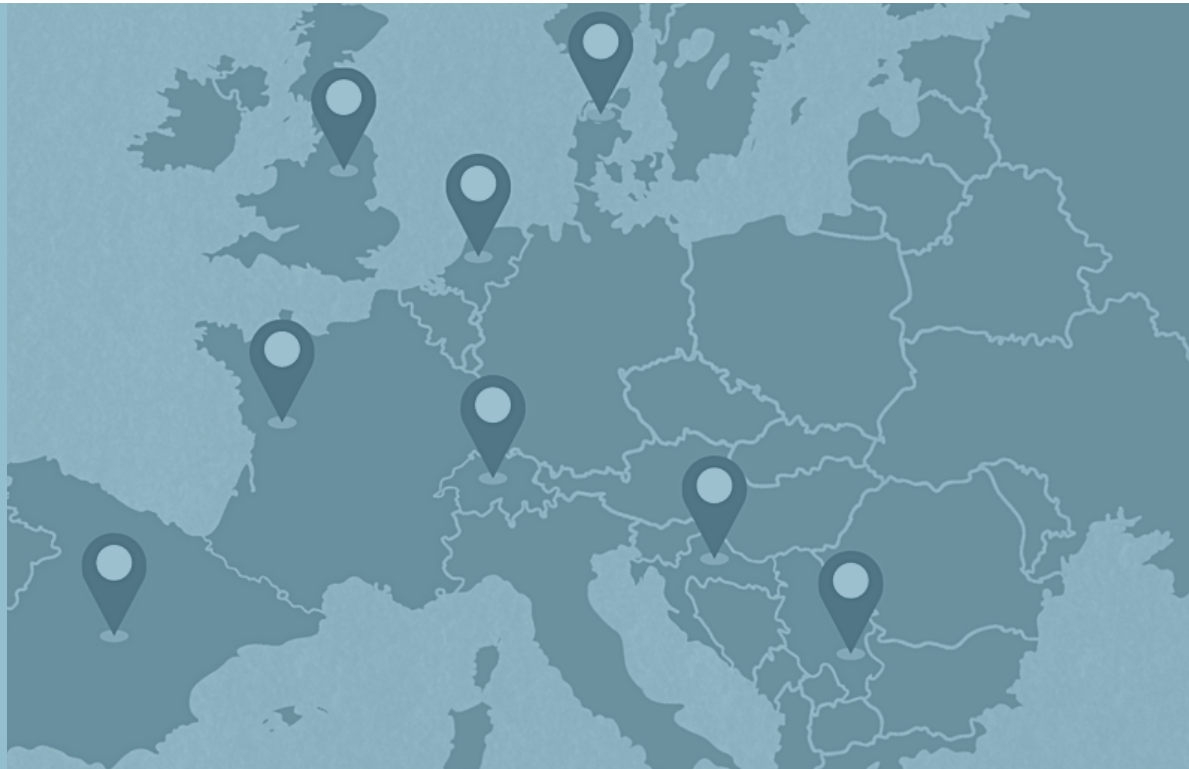
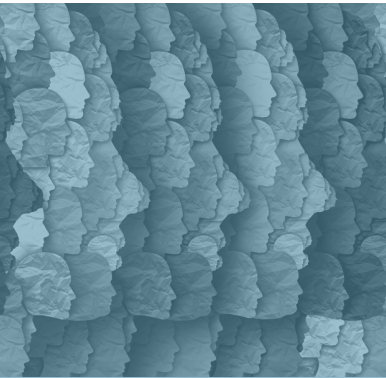


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EUROPEAN INVENTORY
OF CULTURAL VALUES



The influence of globalization and European integration on culture

INVENT REPORT D4.1

OCTOBER 2022

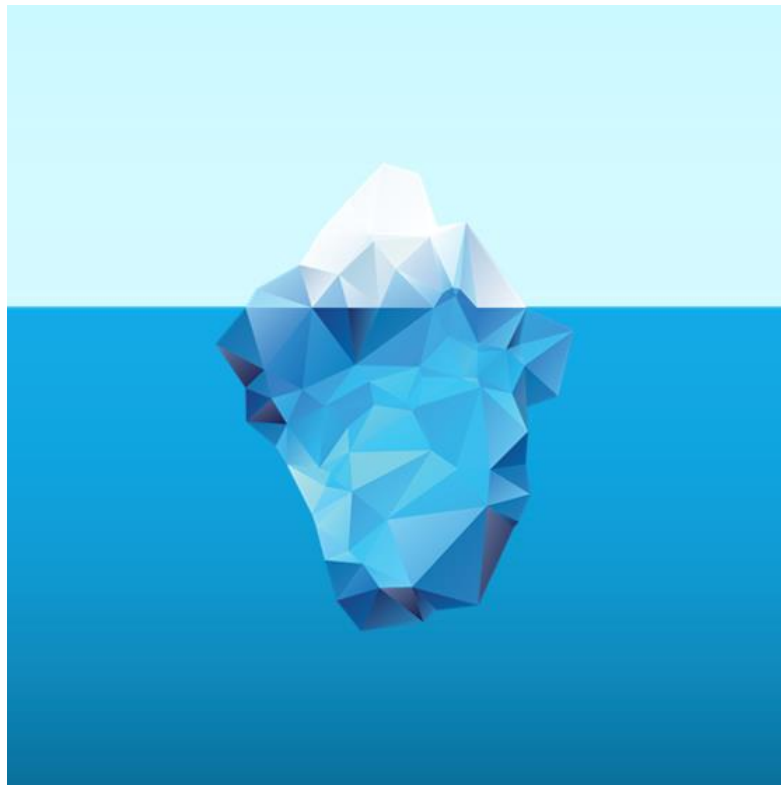


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870691



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EUROPEAN INVENTORY OF SOCIETAL VALUES OF CULTURE
AS A BASIS FOR INCLUSIVE CULTURAL POLICIES



