

303 : 7/8 : 008 (71)

Boekmanstichting - Bibliotheek  
Herengracht 415  
1017 BP Amsterdam  
Tel. 6243739

**Making the Linkages:  
Cultural Research in the 1990's**

**Report on the Strategic Workshop  
held on Wednesday, April 29, 1992  
Government Conference Centre  
Ottawa, Ontario**

\*\*\*\*\*  
*Ce Rapport est aussi disponible  
en français*  
\*\*\*\*\*

**Strategic Policy Planning  
Strategy and Plans Branch  
Communications Canada  
June 1992**

**ACKNOWLEDGEMENTS**

In both its preparation and its proceedings, the Strategic Workshop on Cultural Research represents an important juncture in addressing cultural research issues in Canada. It stands out, not only as an unprecedented gathering of researchers and research users from across the country, but as the outcome of a unique joint effort between major stakeholders.

I personally wish to thank the representatives of those organizations who worked with DOC in putting together the Workshop: Keith Kelly of the Canadian Conference of the Arts, Iain McKellar from Statistics Canada, Alan Fox and Ann-Marie Mayternigh of the Social Sciences and Humanities Research Council, and Claire McCaughey of the Canada Council.

On behalf of the sponsoring organizations, I particularly wish to thank Florian Sauvageau for serving as the Workshop's able chairperson and moderator, and John Meisel and Eduardo Delgado who agreed to appear, respectively, as the keynote and luncheon speakers. The valuable insights of all three of these acknowledged leaders in cultural research - along with those of our panellists - were instrumental in making the day a success.

Finally, a note of appreciation goes to those who attended the Workshop for sharing their ideas and experiences on this important topic. A spirit of cooperation and collaboration was clearly in evidence, and the dedication shown to identifying issues of common interest and developing a joint course of action indicate, in my view, that important strides will be made in this area in the months ahead.

**David Waung  
Director  
Strategic Policy Planning  
Communications Canada**

---

### EXECUTIVE SUMMARY

On April 29, 1992, the Department of Communication, the Canadian Conference of the Arts, the Canada Council, Statistics Canada and the Social Sciences and Humanities and Research Council jointly sponsored a one-day Strategic Workshop on Cultural Research. The Workshop was organized to give producers and users of cultural research an opportunity to discuss various related issues and to examine how work in this area can most effectively contribute to Canadian cultural development.

Participants felt that, with regard to the **substance** of cultural research, certain fields of inquiry have for too long been neglected or underemphasized. It was pointed out, for instance, that "demand-side" research focusing on cultural consumption/participation has been relatively ignored in contrast to that devoted to cultural production. Similarly, regarding cultural production itself, more emphasis has traditionally been placed on examining cultural industries instead of artistic creativity. It was also remarked that cultural research, as a whole, was itself undervalued - thus representing a gap in relation to other research - and too driven or motivated by considerations of utility instead of curiosity.

With regard to the **process** of cultural research, discussion focused on the need for greater dialogue and communication between cultural researchers. The absence of an established research network or infrastructure has meant that cultural researchers are often unaware of each others' efforts. This has led not only to instances of wasted initiative and money through overlap and duplication of work, but to a lack of "cross-fertilization" of ideas, a necessary ingredient for fostering innovative and leading-edge investigation. Participants also believed that the research community itself - and not government - had to take the lead in improving dialogue and information-exchange.

The Workshop considered a number of proposals for action. These included the formation of a professional association of cultural researchers; the establishment of a cultural research "clearinghouse"; the creation of a newsletter; and holding Cultural Research Workshops on a regular basis. The type of mechanisms suggested reflected the view that, for the time being, efforts should perhaps concentrate on improving the dissemination, communication and exchange of existing and planned research rather than setting a Research Agenda for filling research "gaps". There was also a general consensus that solutions should be as practical and non-bureaucratic as possible so that limited funding and time is directed at research itself and not administrative outlays.

---

Delegates expressed the need for quick follow-up action to preserve and build on the momentum generated at the Workshop. They therefore agreed to the formation of a small review committee to examine the different options discussed and determine the most effective way of improving information exchange.

