



The INVENT Output Guide

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Introduction

In 2020, the INVENT Project —*European Inventory of Societal Values of Culture as a Basis for Inclusive Cultural Policies in the Globalizing World* — started exploring how European citizens perceive and experience the effects of globalisation, digitalisation, European integration, migration, and rising social inequalities on their daily lives and everyday culture. We also sought to map and understand the barriers, opportunities, and benefits that individuals encounter in participating in cultural activities. Moreover, we analysed the variations in citizens' perspectives and lived experiences across different countries and social groups and investigated the implications of these differences for cultural policy.

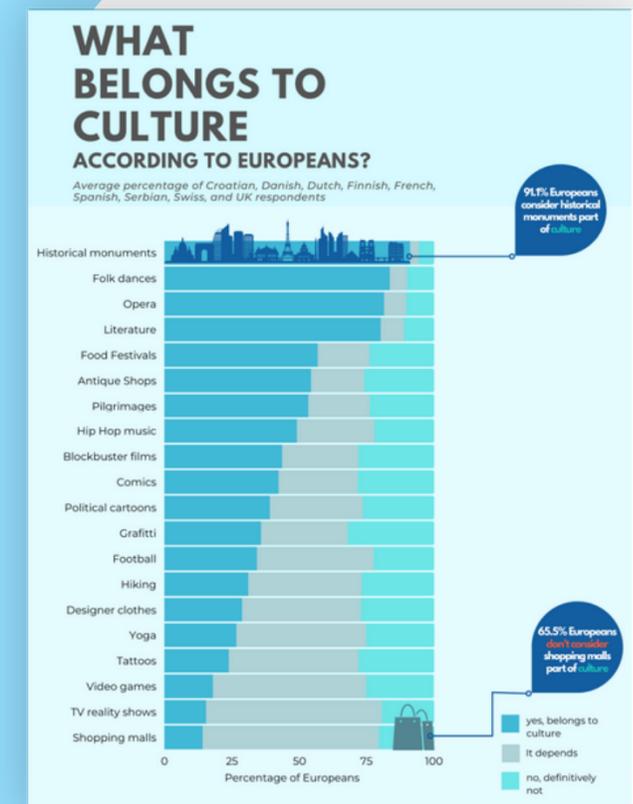
This document highlights the most central INVENT outputs the consortium has produced over the 3.5 years the project has been active. Each of the twelve sections briefly introduces background information about the output, its intended purpose, and where to access that particular output or learn more about its implications. This document, therefore, serves as an interactive guide and overview of outputs for cultural policy professionals, cultural institutes and practitioners, academic scholars, and culturally engaged citizens.

1. Survey

The empirical data collection that kickstarted and set a base layer for understanding culture from a bottom-up perspective is the large-scale quantitative survey conducted in each of INVENT's nine partner countries: Croatia, Denmark, Finland, France, the Netherlands, Serbia, Spain, Switzerland, and the United Kingdom. This comprehensive survey was administered between mid-April and early July 2021 by specialized agencies in each country among representative samples of the population aged 18-80. A total of over 14,000 participants completed the survey.

Because culture can mean many different things to different people, we collected data about a variety of topics centering on and relating to culture. The survey questions addressed aspects such as people's engagement with various media and cultural offerings, their opinion on European culture and cultural policy, and their viewpoints on broader socio-cultural developments in their country. The survey also contained detailed questions on people's backgrounds to study how, among other things, differences in digital skills, place of residence, cultural background, and economic resources may relate to cultural activities and opinions on culture. But we also posed open-ended questions, such as "What comes to mind when you think of the word 'culture'?"

Many journal articles, reports, and conference presentations realized by INVENT researchers have drawn on these rich survey data (cf. our website's [publication page](#) and the overview listing all [INVENT outputs](#)). These analyses also revealed further avenues to explore with our other data collections and studies using different research methods. The survey database will become open access on 31 July 2025. In the [INVENT Policy Briefs](#), we presented policy implications and recommendations based on the survey. Additionally, our [website](#) features survey reports for select countries and infographics based on the survey



2. Interviews

A counterpart to the primarily quantitative survey, the qualitative interviews were an opportunity to expand on cultural matters raised as meaningful by survey participants. The goals for the interviews were twofold. First, to provide a more detailed account of how citizens perceive culture and the influence of megatrends of globalization, digitalization, and increasing social inequalities on their cultural participation, lifestyles, and everyday life. Second, the interviews allowed for in-depth cultural comparisons across and within countries. With the interviews, we took the opportunity to have conversations with migrants currently residing and working in European countries and discuss how people experience the culture of their native country compared to that of their current country of residence and how they had to adjust to fit into their new environment.

