Attracting diverse audiences – insights for audience development

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Thematic scope

Germany – an immigration country:

- The country officially accepted becoming an immigration country at the beginning of the new millennium.

- Even then, in many cities one could barely speak of insignificant minorities (for example: Stuttgart 40 %, Frankfurt/Main 39 %, Nuremberg 37 %).

- Strong migration within the European Union to Germany and a significant increase in the number of asylum seekers since 2009 have exacerbated the topics relevance.

- In Germany appr. 20 % of the population has a so called "migration background".

Thematic scope

Migrants and their descendants – the German definition of `migration background`:

`The population group with a migration background consists of

- all persons who have immigrated into the territory of today's Federal Republic of Germany after 1949,

- and of all foreigners born in Germany

- and all people born in Germany who have at least <u>one</u> parent who immigrated into the country or was born as a foreigner in Germany.´

In Germany: 52 % German nationals (48 % of them since birth), 48 % not German nationals (until 2005 only foreigners in the government's statistics).

Other definitions in some federal states (e.g. Bavaria: at least <u>one</u> <u>grand</u>parent).

Austria: <u>both</u> parents need to be born abroad (appr. 20 % of the population).

Thematic scope

The population with a migration background and German cultural institutions:

- It was recognized as a target group by cultural institutions appr. 10 years ago.

- Cultural institutions have tried to develop appropriate audience development strategies and to implement concepts of so called `intercultural openings` since then.

- Still, even when they have at least a general interest in these offerings, this `group` seems to visit cultural offerings only infrequently, if at all.

➡ It`s complex: `The` people with migration background do not exist, there are no homogeneous national cultures = there are several potential target audiences.
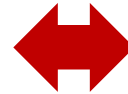

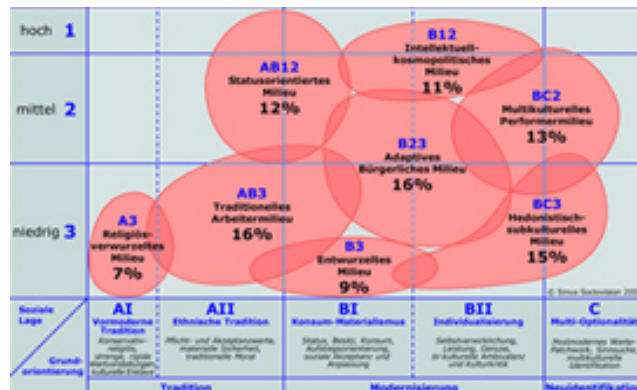➡ How can this target `group` be approached effectively?

People with migration background and their use of cultural offerings

German scientific research offers two fundamental approaches, studies which:

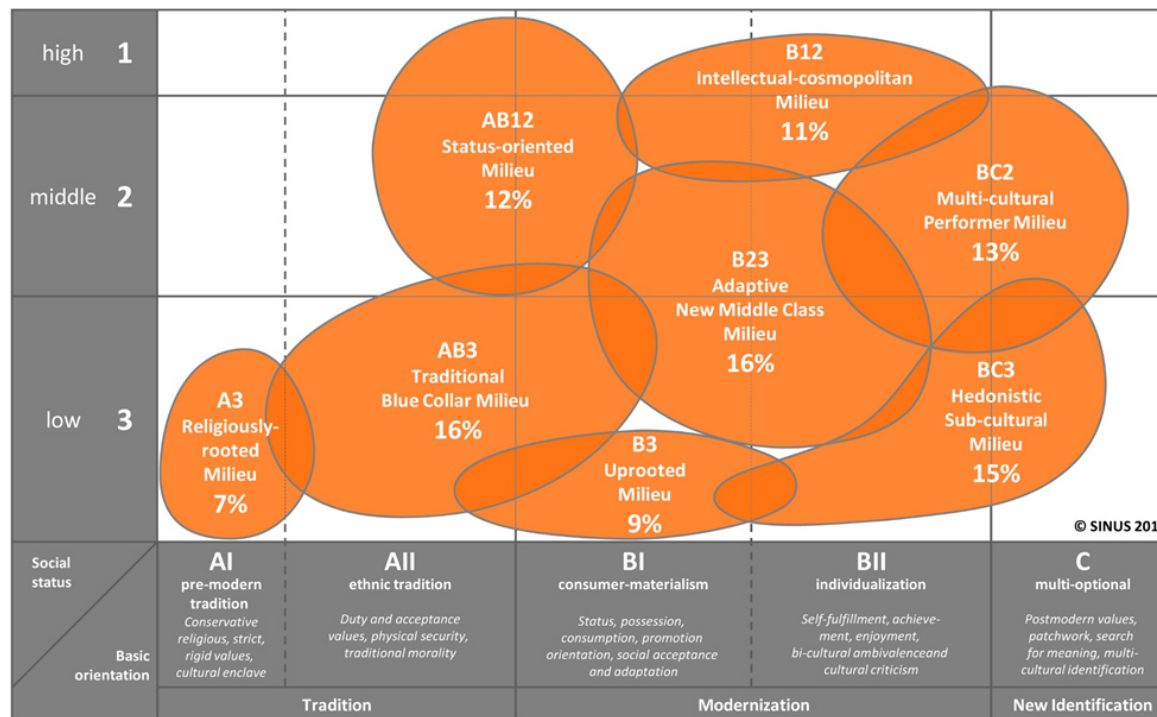| focus on different social milieus irrespective of national origins… | ⬌ | focus on information about people from different origins… |

➡ `milieu marketing`

➡ `ethnic marketing`

People with migration background and their use of cultural offerings

The SINUS-Migrant-Milieu-Model® Germany (2008):

➡ The population with migration background is divided up into eight social milieus that are constructed within two dimensions: `social status` and `basic values`.