---

**TABLE OF CONTENTS**

	<u>Page</u>
Acknowledgements .....	i
Executive Summary .....	ii
Introduction .....	1
The State of Cultural Research in Canada .....	3
• The Substance of Cultural Research .....	3
• The Effectiveness of Cultural Research .....	6
A Plan of Action .....	9
• Options/Mechanisms .....	9
• Next Steps .....	11
Appendix I: Registered Participants	
Appendix II: Workshop Agenda	
Appendix III: Members of Follow-Up Committee on Cultural Research	
Appendix IV: Cultural Research Workshop - Organizing Committee	

---

## INTRODUCTION

What is being done today in the area of cultural research in Canada? What research areas require further study? Will the cultural sector possess the right information, at the right time, in order to recognize emerging opportunities and meet new challenges in a rapidly-changing world? In times of limited budgets and "thinning" resources, can more effective ways of obtaining, using, and sharing information be developed to ensure that cultural research is best positioned to contribute to Canadian cultural development?

These were some of the key questions considered at the Strategic Workshop "Making the Linkages: Cultural Research in the 1990's", held in Ottawa on April 29, 1992. The Workshop - sponsored by the Department of Communication, the Canadian Conference of the Arts, the Canada Council, Statistics Canada and the Social Sciences and Humanities and Research Council - assembled a wide range of producers and users of cultural research, providing them a unique opportunity to share views on the state of Canadian cultural research. Benefiting from this exchange of ideas, delegates were able to forge a broad consensus on pressing issues and possible actions.

The day-long Workshop, chaired by Professor Florian Sauvageau of Laval University's Department of Information and Communication, included panels of experts and discussion groups. A keynote address by Dr. John Meisel of Queen's University, dealing with his perspectives on cultural research in Canada, helped set the tone for the day's proceedings, while Eduardo Delgado, Director of the Cultural Studies and Resources Centre in Barcelona, Spain, reflected on the common challenges faced by European and Canadian cultural researchers. Over 80 individuals, including academics, cultural community representatives, private and government decision-makers and cultural consultants, were in attendance (a list of participants and the Workshop's agenda appear in the Appendix).

The overwhelming response to the Workshop and the spirited discussions which took place demonstrated the importance and need felt within the cultural research community for such a gathering. But while enthusiastic about the Workshop, delegates also expressed concern that the insights gained and momentum generated could easily be lost if further steps were not quickly taken. Participants were particularly interested in exploring practical means for supporting closer networking and information-sharing activities begun at the Workshop. Such action, it became clear, is vital if cultural research is to be timely and relevant in this rapidly-evolving sector.

---

This document is not a detailed record of the day's proceedings, nor does it grapple exhaustively with **all** matters and questions relating to cultural research. Rather, it presents a summary of some of the **main** issues discussed over the course of the day and, in light of these issues, delegates' proposals for concerted action.

### THE STATE OF CULTURAL RESEARCH IN CANADA

Participants at the Workshop on Cultural Research in the 1990s were involved in a wide variety of research activities, ranging from the economics of cultural production to time-use studies of cultural consumers. Yet despite the broad array of interests, and the obvious differences in specific research needs, a number of common issues emerged from the day's discussions.

These issues focused on two main themes:

- The "substance" of cultural research; and
- "Process"-related factors affecting the effectiveness of cultural researchers' work

#### The Substance of Cultural Research

Many participants spoke of significant gaps in cultural research which undermine our understanding of culture's impact on Canadian society and, conversely, the latter's influence on culture. The situation was most often described in terms of dichotomies in research types, where one area was said to be overlooked or underemphasized compared to another.

- **Cultural Research vs. Other Research**

Many delegates felt that, as a whole, cultural research was itself undervalued and thus represented a gap in relation to other research carried out in Canada.

Part of the problem, as noted by Professor John Meisel, may be that Canadians do not overtly value culture, placing it low on the public agenda. This low public ranking inevitably affects the "clout" of cultural research and thus the importance placed on, and resources devoted to, its pursuit. As several people observed, this occurs not only in universities, but within other important centres of research activity, such as independent think-tanks and public-policy research institutes.

Unfortunately, the situation has other consequences which tend to reinforce the already weak footing of cultural research. In academia, for instance, cultural research must often be pursued as an ancillary offshoot of other disciplines such as economics and political science. Lacking a real "home", cultural research in many instances takes on boarding-house quality which discourages - often on the same campus - any

---



sense of connection between different researchers. This segmented nature of inquiry, in turn, further weakens cultural research's footing of visibility, relevance and credibility, and a vicious cycle develops.