The main themes discussed in the interviews were bottom-up understandings of culture, changes in cultural participation and lifestyle patterns, positive and negative trends in culture and current cultural policy, impacts of cultural participation in terms of well-being and cultural openness, local, national, European and cosmopolitan identities and feelings of belonging.

The Interview anonymized transcript database will become available for open access on 31 July 2025. Insights and findings from the interviews formed the basis for multiple chapters in the forthcoming INVENT book (see section 11). The following blog post shares preliminary results based on interview data with migrants: [**Taking part: Migrants engaging in local cultural offers in five European countries.**](#)

3. Focus Groups

Next, data collection through conducting focus groups allowed us to dive even deeper into the main research themes of the INVENT project. While the interview participants were everyday citizens, the focus group participants originated from the field of culture: artists, cultural practitioners, curators, cultural managers, NGO activists dealing with culture, cultural policymakers, and culturally engaged citizens as members of the audience, thus also incorporating the perspectives of those working in the cultural sector into the project.

Across the nine countries, the INVENT team conducted 37 focus groups in January- February 2023, involving 197 participants.

The primary subjects discussed in the interviews included the essential topics of the project itself: the impact of megatrends of digitalization (discussed in 25 of 37 focus groups), globalization (discussed in 18 of 37 focus groups), and increasing social inequality (discussed in 24 of 37 focus groups) – on cultural participation, lifestyles, and everyday culture, as well as opinions regarding the “social turn in cultural policy” (discussed in 24 of 37 focus groups) that our project is advocating. Other discussion topics were diversity and inclusion, audience development, difficulties in proving the impact of cultural activities, European culture, COVID-19, and Brexit (in the UK).

The anonymized focus group transcripts database will become available for open access on 31 July 2025. These focus group discussions have yielded valuable policy insights and implications that are presented in the Policymaker’s Guidebook (**see section 9**) and through various chapters in the INVENT book (**see section 11**).

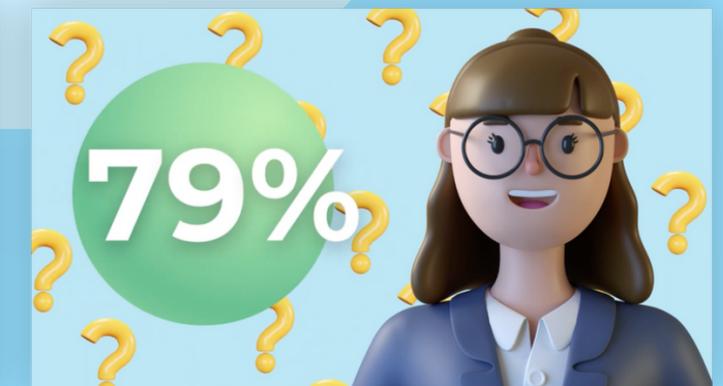
4. The smartphone study

One of the innovative methods the project employed to measure cultural participation was the Experience Sampling Method (ESM) applied in the INVENT Smartphone Study between May and June 2022. ESM is a diary survey type that allows researchers to examine what people do, feel, and think during their daily lives — specifically when they engage in a cultural activity or conversation about a cultural topic. By having participants download an ESM app on their smartphone, we could send them short surveys that measured how they experienced a cultural activity as close to the occurrence as possible.

We administered the Experience Sampling Method in three exploratory studies with almost 600 participants. In the first study, the Free Format Track, we asked participants multiple times during the day to reflect on their participation in everyday cultural activities or conversations combined with questions about their well-being. In the second study, the Organizations Track, we worked alongside cultural organizations such as theatres, museums, and festivals to monitor visitors' experiences before, during, and after attending a specific event. In the third study, the Eurovision Track, we examined how people communicate and socialize around this big European cultural event, their sense of belonging to a European community, and their reflections on the implications of the war in Ukraine.