Deliverable 4.1

Report on the influence of European integration on culture

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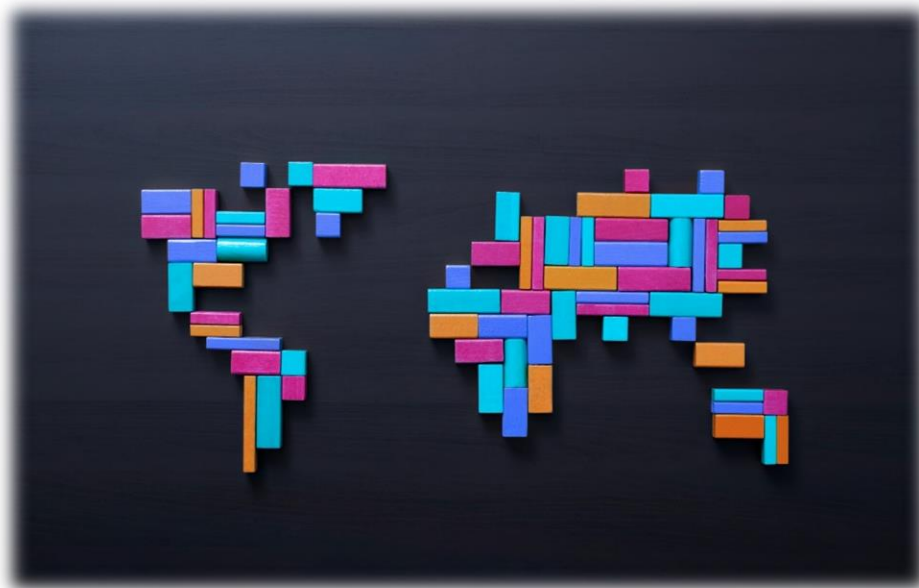
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The Influence of Globalization and European Integration on Culture

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Neta Yodovich
Geffen Ben David



Executive Summary

The INVENT project sets out to identify, through research, the cultural and social preconditions required for the strategic goals of the New EU Agenda for Culture to be realised. INVENT aims to change the state-of-the-art of cultural policy making and research by introducing a much needed “social turn” in cultural policies. This report summarises the research conducted under WP4 of the INVENT project, which focuses on the effect of general social trends on various aspects of culture.

Findings in this report represent work conducted midway through the project and derive from the efforts of the wider INVENT nine-country team. We describe some of the measures that will feed into work conducted on WP4 from various data collection efforts. These include a survey, a comparison with secondary data, and spotlights on data scraping, smartphone study, and interviews. First, for each of WP4’s objectives, we present relevant survey questions. Such measures will be used in both descriptive and multivariate analysis that will provide insights into perceptions and practices in a comparative perspective. Then, we compare some of INVENT’s findings with secondary data from Eurobarometer and Eurostat in order to track changes in cultural participation and European integration over time. We find, for instance, a decrease in cultural participation from Eurobarometer’s survey in 2007 and our survey in 2021. Alongside the survey and secondary data, we also include “spotlights” which review preliminary findings from other methods conducted in INVENT. The first is our data scraping method, which is associated to objective 1 by revealing online discussions related to processes of European integration. For instance, we found that Twitter users in several European countries frequently discuss topics such as identity and boundaries. In the smartphone study spotlight we focus on the Eurovision track, which tracked responses and perceptions regarding the contest in real time. We found, for example, that for Denmark and France, watching the competition made participants feel part of a European community, whereas British participants did not feel the same. Lastly, our interview spotlight aligns with objectives 2 and 3, as it focuses on immigrants and the impact of moving to a different country on their cultural participation.

We conclude this report by reviewing the next steps planned by INVENT and the ways in which our aims and objectives will be achieved.

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1 INVENT: Introduction

INVENT is a research project funded under the H2020 Programme of the EU. The INVENT project sets out to identify, through research, the cultural and social preconditions required for the strategic goals of the New EU Agenda for Culture to be realised. INVENT aims to change the state-of-the-art of cultural policy making and research by introducing a much needed “social turn” in cultural policies.

This report summarises the research conducted under WP4 of the project, which focuses on the effect of general social trends on various aspects of culture. Findings in this report represent work conducted midway through the project and derive from the efforts of the wider INVENT team. The report will be structured as follows: first, we review the objectives of the work package and the theoretical framework they rely on. Then, we move on to present an overview of descriptive findings as an indication of the type of information that will be available through work in this work package. These include data that emerged from a survey and a comparison with secondary data. Finally, we will spotlight preliminary findings from our data scraping task force, smartphone study, and interviews.