- **Production vs. Consumption**

A recurring theme throughout the day was that the majority of research actually devoted to culture was skewed toward production or "supply-side" issues. It was generally felt demand-side matters required more attention if solid improvements were to be made in the overall health of cultural production in Canada.

Some delegates were particularly concerned that, in their view, more was not known about how certain factors - such as ethnicity, location, occupation, age, lifestyle changes, leisure-time availability and arts literacy - affected the purchasing/attendance decisions of cultural consumers. Understanding this relationship between traits and consumption was especially important, many felt, in winning over potential as opposed to existing cultural consumers. This will be an increasingly important element in furthering Canadian cultural life, and as suggested by Dale McIntosh of the University of Victoria, more attention must be paid to examining the behaviour of "maybes" rather than the "already committed".

The "experience" of cultural consumers - whether attending performances, visiting museums or playing home entertainment - was also cited as an important but neglected demand-side area of research. As suggested by Carole Duhaime of l'École des hautes études commerciales, such inquiry is sometimes even avoided for fear that results will lead to the vulgarization of cultural fare. As she and other participants pointed out, however, preliminary research in this area underlines the importance of such factors as customer-service in the overall enjoyment of cultural products and services. Attending to such matters as scheduling, seating or ticket availability, in other words, appears to be critical to making the cultural experience as inviting as possible, without compromising content.

Finally, some participants stressed that understanding cultural consumers in general was not enough. Equally important was appreciating the relationship between culture and competing forms of leisure activity and, indeed, between different cultural consumer markets. For instance, is growth in one cultural consumer activity detrimental or beneficial to another? As noted by Robert Kelly of the University of British Columbia, this is particularly relevant to the growing in-home consumption of cultural "facsimiles" such as sound recordings and videos as opposed to attending live performances. Do growing CD sales, for instance, lead to a drop in orchestra ticket purchases, or does this technology serve as a "window" to genres of musical performance which many would not otherwise consider attending? Do market shifts in cultural consumer spending significantly re-arrange the distribution of revenues

---

reaching artists versus cultural "presenters"? Finding the answers to such questions will become even more important with the growing number of new, mixed-media cultural products appearing on the market.

- **Artistic Creativity vs. Cultural Industries**

Several participants spoke of a dichotomy within the area of supply-side research itself, that is, between research on cultural industries or institutions (broadcasting and book publishing, for instance, as well as museums, theatres and auditoriums) and individual artistic creativity (actors, writers, musicians, visual artists).

One reason cited for this dichotomy was that governments in Canada - more interested in the sector's industrial and institutional health for meeting public policy objectives - were the prime funders and consumers of cultural research. Whether by design or by accident, governments were less interested, it was argued, in supporting research which lacked a ready industrial/institutional "fit". As a result, both economic and non-economic issues related to cultural production at the artistic/creator level tended to be neglected. In many respects, the discussion echoed the debate over the relative merit of "pure" vs. "applied" research in other sectors.

Still others, like Nicole Martin of le Groupe Secor, cautioned that not all cultural industries were well served in terms of research. Regulation in broadcasting, for instance, had by necessity generated a wealth of information; publishing, in her opinion, was also relatively well documented. The same could not be said, however, for other cultural industries, where small-scale and fragmented operations made the administration and application of related research much more difficult and expensive.

- **Curiosity vs. Utility Driven Research**

Statements regarding the emphasis on industry and supply-side issues, and the influence of government support, were part of a broader concern that research in culture, as phrased by Dr. Meisel, is more "utility" than "curiosity" driven. It was claimed that straightforward economic issues dominate the research agenda, with little attention given to less "measurable" questions such as the influence of cultural literacy or the social impact of culture.

Neglecting such areas of research is unfortunate since, although separate from the economic sphere, they are invariably interlinked with it. Understanding the impact of early arts socialization and education on cultural consumption, for instance, may be instrumental in placing cultural production - artistic and industrial - on firmer financial ground. Similarly, insights on how "High" and "Popular" culture influence each other could shed important light on patterns of audience development vital to cultural marketing.

---

Another remark was that, in research terms, culture was not linked enough to Canadian society. Culture is often said to be about values, with the power, as remarked Marie-Charlotte de Koninck of the Musée de la Civilisation du Québec, to change some or reinforce others. Yet little is known about this causal relationship, including how cultural products and services affect Canadians' perceptions of themselves and their sense of personal well-being.