These three exploratory tracks yielded valuable insights into how people experience culture *'in the moment'* in the context of specific cultural events or their daily lives. Moreover, the smartphone study offered helpful insights for applying the experience sampling method in the cultural sector.

You can read more about the smartphone study in an upcoming chapter of the INVENT book and [INVENT Newsletter II](#). For a more detailed explanation of the methodology, check out this [explainer video](#) on our YouTube channel (**also see section 10**).





5. Data Scraping

In the past three years, the INVENT team conducted extensive research on the multifaceted landscape of digital cultural participation, which often manifests as dynamic cultural conversations in the digital realm. Our primary interest was to delve into how Europeans articulate their viewpoints, interests, and concerns about culture online. We used digital techniques like data scraping and API search to examine the cultural conversations unfolding on various social media platforms.

The INVENT team conducted three data scraping studies investigating different avenues of online cultural conversation. The ***first*** study, completed in July 2021, mapped the cultural landscape on Twitter, identifying eight prevalent clusters associated with the keyword ‘culture’ during the pre-COVID-19 year 2019 and the pandemic-impacted year 2020. These themes transcended “culture as the arts”, also featuring “culture as a way of life.” In this first phase, we analysed over 650,000 tweets across nine countries.

The ***second*** study, completed in September 2022, was built on the first. It undertook an in-depth analysis of online petitions on Facebook, using them as a lens to examine an example of grassroots digital cultural participation. We found Europeans engaged in online cultural advocacy to express dissatisfaction, form communities, heighten awareness around pressing issues, and influence policy decisions. The online petitions mostly revolved around one of the seven main themes we identified by analysing more than 120,000 posts.

In the ***third*** data scraping study completed in April 2023, each country investigated a prominent cultural case that spurred a public debate and gave rise to intriguing online discussions. We investigated how these online discussions addressed societal values of culture across different media platforms. Collectively, these cases speak to themes like the contested value and meaning of culture, the role of the taxpayer, and the politicisation of culture.

You can find each of the extensive and illuminating data scraping reports on our website, each of which contains a section on the implications for the field of policy. The ***INVENT Policy Brief III*** also bears policy recommendations based on these data scraping studies. Moreover, several chapters in the INVENT book (***see section 11***) are dedicated to digital culture and provide further analysis of these data scraping studies.



6. Case Studies

By January 2023, the INVENT project had conducted 27 case studies of inclusive cultural policies and practices across its nine countries. Each country team investigated three local cases using diverse methods, including field observations and qualitative interviewing, content analysis of print and online materials, digital ethnography, document analysis and evaluation, archival analysis, and theoretical analysis.

The case studies are primarily illustrative: they present the results of descriptive research, contributing to a broader understanding of the case. However, they also address the aspects of the analysed cases going beyond the obvious. Some studies describe examples of good practice and some deal with the issues that need to be resolved by good practice. These case studies have provided evidence for formulating policy recommendations towards a “social turn” in cultural policy and activities.

A summary report of these 27 case studies and an overview of learning points and policy recommendations is available [here](#). The full-length individual case studies are accessible via the [publications page](#) on our website.



7. Articles & book chapters

The INVENT consortium has produced multiple academic articles and chapters for established international academic outlets in the past few years, drawing on its extensive data collection. Thus far, eight scientific articles have been published or accepted for publication in renowned academic journals, while two book chapters have appeared in print. Ten more journal articles are under review, and the team has prepared 16 additional book chapters for inclusion in the final INVENT book with Routledge (**see section 11**).

