimate one. Merging with certain political aspects, it presents as an evident resource of symbolic conflicts, usually leading to the reproduction of existent power relations.

Receiving Holy Communion (implying the use of the same spoon for consummation and disregard of physical distance) during lockdown enacted due to COVID-19 pandemic, spawned intensive and highly polarised reactions. Emerged debates vividly portray the aforementioned symbolic struggles. Particularly interesting are state institutions reactions tolerating religious gatherings despite ongoing Government epidemic prevention measures, confirming the hegemonic status of the dominant religious denomination.

In this paper we will analyse data collected through web scraping techniques. However, knowing that statistical analyses of textual data, although having the potential to ascertain valued insights, often struggle with linguistic concepts and context (Müller et al. 2016) traditional data analysis will also be used. Focusing on the news web portals, including on-line comments, as well as Facebook and Twitter posts and quarrels, we attempt to identify and typologize narratives and arguments that are used for legitimising one's own cultural, i.e. (anti-)religious position regarding the participation in the Eucharist and thus violating the enforced health protection regulations.

Two opposed and highly polarised blocks were observed, filled with mutual accusations – of ignorance, disrespect, primitivism, blasphemy, backwardness, servile submission – and ensuing ridicule, permeated by moral resentment. These disputes were permeated with the questions of “good” or “righteous” life, especially of what and whose (non-)religious culture should be the dominant one.

Key Words: Symbolic struggles, Serbia, Holy communion, Dominant culture, COVID-19

5:15pm - 6:45pm

## Religious Organisations, Social Work and Community (RN34\_T04\_01)

*Session Chair: Gladys Ganiel, Queen's University Belfast*

### Religiosity and Social Solidarity: a Comparative Study of Five European Societies

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The connection between religiosity and social solidarity is one of the classic topics in sociology (Durkheim, Putnam...). In contemporary societies it is linked to the phenomena of secularization, the revitalization of religion, fundamentalism, type of predominant belief... Depending on the social context (the level of development and homogeneity of society), these elements will be combined in a specific manner.

Our main point of interest in this paper is how the phenomena mentioned above influence social solidarity in various European societies. To that aim, we did a cross-section analysis of the religiosity of the respondents (their confessional identification, self-declared religiosity, religious practices) and the indicators of social solidarity (inter-human relations, relations towards minority groups in society) in France, Spain, Denmark, Croatia, and Serbia. The research is of an exploratory type, and the basic intention is to determine the extent to which the level and type of religiosity affect the level of social solidarity that the respondents show - in relation to the general population and the members of certain social groups, such as migrants, the poor, members of minority religious groups and ethnic groups. The analyses are based on a survey data collected from 6,000 respondents within the Horizon 2020 project, European Inventory of Societal Values of Culture as a Basis for Inclusive Culture Policies in the Globalizing World. (No. 870691).