Moreover, as Ms. de Koninck also pointed out, some values purportedly reinforced by culture will be more widely supported than others; by definition, public support of culture will be entwined in controversy. How such controversy - or similarly, predominant social philosophies and issues such as cultural appropriation - influences cultural content is not simply an esoteric question. Such matters run at the heart of the constant re-examination of democratic principles, such as freedom of expression, as applied in this sector.

Finally, there was a sense that current research focuses too much on the present and not enough on the past and the future. This has led to much research which examines problems in isolation of their historical roots - increasing the chances of repeating past mistakes and ignoring former successes and formative events - as well as the rapidly-evolving political, economic, social and technological environment which holds both promise and risk for Canadian cultural development.

### **The Effectiveness of Cultural Research**

As mentioned earlier, other issues emerging from the Workshop focused on what participants felt were impediments to the efficacy of their work. These issues were more process-related compared to those already discussed dealing with the substance of cultural research.

Somewhat surprisingly, participants spent little time discussing specialized sets of problems - such as insufficient disaggregation of statistical information - specific to their particular areas of interest. Instead, attention centred on what many viewed as community-wide disorders induced through a lack of connectedness among researchers.

- **Communication and Dialogue**

One of the clearest messages coming out of the meeting was the need for greater dialogue among researchers and between researchers and research users.

Regarding the former, some spoke of the unfortunate but all-too-frequent situation where unfamiliarity with each others' initiatives had led to overlap and duplication of work and, as a result, a waste of precious time and scarce funding.

---

The absence of dialogue has also caused what some described as a lack of "cross-fertilization" of ideas among cultural researchers. In many cases researchers, aware of only the most closely-related work in their specific field, do not benefit from the insights of other colleagues examining cultural issues from other vantage points. Lacking a deepened or broadened base of investigation, much cultural research becomes narrowly functional and is ignored outside well-defined areas of interest.

The Workshop also underlined the importance of dialogue in an international context. As Eduardo Delgado noted in his lunchtime address, there is a remarkable similarity in the type of issues being pursued by Canadian and European cultural researchers. Efforts by both groups to forge closer links and improve information sharing would pave the way for more comparative work from which unique findings, otherwise unavailable, can emerge.

Finally, greater dialogue is required between producers and users of cultural research. As alluded to by Florian Sauvageau in his opening remarks, the former have not always "marketed" their work sufficiently and explained its relevance to existing or, more importantly, potential users. On the other hand, cultural promoters and marketers, private and public decision-makers and groups advancing interests of the cultural community have often been remiss in communicating what they need to know from researchers. Oddly enough, this has not always prevented them from criticizing and questioning the value of much cultural research "after the fact".

- **Leadership and Organizational Focus**

A recurring theme related to improving communication was that of "who should take the lead".

One participant remarked that he was shocked at the absence of leadership within the university and academic community on this front. As he and many others cautioned, however, this did not make governments the obvious or even appropriate candidates to address the situation. Indeed, many commentators were adamant that such efforts at fostering dialogue had to come from "within the ranks" in order to be most effective. In this regard, several researchers expressed the hope that the presence of the SSHRC within the Communications portfolio might help heighten interest in this area within the university community.

---

- **Research and Ethics**

With an area of study so closely identified with the conveyance and shaping of values, cultural research, as suggested by Joy Cohnstaedt of York University, must be especially guarded against personal bias in the guise of learned inquiry. Research that is insensitive to human values and social ethics, and whose conclusions may be more attributable to personal prejudice than objective investigation, may do much to undermine the credibility of cultural research as a whole. There was some discussion, then, of the need to make researchers more sensitive to ethical considerations, possibly by adopting a more rigorous and "professional" approach to research practices.

- **Access to Basic Research**

A number of participants remarked that higher prices for basic data, such as government-generated statistics, were placing such information increasingly out of the reach of researchers. This not only debilitates their work but, given the types of research more usually funded, reinforces the emphasis on utility rather than curiosity-driven inquiry.

While not a "community" problem related to leadership and dialogue, the issue underlines the importance of seeking community-wide solutions. Better links among researchers, for instance, could provide the basis for pooling resources, sharing alternative information or pointing the way to overlooked sources.