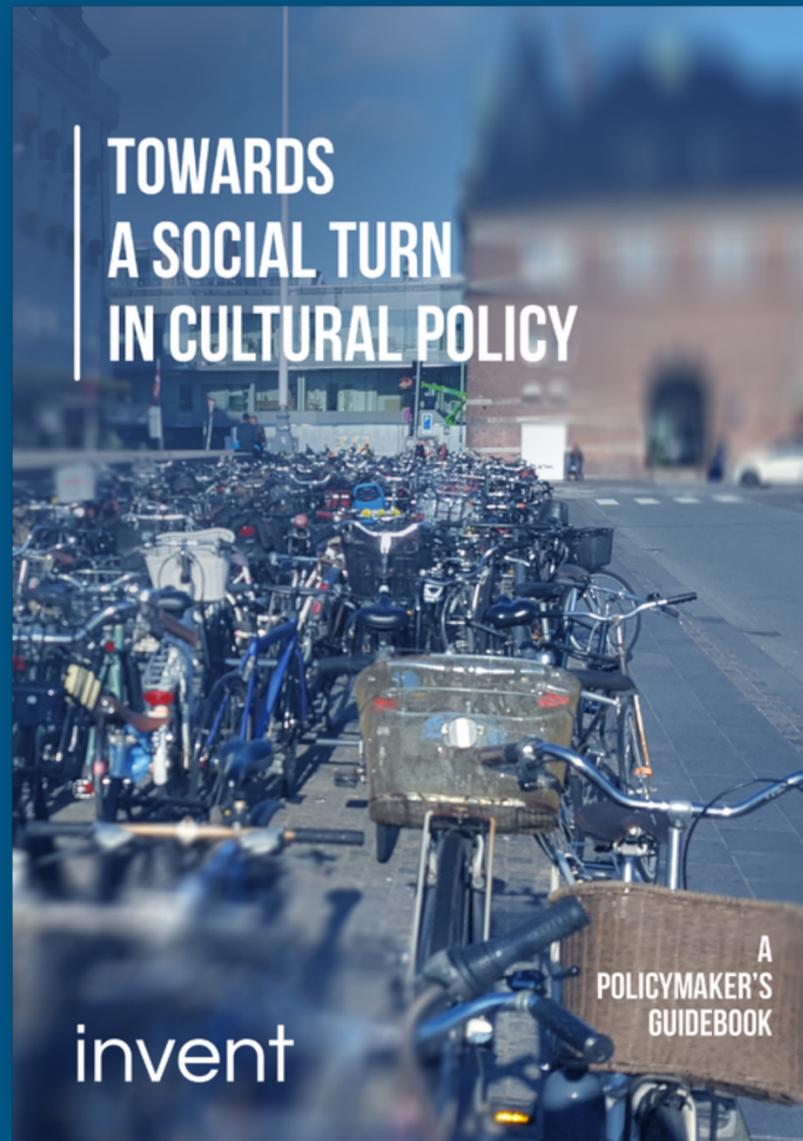
The subject of these articles and chapters vary, ranging from cosmopolitanism to the digital divide and from cultural value orientation to cultural participation during COVID-19; however, the INVENT findings are central in each publication. The [publication page](#) of our website and the report of [INVENT outputs](#) provide an overview.

8. Reports on societal megatrends impacting culture

The societal megatrends of increasing cultural diversity, globalization, European integration, migration, mediatization, digitalization, and rising social inequalities formed the background against which we investigated the societal values of culture.

The INVENT team has published four reports dedicated to each of these megatrends. In August 2022, we published the [WP3 report](#) *What does culture mean to Europeans?* Mapping the multiplicity of understandings of culture within and across European societies. In October 2022, we published the [WP4 report](#) *The influence of globalization and European integration on culture*; the [WP5 report](#) *Digitalization and culture: Impacts, practices and perceptions in nine European countries*; and the [WP6 report](#) *The influence of social Inequalities on culture*.





9. The Policymaker's Guidebook and Policy briefs

A primary INVENT output intended for cultural policy audiences is the [*Policymaker's Guidebook*](#) - a concrete tool for experts in the cultural policy field that offers guidance for advancing the societal values of culture postulated by the New European Agenda for Culture. Titled [*Towards a Social Turn in Cultural Policy*](#), this guidebook first paints a picture of the prevailing understandings of culture and cultural values as presented in relevant EU policy documents. Subsequently, it outlines what we understand as a social turn in cultural policy. Next, the guidebook addresses nine fundamental societal values: diversity, inclusion, participation, well-being, tolerance, solidarity, equality, identity, and creativity. The description and contextualization of each societal value are followed by an outline of instruments and indicators that can aid in creating cultural policy practices that advance these societal values.