2 WP4: Globalising (European) Cultures

Work package 4 investigates the effects of the processes of Europeanization and globalisation on transformations in the cultures of European countries. These transformations are mostly a consequence of social, economic and cultural processes (flows of information, goods, services, capital, knowledge and people), which have radically changed the way of life of different social groups in Europe. This part of the project is done by comparing previous data with INVENT data, analysing the new (cross-sectional) survey data as well as interviews which probe current participation and self-perceived changes, and examining the smartphone survey data for the impact of culture on well-being.

This work package includes the following emphases:

- The identification of how European citizens from various social groups perceive and understand changes in everyday culture in European societies and relating them to processes of European integration which have mostly come about because of migration, and especially mobility of individuals within Europe (migration of citizens of European countries who now live in another). Attention will focus on transnationally-connected cultural sectors and the asymmetries of economic and symbolic relations between “centres” and “peripheries” of cultural production, the role of gatekeepers and organisations in mediating globalisation processes, and resistance to cultural imperialism.
- The identification of changes and perceived changes in patterns of cultural production, reception, and participation of the citizens of Europe that are linked to mega-trends such as globalisation, EU integration challenges and migration. Notions such as cultural hybridity will be explored with attention to how different inequalities intersect to influence cultural participation and appropriation.

- The identification of transformations in lifestyle patterns, especially consumption patterns (food, clothing, socialising, travel, leisure activities) and examining the degree to which these are linked to processes of globalisation, EU integration, and the migration. Attention will focus on thinking broadly about the production, circulation, consumption, and evaluation that occur within each of these consumption domains.

3 A concise literature review

According to the Eurostat report “Migration and migrant population statistics,” the number of people residing in an EU Member State with citizenship of a non-member country, on January 1, 2017, was 21.6 million, representing 4.2 % of the EU-28 population. At the same time, there were also 16.9 million persons living in one of the EU Member States with citizenship of another EU Member State. 36.9 million people born outside of the EU-28 were living in an EU Member State, while there were 20.4 million persons who had been born in an EU Member State different from the one where they were residents, which together makes more than 10% of the EU population. This significant mobility of individuals within the EU is the backdrop of research on the cultural aspects of globalisation, migration, and Europeanization.

While the cultural aspects of globalisation have been richly discussed and theorised (Hannerz, 1996; Tomlinson, 1991, 1999), studies on changes in everyday cultural practices of the citizens of Europe as a result of European integration have so far been mostly neglected (see, however, e.g. Herrman et al., 2004; Checkel & Katzenstein, 2009; Hanquinet & Savage, 2018). It is one of INVENT’s goals to focus on the micro effects of mega trends such as Europeanization, migration, and globalisation on cultural perceptions and participation. A globalised world, with its broad cultural offerings, provides opportunities for contacts with other cultures or hybrid cultural products and services, which in turn serve as resources for the construction of identity. Global inter-connectedness enabled by economic systems, technological change, increased travel and migration, and complex flows of goods, data, and capital has had a great impact on lifestyles, social norms, and cultural ideologies across the world. The increase in cross-border connectedness has been one of the most significant social phenomena of our times that has greatly impacted our daily lives, so much so that it has had a real effect on changing the mindsets of individuals (Kuhn, 2015). Indeed, economic, cultural, and political processes of globalisation are often shown to foster openness and inclusion (Kuhn 2011; Woodward, Skrbis, & Bean, 2008).

At the same time, European and other Western societies experience a parallel trend towards an increase in ethnocentrism (Aschauer, 2016; Bizumic, Monaghan & Priest, 2021), which is associated with negative stances towards cultural diversity (Aschauer, 2016). This tendency to place one’s own ethnic groups at the centre has socio-psychological (cultural openness and patriotism), political (government propaganda), economic (state of the economy), and demographic (social class and education) sources (Alsughayir 2013; López-Lomelí, Alarcón-Del-Amo & Llonch-Andreu, 2019).

In the European context, Pichler (2008) found that Europeans' attitudes toward openness and the recognition of differences are socially stratified. About half of a Eurobarometer 2005 sample showed some affiliation with a European or a world identity and in favour of a European integration. These measures of openness were correlated with a younger age, higher education, and professional or managerial occupations. Additional reports at the EU level (European Cultural Values, 2007) investigated attitudes toward cultural exchange, showing strong support for statements about the value of cultural exchange to society. More specifically, this specific report discussed the extent to which cross-cultural contact already occurs, the willingness of Europeans to meet people from other countries and to learn a new language, ways in which cross-cultural understanding can be enhanced, and the actors best placed to implement these measures. Though common among all socio-demographic groups, positive views on the value of cultural exchange were most prevalent among individuals with more education (European Cultural Values, 2007).

Due to differences in openness and tolerance dispositions in Europe, as well as the retaliation against discourses on diversity and inclusion, it is more important than ever to investigate the ways in which culture could facilitate openness and inclusion in Europe. One of the main cultural manifestations of globalisation concerns a striking change in patterns of cultural consumption that follows exposure to a global variety of symbolic meanings (Kendall et al., 2009; Robertson and White, 2007). As a result of this exposure, there is growing evidence of the emergence of a cosmopolitan outlook and cosmopolitan cultural dispositions and practices that reshape the way individuals interact with their cultural environment (Hannerz, 1990; Pichler, 2012).