For instance, Dr. Meisel reminded his audience that researchers had not necessarily exhausted the "supply" of basic information available from such sources as government-appointed Royal Commissions and Task Forces, Parliamentary Committees, the CCA or the Council for Business and the Arts in Canada. Dr. Meisel's comments were, in effect, an example of one researcher's ability, given the opportunity, to alert colleagues of less familiar though useful information.

---

### A PLAN OF ACTION

Delegates not only sought to identify and discuss common issues related to cultural research, but to find solutions. The following pages briefly outline some proposals which emerged from the day's discussions.

It is first worth noting, however, that participants also reached two broad conclusions regarding **what** they should strive to achieve and **how** they should do so:

*Approach.* There was a general consensus that efforts should take into consideration the climate of general economic restraint, and concentrate on practical, economical and non-bureaucratic solutions.

*Focus of efforts: substance or process?* Some participants called for better management of cultural research by setting a "Research Agenda" designed to identify, prioritize and fill research gaps. Others, in contrast, believed solutions should be less content-driven and directed at improving the dissemination, communication and exchange of existing and planned research. Given the previous considerations of cost and administrative simplicity, there seemed to be general agreement that the latter approach was more suitable for the time being.

#### Options/Mechanisms

- **A Professional Association**

One suggested option was the creation of a professional association of cultural researchers to further the community's interests and focus attention on its members' work.

As a "rallying point" for researchers, such an organization could help structure concerted action for promoting common goals, and provide an identifiable point of contact both within and outside the community. In addition, increased organizational standing and visibility would allow for greater participation and inclusion in such venues of deliberation as the Learned Societies' meetings. Finally, an association, if desired, could add a degree of professional rigour to the practice of cultural research by developing and adopting a code of conduct or standards.

---

- **Clearinghouse**

Establishing a "clearinghouse" for cultural research was one of the most talked-about options for action. Such a mechanism, it was felt, would go far in providing researchers and research users alike with reliable information on work already completed, underway or being planned.

Some questions remained, however, regarding a clearinghouse's range of possible functions. For instance, would it act as a holding area and deposit point for research itself, or provide a more simple bibliographic listing and reference for research material? If the former, would it attempt to translate research from one official language to the other? Would its scope be national or international? Most importantly, how would it be financed? While there was little opportunity for detailed discussion of these points, there was general agreement that a clearinghouse should most practically be housed within an existing cultural organization, possibly on a rotating basis of responsibility.

- **Newsletter**

A newsletter was also considered as a way of organizing and communicating information to a network of cultural researchers.

In contrast to the more systematic and formalized compilation activities of a clearinghouse, a newsletter would concentrate on reporting "rough and ready" information on current developments, research activities and recent or upcoming events. In addition, short articles contributed by readers on matters of interest could be featured. Nevertheless, a newsletter could also be used as a communication tool by a clearinghouse body.

An example of the newsletter format is the quarterly bulletin published by CIRCLE, the network of cultural information, research and documentation centres supported by the Council of Europe. As explained by Vladimir Skok of the Department of Communications' International Comparative Policy Unit, the bulletin offers its readers up-to-date information on research in progress, documentation efforts and upcoming conferences and colloquia.

---

- **Annual Workshops/Conferences**

Finally, some delegates believed that regularly-held Workshops like the one convened were an effective mechanism for exchanging information among researchers. In this regard, future Workshops might focus less on process issues and more on actually sharing research through presentations and discussions on specific areas of study.

**Next Steps**

With over 80 people assembled at the Workshop, a detailed plan of action obviously could not be worked out on the spot. Nevertheless, participants were clearly concerned that the momentum generated at this gathering might soon be lost if further steps were not quickly taken.

Participants therefore agreed to the formation of a small follow-up committee to examine the various options discussed and to determine the most effective means for improving information exchange. Representatives of the Canadian Conference of the Arts, the Department of Communications, the Canada Council and Statistics Canada, as well as from the academic and cultural communities, agreed to sit on the committee.

A list of Committee members is included as an appendix to this document.