Each section is enriched with insights from INVENT articles and case studies. The Policymaker's Guidebook thus seeks to aid professionals in the cultural policy field in generating more just and inclusive cultural policies. The Policymaker's Guidebook is available for [download](#). Additionally, we highlighted key findings and policy implications in our [*INVENT Policy Briefs*](#).

10. Animation videos and Newsletters

To awaken curiosity among lay audiences and interest them in what the INVENT Project has to offer, we have created a series of 6 short videos. These animated videos are informative and briefly introduce some of the themes and studies of the INVENT project. This video series features different members of the INVENT team who bring a personal touch and friendly face to the presented concepts and results. The videos are between 3 and 5 minutes long and tell our audience more about the 'iceberg of culture', digital culture, diversity and inclusion, cultural openness and tolerance, the experience sampling method using a smartphone, and culture and well-being.

The videos are accessible on INVENT's [YouTube channel](#), social media, website, and the European Inventory of Societal Values of Culture (**see section 12**).

Over the past few years, the INVENT team has also published three comprehensive [Newsletters](#) targeting a broader audience. These newsletters featured key findings of INVENT's research presented in an accessible format.





11. The INVENT book

Another major output is the INVENT book publication with publisher Routledge forthcoming 2024: *Engagement with Culture in Transformative Times: Mapping the societal drivers and impacts of cultural understandings, practices, perceptions, and values across Europe*.

Researchers from all partner institutions contributed to the book as co-authors of one or more chapters. The book provides new, research-based knowledge about Europeans' engagement with culture and the societal values associated with this engagement. This edited volume contains sixteen chapters that progress along four main themes: people's understandings of culture; trends and patterns in cultural participation; the impact of globalization, Europeanization, migration, digitalization, and inequalities on everyday culture, lifestyles, and cultural participation; and the affordances and societal values of cultural participation.

The book is suited to cultural practitioners as well as scholars and students in multiple fields, including cultural sociology, cultural economics, European studies, cultural policy, cultural management, and media studies. It also provides important input to policymakers at national and European levels for the development of more inclusive cultural policies that may promote identity and belonging, inclusiveness, tolerance, and social cohesion.



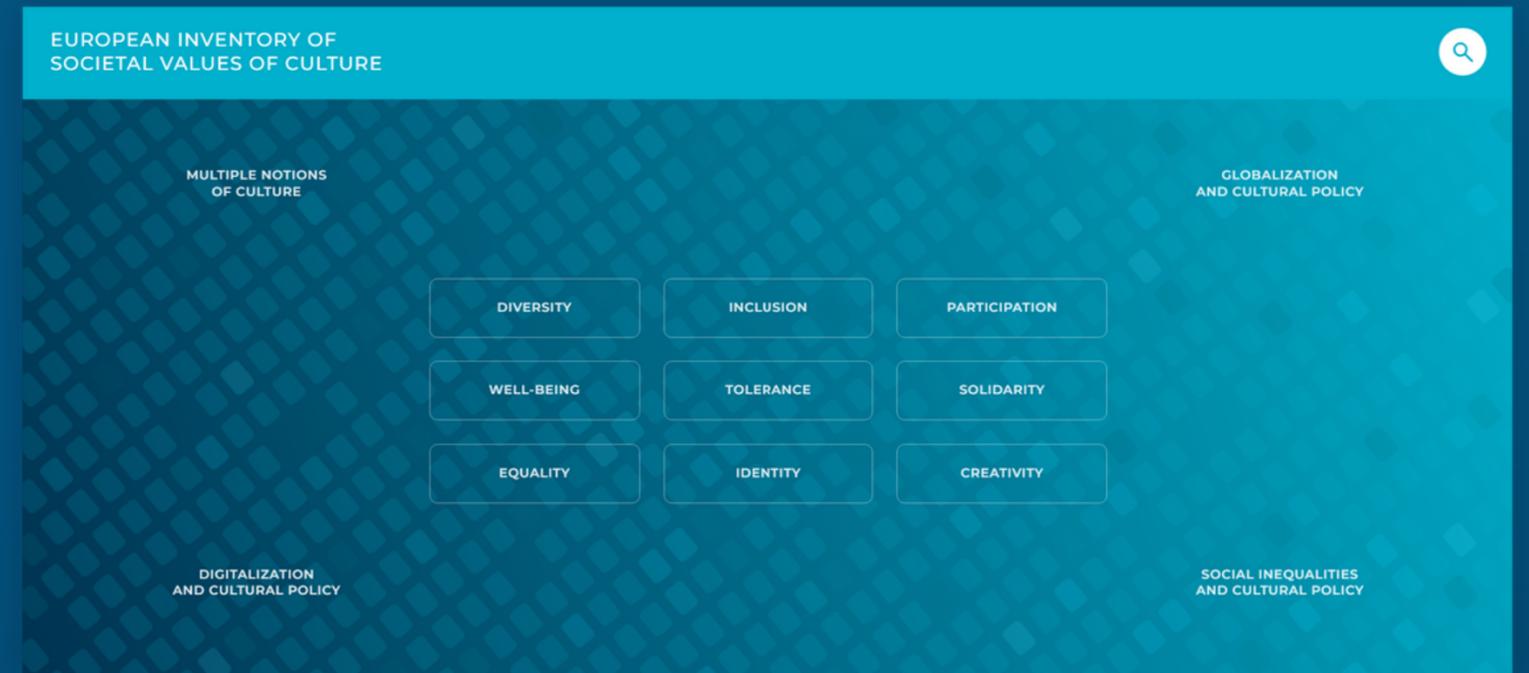
For updates on the book's forthcoming publication keep an eye out on the [news page](#) on our website