Cosmopolitanism is theorised as a strong openness to learning about, participating in, and reflecting on new and foreign cultural practices and experiences (Hannerz, 1990; Woodward et al., 2008). It is considered a possible consequence of processes of globalisation and of the pervasiveness of global media leading to a permanent flow of diverse cultural products and ideas and to greater sensitivity and awareness to cultural difference (Beck & Grande, 2010). Research on cosmopolitanism has looked into the ways individuals negotiate national, social, and racial borders that cut across cultural boundaries (Lamont & Aksartova, 2002). Openness to other cultures is conditioned by the globalisation of available goods and services goods (Ollivier, 2008; Roose et al., 2012), but also has to be motivated by a tolerance to a wide array of tastes, genres, and practices (Chamorro-Premuzic et al., 2009; Cappeliez & Johnston, 2013; Meuleman & Savage, 2013). Tolerance for and an interest in aesthetic experiences is related to different forms of cultural and linguistic capital (Rössel & Schroedter, 2015).

These are the theoretical and conceptual foundations of work conducted in the context of WP4. Next, we describe some of the measures that will feed into work conducted on WP4 from various data collection efforts. These include a survey, a comparison with secondary data, and spotlights on data scraping, smartphone study, and interviews.

4 WP4 themes as reflected in the INVENT survey

The INVENT survey was conducted in the spring and summer of 2021 in nine different countries (Croatia, Denmark, Finland, France, Netherlands, Serbia, Spain, Switzerland, UK), including more than 14,000 respondents in nationally representative samples, with participants between the ages of 18 to 80 years old. The number of respondents in each country was as follows: Croatia 1,200, Denmark 1,666, Finland 1,247, France 2,259, Netherlands 1,596, Serbia 1,237, Spain 1,398, Switzerland 1,370, and UK 2,411. The survey was conducted online in some countries and face to face or via telephone in others. The survey consisted of around 80 open and closed question units, exploring perceptions of cultural participation, socio-cultural value orientations and perceptions of cultural policy (more details appear in a survey technical report and can be obtained from the authors).

Several survey questions specifically address some of the objectives of WP4 as detailed next. We provide a sample of these questions rather than the entire list because a discussion of all measures is beyond the scope of this report.

4.1. Survey measures related to objective 1

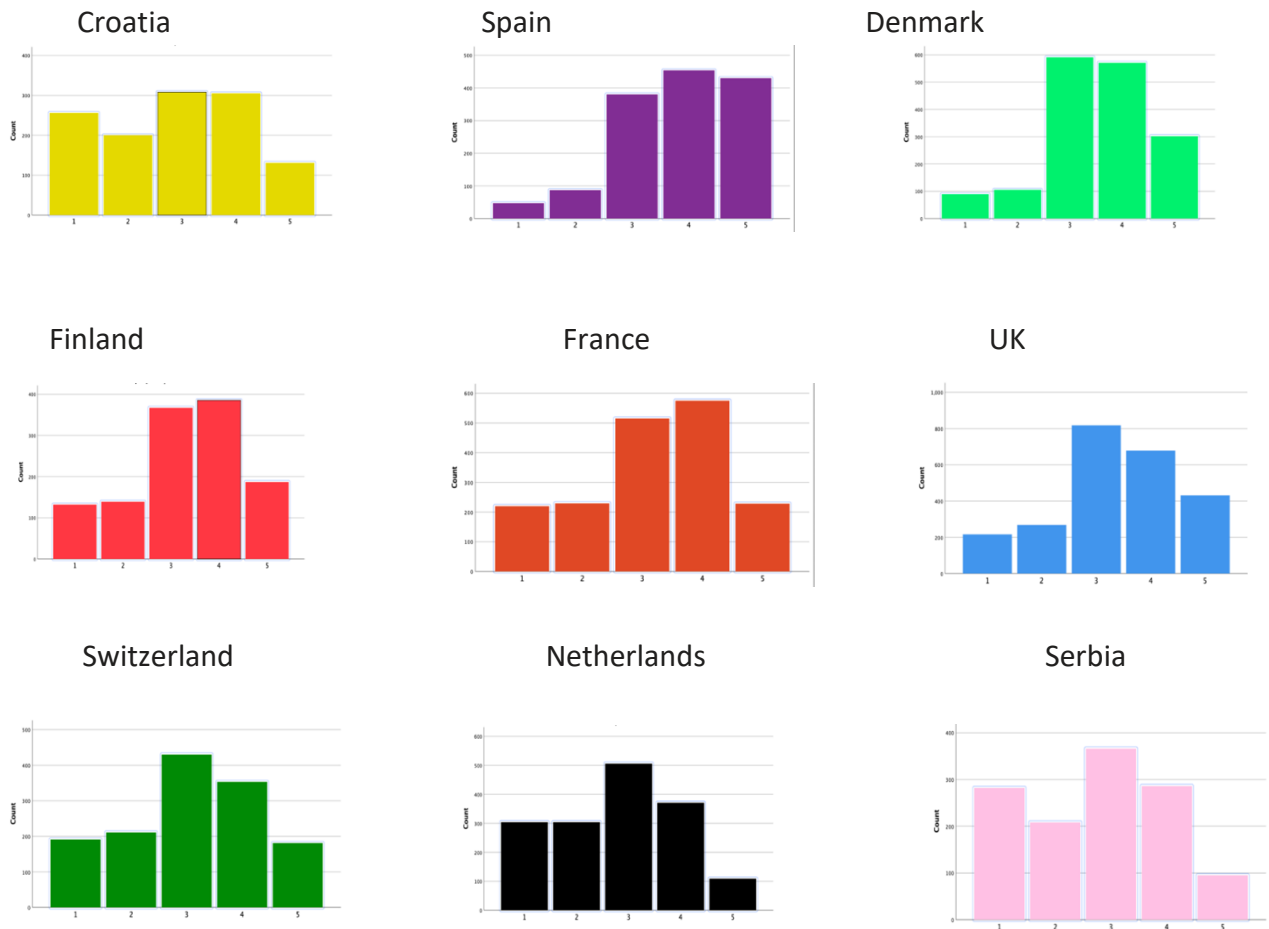
This objective includes the identification of how European citizens from various social groups perceive and understand changes in everyday culture in European societies as related to processes of European integration and especially by migration, within Europe. Here, we focus on survey questions that pertain to this objective and provide some examples that pertain to the difference between migrants and non-migrants.