Source: Sinus 2011

People with migration background and their use of cultural offerings

Migrant-Milieu® (focus: social milieus) vs. InterKulturBarometer (focus: origins):

- You cannot conclude someone`s milieu affiliation by knowing his or her origin.

- People "within" a social milieu are more similar than people of the same origin but "within" different social milieus.

- A person's migration background has an influence on a persons "daily life" but not on the use of cultural offerings.

versus

- There are indeed differences in specified interests and the actual consuming behavior concerning cultural offerings between ethnic "groups"; a strong influence of NON-European origin.

- These effects can not only be found in those who have migrated themselves but also in their descendants.

Does targeting with Migrant-Milieus work?
Do we (also) need information on peoples origin?

<u>Method of a recent study by the author:</u>

- Newly developed method to identify Sinus-Migrant-Milieus® based on the method of self-classification of respondents in social classes; used in population surveys:

| External assessment | → | Self assessment | → | External assessment | → | Self assessment |
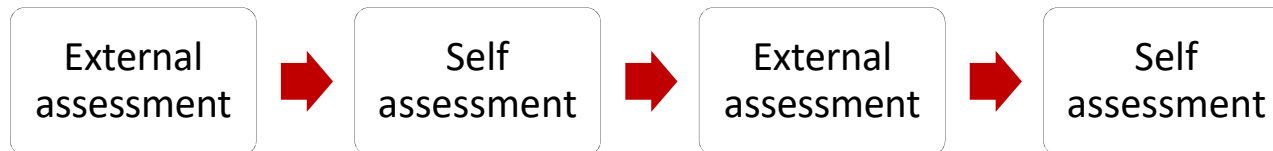
- 54 qualitative face-to-face interviews,

- Investigation of individual cultural consuming behavior, indications for specific visiting barriers for other milieus, perception of the thematic field,

- 3 German cities: Berlin, Frankfurt, Stuttgart, people originating from countries of the former Soviet Union and Turkey,

- Focus on the `Intellectual-cosmopolitan milieu`.

Source: Allmanritter 2017

Focus on the `Intellectual-cosmopolitan milieu`

A large amount of 'cultural capital', national/cultural affiliation can be measured reliably, neglecting potential effects of changeable socio-economic factors

Can offer substantial stimulus for the development of audience development strategies for people with migration background

Middle aged (30-50 years); high level of education, higher education professions, middle incomes, often artist and art managers

Has great potential to act as an intercultural mediator

Comparatively, uses (high) cultural offerings the most

Highest synergy with previous activities of cultural institutions (- effort / - risk)
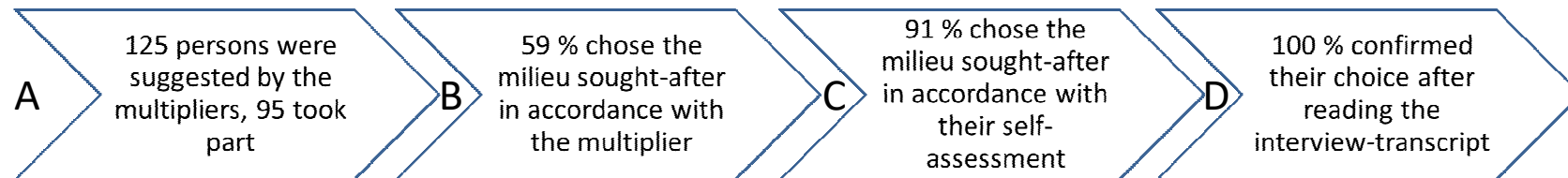
Source: Sinus 2011

Assessing social milieu affiliation
via qualitative methods

- Theoretical assumptions: Social milieus really exist in society ('semi-groups', Ralf Dahrendorf), a person`s social milieu affiliation is recognizable by himself/herself and by others ('destinction', Pierre Bourdieu).

- Step 1: Creating a detailed description of all the Sinus-Milieus® (each DIN A4 page).

- Step 2: Developing a system with alternately used external- and self-assessment of social milieu affiliations:

    A - External (multiplier reads all descriptions and suggests person he/she thinks is affiliated with the social milieu sought-after).

    B - Self (this person reads all social milieu descriptions and chooses the one he/ she think suits best).

    C - External (this person and an interviewer go through milieu descriptions within a qualitative interview, the interviewee explains his/her milieu-choice, the interviewer checks if this affiliation is plausible).