---



APPENDIX I

**Strategic Workshop  
"Making the Linkages: Cultural Research in the 1990s"**

Registered Participants

Keith Acheson  
Carleton University

Susan Annis  
Canadian Conference of the Arts

Brian Anthony  
The Canada Council

Paul Audley  
Paul Audley and Associates

Jean-Paul Baillargeon  
Institut québécois de recherche sur la culture

Phil Baillargeon  
Department of Communications

Ted Bairstow  
Department of Communications

Joanne Baldassi  
Canadian Association of Broadcasters

Kathy Berg  
Canada Council

Pierre Billon  
Centre canadien de recherche sur l'information du  
travail

Lubie Carr  
Ontario Ministry of Culture and Communications

Richard Cavanagh  
Canadian Conference of the Arts

Harry H. Chartrand  
Kultural Econometrics International

Brian Chater  
Canadian Independent Record Producers  
Association

Terry Cheney  
T.J. Cheney Research Inc.

Allan Clarke  
Telefilm Canada

Joy Cohnstaedt  
York University

Jane Condon  
ACTRA

Eduardo Delgado  
Centro D'estudis i Recursos Culturals (CERC)

Marie-Charlotte De Koninck  
Musée de la Civilisation du Québec

Roger de la Garde  
Université Laval

Carole Duhaime  
Université de Montréal

Michel Durand  
Statistics Canada

John Foote  
Department of Communications

André Fortier

Marie-Claude Girard  
Ministère des Communications

Frank Graves  
Ekos Research Associates Inc.

Andrew Harvey  
St. Mary's University

Jocelyn Harvey  
Canada Council

Ron Holgerson  
Department of Communications

Catherine Hurley  
Department of Communications

Sharon Jeannotte  
Department of Communications

Annamma Joy  
Concordia University

Keith Kelly  
Canadian Conference of the Arts

Robert Kelly  
University of British Columbia

Barry Kiefl  
Canadian Broadcasting Corporation

Susan Lafrance  
Statistics Canada

Guy Mayson  
Department of Communications

Anne-Marie Mayternigh  
Social Sciences and Humanities Research Council

Claire McCaughey  
Canada Council

Thelma McCormack  
York University

Ian McDiarmid  
Canadian Radio-television and  
Telecommunications Commission

Stuart McFadyen  
University of Alberta

Dale McIntosh  
University of Victoria

Iain McKellar  
Statistics Canada

Duncan McKie  
BBM Bureau of Measurement

John Meisel  
Queen's University

Claire Mitchell  
University of Waterloo

Margaret Mitchell  
Department of Communications

Peter Mortimer  
Canadian Film and Television Producers  
Association

Gisèle Ouellette-Gigault  
Conseil des Arts du Canada

Bianca Pelchat  
Ministère des Communications

Claudie Perrault  
Department of Communications

William Poole  
University of Waterloo

Tom Reeve  
Statistics Canada

John Peter Roberts  
University of Calgary

Deborah Robichaud  
Canadian Conservation Institute

John Ruston  
Canada Council

Roberta Sametz  
Statistics Canada

Eileen Sarkar  
Department of Communications

Florian Sauvageau  
Université Laval

Anne Séguin  
Ministère des Communications

Ron Shuebrook  
University of Guelph

Vladimir Skok  
Department of Communications

Nina Stipich  
Social Sciences and Humanities Research Council

Dianna Thompson  
Canadian Museums Association

Paul Thompson  
Employment and Immigration Canada

Katheryn Townshend  
Ontario Arts Council

Louise Trahan  
Conseil des Arts du Canada

Gisèle Trubey  
Conseil des Arts du Canada

Raynald Turgeon  
Ministère des Communications

Nicole Vaillancourt-Martin  
SECOR Inc.

Peggy Walt  
Nova Scotia Department of Tourism and Culture

David Waung  
Department of Communications

Kathryn Williams  
Statistics Canada

Joyce Zemans  
Canada Council

Jiri Zuzanek  
University of Waterloo

**STRATEGIC WORKSHOP**  
**MAKING THE LINKAGES: CULTURAL RESEARCH IN THE 1990'S**  
**WEDNESDAY, APRIL 29, 1992**  
**CENTENNIAL ROOM, GOVERNMENT CONFERENCE CENTRE**  
**2 RIDEAU STREET**

8:30 a.m. COFFEE

9:00 a.m. Chairperson's Opening Remarks -  
Mr. Florian Sauvageau, Université Laval

9:15 a.m. Keynote Speaker -  
John Meisel, Queen's University

9:45 a.m. PANEL DISCUSSION -  
Research in Culture and Values

PANELLISTS:

Joy Cohnstaedt, York University

Dale McIntosh, University of Victoria

Marie-Charlotte De Koninck, Musée de la Civilisation du Québec

Culture is both the sum total and the expression of a society's values. In Canada, it has also long been argued that culture is part of the foundation of our national sovereignty. What are the linkages between a healthy cultural life and a vibrant society? Do we fully comprehend the role that culture has played in reinforcing Canadian values? How might this role change in a world dominated by global communications and entertainment conglomerates? Do we understand our future audiences and how to reach them?