Changes in everyday culture

- To what extent do you agree or disagree with the following descriptions of yourself: European integration has enabled me to experience other European cultures (Q16_5).
- Here are some statements on how the situation in COUNTRY has changed in the past 5 to 10 years. To what extent do you agree or disagree with each statement? Many local restaurants and clothing stores in COUNTRY have been pushed out of business by multinational companies or chains (Q23_8).

Such measures will be used in both descriptive and multivariate analysis that will provide insights into perceptions and practices in a comparative perspective. For example, Figure 1 presents the survey distributions for the question on whether European integration has enabled respondents to experience other European cultures. We detect interesting country differences in the raw distributions. We can see that participants in countries such as Spain and Denmark agreed that European integration enabled them to meet other cultures. On the other hand, many participants in Serbia strongly disagreed with the statement. To explain the differences between the countries, we suggest an analysis with control variables.

Figure 1 European integration has enabled me to experience other European (Q16_5)



NOTE: 1= Strongly disagree, 2= Somewhat disagree, 3=Neither agree nor disagree, 4= Somewhat agree, 5= Strongly agree

European integration

To what extent do you agree or disagree with the following statements about European Culture?

- Taking pride in culture from other European countries (Q8_2)
- To what extent do you agree or disagree with the following statements about European Culture? No common European culture (Q8_4)
- To what extent do you agree or disagree with the following descriptions of yourself? Way of life is threatened by foreign cultures (Q16_4)

Here are some statements on how the situation in COUNTRY has changed in the past 5 to 10 years. To what extent do you agree or disagree with each statement?

- Many people in COUNTRY have come to think that belonging to the European Union is a threat to local and/or national culture (Q23_5)
- The EU has brought new opportunities (Q23_7)

Such measures will be used in multivariate analysis that will provide insights into the association between measures of social change and individual perceptions. For example, when looking at the means of Q16_4 (reverse coded) by migration background (see Table 2), we see that only in Spain, the UK and Switzerland, non-migrants' perception of foreign cultures as threatening is higher than migrants, while in countries like Finland, it is the migrants who perceive foreign cultures as more threatening than non-migrants (however, the t-test for the difference between countries is not statistically significant). Table 1 provides the distribution of migrants and non-migrants per country, as background. However, it is important to highlight that in some countries migrants were oversampled when the survey was collected while in others, this was not the case. Therefore, the sheer number of migrants vs. non-migrants is difficult to compare.

Table 1: N by migration background

	Non- Migrant	Migrant
Croatia	1104	96
Denmark	1401	265
Finland	1151	91
France	2043	216
Netherlands	1351	245
Serbia	1141	96
Spain	1112	286
Switzerland	1123	247
United Kingdom	2190	194

Table 2: I feel that our way of life is threatened by foreign cultures (Q16_4)

	Non- Migrant	Migrant	T-test
Croatia	2.44	2.47	0.02
Denmark	2.46	2.37	3.05
Finland	2.20	2.40	1.29
France	2.74	2.58	0.24
Netherlands	2.45	2.32	0.001
Serbia	2.97	2.81	28.24
Spain	2.44	2.06	3.45**
Switzerland	2.42	2.08	8.73**
United Kingdom	2.54	2.03	18.18**

*=p<0.01

4.2 Survey measures related to objective 2

Objective 2 focuses on the identification of (perceived) changes in the cultural production, reception and participation of the citizens of Europe as connected to processes of globalisation, European integration, and migration. Here are examples of some survey measures that pertain to objective 2.

Cultural participation

To what extent do you agree or disagree with the following statements? "Cultural events" include, for example, festivals, fairs, performances, or concerts

- At cultural events I like to talk to people who have a different background than me (Q18_1)
- At cultural events I often feel a sense of togetherness and belonging with other participants (Q18_2)
- It is great to participate in cultural events and activities with a very diverse group of people (Q18_3)
- Culture connects people and bridges political, social, and religious divides (Q18_4)