12. The Inventory

Finally, one of the main outputs from the INVENT Project is the eponymous platform: ***The European Inventory of Societal Values of Culture***. The Inventory is an interactive e-dictionary with information about and for pluralistic, inclusive cultural policies aiming at a social turn in cultural policy. It is a dynamic repository that the INVENT team will continue to expand with new entries and research findings. The content of the Inventory is interactive: through various combinations of the available data, it offers the tools for analysing visions, models, instruments, and indicators of cultural policy. It can serve as an empirical base and an inspiration for creating cultural policy at various levels (from the local to the European) and is suited to different European cultural policy models.

The Inventory contains the results (published articles, case studies, and research reports) created in the INVENT research project. It also includes references to relevant literature and statistics, analyses of the societal values that cultural policy measures can produce, concepts through which cultural policy epitomises these values, instruments to apply in this endeavour, and indicators to evaluate achievements. In addition, there are links to more than 500 articles, books, research reports, video recordings of public lectures, and various audio recordings written and spoken by fellow researchers worldwide. The platform serves as a resource for interested EU citizens, researchers, and cultural policymakers alike, enabling the creation and further dissemination of instruments and measures that promote active citizenship and participation, identity and belonging, inclusiveness, tolerance, and social cohesion.

The Inventory is freely available to policymakers, researchers, cultural professionals, and interested citizens [here](#).



More information about the project

More information about INVENT and a complete overview of INVENT's project outputs are available on the [INVENT project website](#), and in the overview listing all [INVENT outputs](#). Our team regularly updates both sources to include new publications and outcomes of INVENT. Also be sure to follow INVENT on social media where we communicate about these updates and keep you in the loop when it comes to further development of the project.



Project Identity

PROJECT NAME European inventory of societal values of culture as a basis for inclusive cultural policies in the globalizing world (INVENT)

COORDINATOR Erasmus University Rotterdam, Rotterdam, The Netherlands,

CONSORTIUM Erasmus University Rotterdam (EUR), The Netherlands; Universitat Autònoma de Barcelona (UAB), Spain; University of Haifa (UoH), Israel, conducting the research in the UK; University of Copenhagen (UCPH), Denmark; Tampere University (TAU), Finland; University of Zurich (UZH), Switzerland; Institute of social sciences “Ivo Pilar” (ISSIP), Croatia; Centre for Empirical Cultural Studies of South-East Europe (CECS), Serbia; Ecole normale supérieure Paris-Saclay (ENS), France.



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GRANT AGREEMENT ID 870691

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WEBSITE <https://inventculture.eu/>

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