10:45 a.m. COFFEE BREAK

11:00 a.m. PANEL DISCUSSION -  
Research in Culture and the Economy

---

**PANELLISTS:**

Nicole Vaillancourt-Martin, SECOR Inc.

Keith Acheson, Carleton University

Carole Duhaime, École des hautes études commerciales

There appears to be abundant evidence that culture is one of the growth industries in the Information Economy, creating jobs and contributing to the GDP. Yet many continue to question the need for investment in this area of the economy and view expenditures on culture as marginal or unimportant. Do we fully understand the impact of global and technological change on the business of culture in Canada? What are some of the problems and challenges we will face in producing and distributing Canadian cultural products in the 1990's?

12:00 p.m. **LUNCH AND LUNCHEON SPEAKER -**  
Eduardo Delgado, Director, Cultural Studies and Resources Centre,  
Barcelona, Spain

1:15 p.m. **DISCUSSION GROUPS**  
**Policy Needs and Priorities for Cultural Research in the 1990's**

What research is currently being done to answer the questions about culture that were discussed this morning? What areas of cultural research require further study? Can we improve cooperation and develop better partnerships in the area of cultural research? Where should we be focusing our efforts?

One challenge in the area of cultural research is the need to create better linkages among researchers, policy makers and the cultural community. A number of efforts are now under way to create better exchanges. How can we reinforce these linkages so that those who need information know where they can find it?

---

---

## DISCUSSION GROUPS

- GROUP 1 - Understanding the future of culture: emerging economic and technological trends
- GROUP 2 - Understanding public participation and consumption
- GROUP 3 - Understanding the dynamics of financing cultural activities
- GROUP 4 - Understanding cultural labour markets - utilization and development of human resources
- GROUP 5 - Understanding models for administration and governance within the cultural sector
- GROUP 6 - Developing effective research methodologies and analytical tools

3:00 p.m.      **COFFEE**

3:30 p.m.                      **REPORT FROM DISCUSSION GROUPS AND PLENARY DISCUSSION  
ON PROMOTING LINKAGES**

Moderator - **Florian Sauvageau**

4:30 p.m.      **CLOSING REMARKS -  
Florian Sauvageau**

*16 March 1992*

---

APPENDIX III

**Members of Cultural Research Follow-up Committee**

Jean-Paul Baillargeon  
Institut québécois de recherche  
sur la culture  
14, rue Haldimand  
Québec (Québec)  
G1R 4N4

Richard Cavanagh  
Canadian Conference of the Arts  
189 Laurier Avenue East  
Ottawa, Ontario  
K1N 6P1

E. Jane Condon  
28 Desjardins Avenue  
Ottawa, Ontario  
K1N 5N9

Claire McCaughey  
Research and Evaluation  
Canada Council  
P.O. Box 1047  
Ottawa, Ontario  
K1P 5V8

Iain McKellar  
Assistant Director  
Culture Sub-Division  
Statistics Canada  
Tunny's Pasture  
Ottawa, Ontario  
K1A -T6

William D. Poole  
Centre for Cultural Management  
University of Waterloo  
Hagey Hall 144  
Waterloo, Ontario  
N2L 3G1

David Waung  
Strategic Policy Planning  
Communications Canada  
300 Slater Street  
Ottawa, Ontario  
K1A 0C8

**APPENDIX IV**

**Strategic Workshop on Cultural Research**

**Organizing Committee**

Philippe Baillargeon - DOC  
Ted Bairstow - DOC  
Richard Cavanagh - CCA  
John Foote - DOC  
Alan Fox - SSHRC  
Sharon Jeannotte - DOC  
Keith Kelly - CCA  
Anne-Marie Mayternigh - SSHRC  
Claire McCaughey - Canada Council  
Iain McKellar - Statistics Canada  
Bianca Pelchat - DOC  
Claudie Perrault - DOC  
Vladimir Skok - DOC  
David Waung - DOC