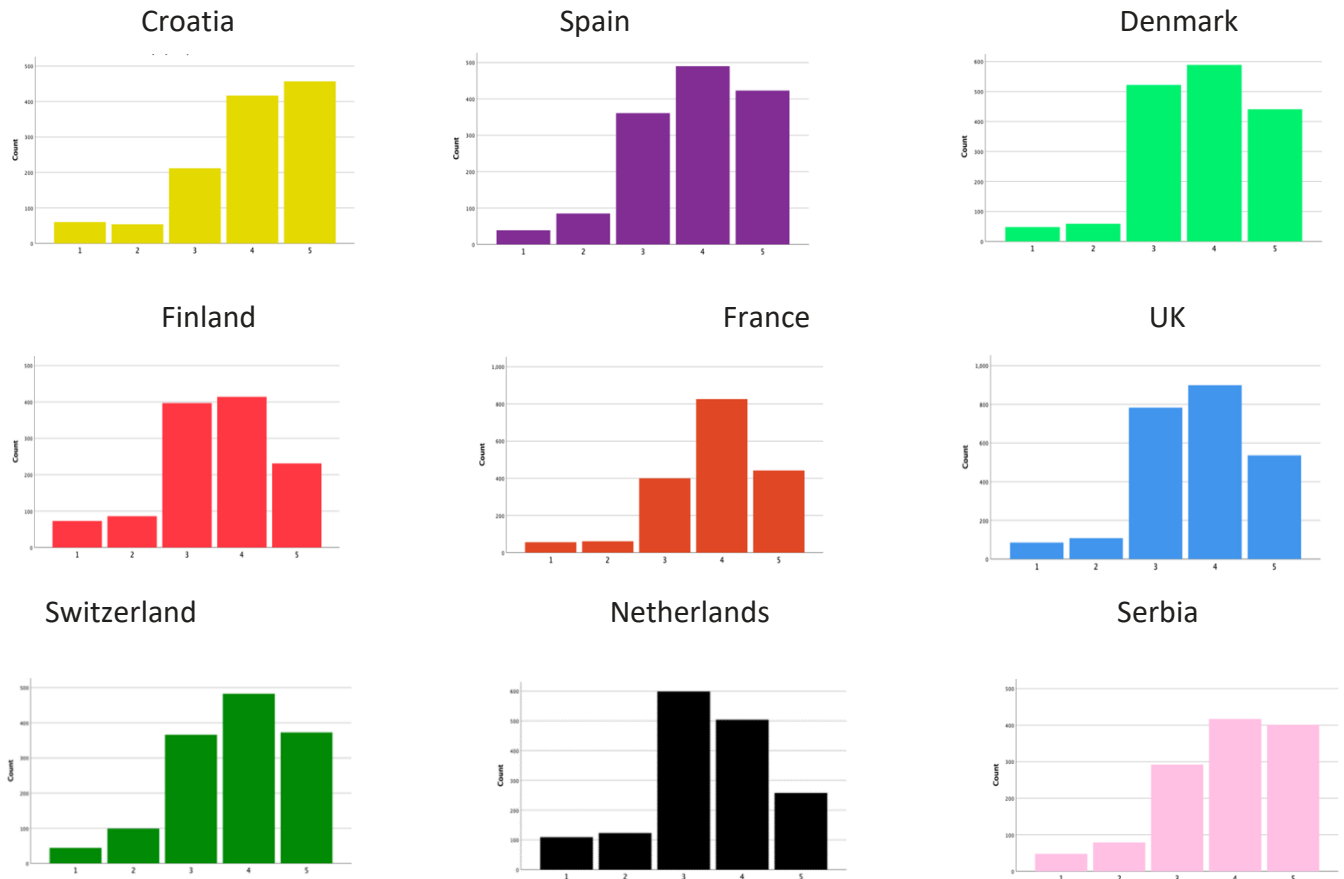
Cultural openness

To what extent do you agree or disagree with the following descriptions of yourself?

- I am interested in learning more about people who live in other countries (Q19_1)
- I enjoy exchanging ideas with people from other cultures and countries (Q19_2)
- I like to learn about other ways of life (Q19_3)
- I enjoy being with people other countries (Q19_4)

Such measures will be used, for example, to evaluate degrees of cultural openness and cultural cosmopolitanism. For instance, we measure cultural openness via Q19_1, Q19_2, Q19_3, Q19_4. We also measure interpersonal openness with Q18_1, Q18_2, Q18_3, Q18_4. Future analysis will evaluate the integrity of these constructs and will look at the way they are associated with the mega trends and with sociodemographic variables. Again, looking at the distribution of Q18_3 (see Figure 2), for example, we see that in countries like Serbia, Croatia, and Spain participants agreed and strongly agreed that it is great to participant in multicultural events and activities. In countries like the Netherlands, Finland, and UK, on the other hand, we can see higher frequency of respondents that neither agreed nor disagreed with this statement.

Figure 2: It is great to participate in cultural events and activities with a very diverse group of people (Q18_3)



NOTE: 1= Strongly disagree, 2= Somewhat disagree, 3=Neither agree nor disagree, 4= Somewhat agree, 5= Strongly agree

4.3. Survey measures related to objective 3

Objective 3 includes the identification of transformations in lifestyle patterns – especially consumption patterns (food, clothing, socialising, travel, leisure activities) and examining to what extent these are shaped by processes of globalisation, European integration, and the migration. The identification of the (self-perceived) impacts of cultural participation in terms of well-being and cultural openness. Here are some questions pertaining to objective 3.