    D - Self (person reads interview transcript and checks again if affiliation is still plausible after some time).

Source: Allmanritter 2017, Dahrendorf 1957, Bourdieu 1982, Sinus 2017:

Assessing social milieu affiliation
via qualitative methods

| A | 125 persons were suggested by the multipliers, 95 took part | B | 59 % chose the milieu sought-after in accordance with the multiplier | C | 91 % chose the milieu sought-after in accordance with their self-assessment | D | 100 % confirmed their choice after reading the interview-transcript |

- 58 persons after step A, B, C, D = 46 % utilisation rate.

- The better the multipliers know the person they suggest and the more thoroughly all the participants read the descriptions the higher the likelihood that they both choose the milieu in accordance.

- The factors within the milieu descriptions that lead to the identification of the social milieu someone can be affiliated with best are values, cultural preferences and the use of cultural offerings.

- There is every likelihood that after four assessments the milieu affiliations can be determined correctly.

Source: Allmanritter 2017, Dahrendorf 1957, Bourdieu 1982, Sinus 2017:

Key results: Milieu-affiliation seems to be the determinant factor...

The differing migration backgrounds (Turkish, Ex-SU) of the respondents had no apparent influence on their general cultural and media usage:

- They equally have a very high interest in various cultural offerings; they frequently attend cultural various offerings.

- They equally are the initiators of joint cultural visits and display a high potential of acting as mediators and multipliers for cultural offerings.

- Media use and information sources as well as ticketing and price preferences are nearly similar in both groups.

- Typical visitation barriers (socialisation, education) play no significant role for both groups.

B12
Intellectual-cosmopolitan Milieu
11%

Source: Allmanritter 2017
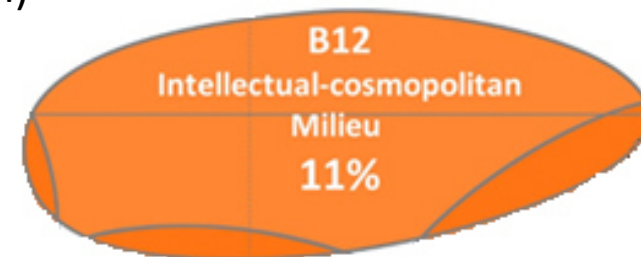
… but an impact of the origin on the use of cultural offerings does exist

Origin related differences between the two groups of respondents were evident concerning their specific use of cultural offerings:

- Offerings specifically related to their *respective* culture of origin are especially attractive.

- The use of media in their (possibly second) native language / media from their *respective* culture of origin play a role as a source of information.

- They find informational material and cultural offerings in their own (possibly second) native language very attractive (e.g. as a special welcome).

- There seems to be an aesthetically formative influence of native cultural on the use of culture: very modern productions are viewed differently (+ Turkey / - SU).

- Both groups respect the lack of intercultural competence in cultural institutions to be a very likely visitation barrier for Migrant-Milieus®.

Pictures: Pixey

Recommendations for cultural institutions

Success factors for audience development:

- A pure approach based on nationality or ethnicity when dealing with people with migration background is not to be recommended (`ethnic marketing`).

- A pure milieu-based approach when addressing people with migration background seems possible (`milieu marketing`).

- But, additional Information about the migration background supplies valuable reference points (e.g. for program planning, communication), therefor a cautious combination of `milieu marketing` and `ethnic marketing` seems to work best.

- For the `intellectual-cosmopolitan milieu`, these references can lead to higher customer loyalty / work as an incentive; neglecting them doesn`t lead to refraining.

- With regard to other Migrant-Milieus® who have little involvement with (high) cultural activities the references may ensure that visits takes place at all.

Source: Allmanritter 2017

Recommendations for cultural institutions

Success factors for audience development:

- Providing a wide range of offerings of high artistic quality with references to the widest range of cultures and in numerous languages would create references to the various ethnic living environments.

- Providing hybrid cultural offerings, which consist of a mix of national/ethnic cultural elements and in which something new is presented, speak to the hybrid identities of many people with migration background.

- In communications policy, addressing the audience in their (possibly second) native language provides a further incentive to visit (e.g. as special welcome).

Source: Allmanritter 2017, Picture: Mandel 2013

Please share your experiences!

- How can a comprehensive audience development strategy look like that also includes people with German origin – a target group that doesn`t seem to be very much interested in offerings perceived as foreign?

- How can cultural institutions dismantle the barriers for Migrant-Milieus with no involvement with (high) cultural offerings and ensure that audience development reach not only those who would have come in any case?

- How can cultural institutions give people with migration background an equal opportunity to participate in the art and cultural sector (administrative / artistic staff) when sometimes they are not readily available on the labor market?

- How can cultural institutions evaluate their own situation / find out if there are people with migration background within their audience? Would asking them in a questionnaire be considered discriminatory?

Main sources

- Allmanritter, Vera (2017): Audience Development in migration societies. New stategies for cultural institutions (orig. German: Audience Development in der Migrationsgesellschaft. Neue Strategien für Kulturinstitutionen), transcript: Bielefeld.

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