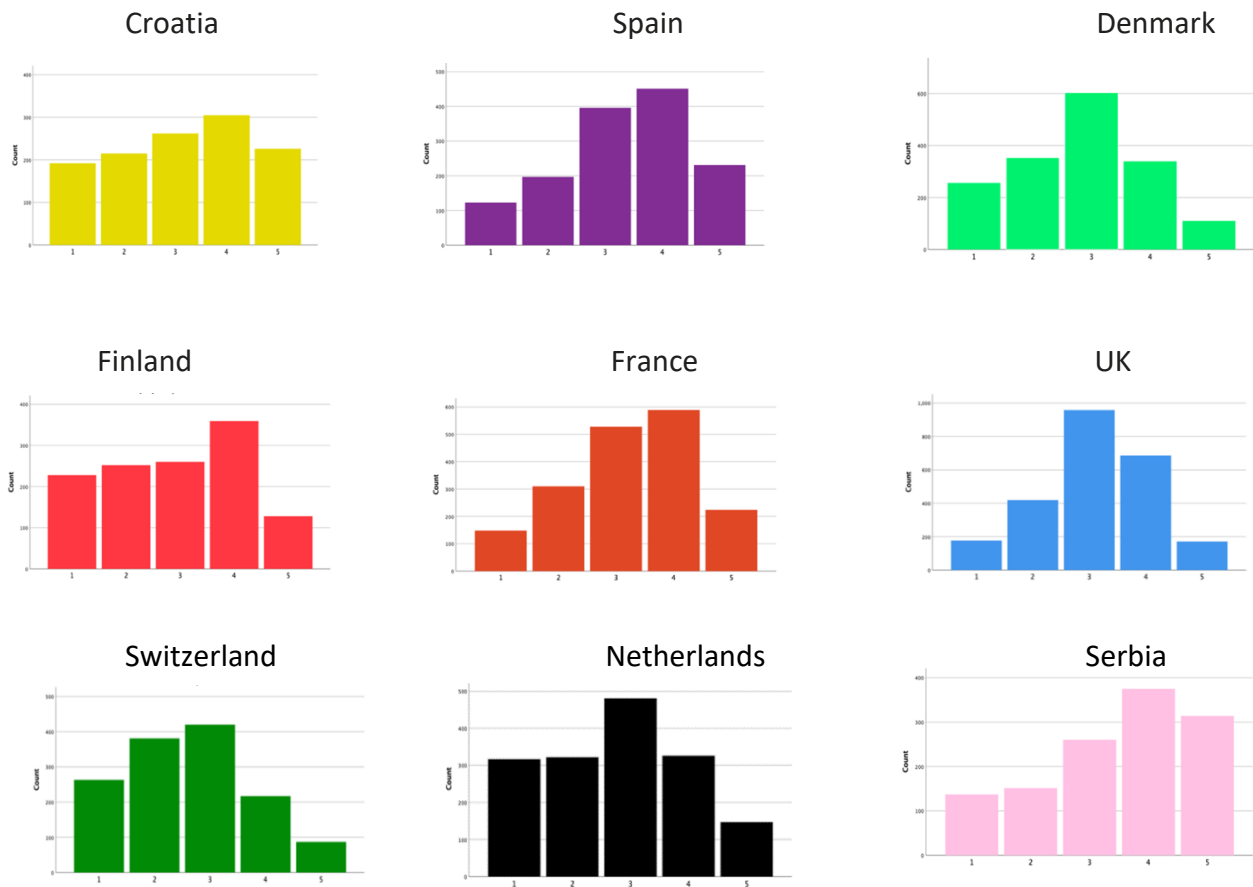
Consumption patterns

- How often do you listen to the following types of music? (Either on radio, TV, CD, vinyl, online, or live) (Q13)
 - local language music (Q13_1)
 - English language music (Q13_2)
 - Music in other European language (Q13_3)
 - Music in languages from other parts of the world (Q13_4)
- How often do you watch the following TV series or films? (Either on TV, DVD, online, or in movie theatres)? (Q14)
 - local TV series or films? (Q14_1)
 - TV series or films from English speaking countries (Q14_2)
 - TV series or films from other European countries (Q14_3)
 - TV series or films from other parts of the world (Q14_4)
- To what extent do you agree or disagree with the following descriptions of yourself? Cultural activities are often too expensive for me (Q16_1)

Such measures will be used, for example, to evaluate degrees of transformation in lifestyle patterns. For instance, we measure consumption patterns via Q12a_7, Q12a_10, Q12a_11. We also measure the shape of consumption by different processes with Q16_1. Future analysis will evaluate the integrity of these constructs and will look at the way they are associated with the mega trends and with sociodemographic variables.

Looking at the distribution of Q16_1 (see Figure 3), for example, we see that respondents in countries like Serbia, Croatia, Finland, France, and Spain do perceive cultural activities as often too expensive for them, while in countries like Switzerland most respondents either disagreed with this statement or neither agreed nor disagreed. In countries like the Netherlands, UK, Denmark, and France the most frequent answer was neither agree nor disagree

Figure 3: Cultural activities are often too expensive for me (Q16_1)



NOTE: 1= Strongly disagree, 2= Somewhat disagree, 3=Neither agree nor disagree, 4= Somewhat agree, 5= Strongly agree

Wellbeing

Table 3: Overall, how satisfied were you with your own life before the Covid-19 pandemic? And how satisfied are you currently? (Q20)

Before Covid-19				Currently			
	Non-Migrant	Migrant	T-Test		Non-Migrant	Migrant	T-Test
Croatia	5.88	5.78	-9.52	Croatia	5.10	4.90	-1.20
Denmark	6.23	5.80	-5.33**	Denmark	5.41	4.84	-5.22**
Finland	5.87	5.68	-1.64	Finland	5.38	4.60	-4.41**
France	5.50	5.63	1.65	France	4.41	4.26	-1.34
Netherlands	5.83	5.72	-1.37	Netherlands	5.19	4.92	-2.74**
Serbia	5.24	5.46	1.64	Serbia	4.76	5.12	2.44*
Spain	5.49	5.86	4.65**	Spain	4.69	4.77	0.66
Switzerland	6.15	5.99	-2.47*	Switzerland	5.44	5.10	-3.23**
UK	5.32	5.46	1.42	UK	4.64	4.80	1.35

*= $p < 0.05$, **= $p < 0.01$

From the countries' means (see Table 3) we can learn both about the differences between migrants and non-migrants' satisfaction rates, and about the changes that occurred in these groups' satisfaction measures before Covid-19 and currently. As to the intergroup differences, before Covid-19 we can see significant differences in countries like Denmark, while in the rest of the countries we see insignificant differences. Current satisfaction, though, is significantly different not only in Denmark, but also in Finland, with non-migrant reporting higher satisfaction rates than non-migrants. We can find migrants who are significantly more satisfied with their life before Covid-19 in Spain, and currently in Serbia. As to intragroup differences, substantial life satisfaction decrease has been spotted with all countries and groups (either migrants or non-migrants) except for Serbian migrants, where the decrease was relatively low.

As we can see, most differences, both inter- and intragroup, are in favour of the non-migrants group. These findings suggest that the pandemic affected people differently, depending on their social groups. While the virus itself does not differentiate between migrant and non-migrants, the consequences of the pandemic affected migrants more than non-migrants, in most countries. Again, we qualify all the distributions presented in this report as raw, descriptive, and preliminary. Their interpretation will follow a proper multivariate analysis.

To conclude, we can find indications for differences between the countries when it comes to European integration, cultural consumption and cultural openness. To examine such differences further we chose to highlight the differences between immigrants and locals. Since the findings presented here are based on raw data, we suggest further analysis that will reinforce our assumptions.

5 Analysis of secondary data

In the following section, and in accordance with our objectives, we provide an example for how we will use secondary data and compare it to some of INVENT's findings in order to track changes in cultural participation and cultural perceptions over time as well as opinions about European integration. In this example, we will look at data from Eurobarometer surveys and Eurostat data. We note that a direct comparison between the different surveys is not possible, because this is cross-sectional data and because the sample and sampling methods differ significantly between the surveys. Nevertheless, the comparison provides some indication for possible trends.

In Eurobarometer: Intercultural Dialogue in Europe (2007) it was established that 72% of respondents found that their cultural life has been "very much" enriched by people with a different cultural background than the majority. Twenty-three percent, however, chose "rather not enriched", or, "not enriched at all". In 2021, in INVENT's survey, we found that 55% of the respondents agreed or strongly agreed that the increased presence of different cultures in their country enriched people's lives. In contrast, 17.9% disagreed or strongly disagreed. From this comparison we see that there has been a decrease in the perception that diversity enriches one's cultural life from 2007 to 2021. Moving on to another question, In the Eurobarometer: European cultural values from 2007, 63% of the respondents were very or fairly interested in meeting in person people from other European countries, while 35% were very not interested or not interested in doing so. In comparison, In the INVENT survey in 2021, 51.8% strongly agreed or agreed that in cultural events they like to talk to people from a different background than themselves, while 15.5% either disagreed or strongly disagreed with this statement. Once again, we see a decrease in cultural openness among European residents. Cultural participation, as well, has been examined in both INVENT and Eurobarometer's European cultural values (2007), but also in the Eurostat (2015).

According to Eurostat's Culture Statistics (2019), in 2015, 17.8% of the respondents went to the cinema at least 4 times in that year, 15.7% had at least 4 visits in cultural sites, and 13.7% attended at least 4 live shows. Additionally, 35.2% of the respondents reported they practiced at least one artistic activity in that year. In the Eurobarometer survey, 51% of the participants mentioned going to the cinema, 18% went to see a ballet, a dance performance, or an opera, and 32% to the theatre at least once a year. In the INVENT survey, 27.9% of the respondents mentioned going to performance arts such as classical music concerts, opera, ballet performance or theatre performance at least once a year. Thus, in the case of cultural participation, we also notice a decrease from Eurobarometer's survey in 2007 and our survey in 2021.

The difference between the surveys' findings might have several explanations. First, the samples are not identical in terms of the respondents' composition, sample size, and the countries participating. Second, the phrasing of the questions in the two surveys is not identical. Nevertheless, the difference in the findings might also be indicative for an actual decrease in cultural openness and cultural participation in Europe, as a result of different mega-trends such as globalisation and inequality.

Having provided an overview of the INVENT survey questions that are related to the objectives of WP4, we move on to our “spotlight” section, which provides a glimpse into other data collected by INVENT and the preliminary findings related to WP4.

6 Data scraping spotlight: Phase I and Phase II

In the INVENT project, we aim to develop new perspectives and methodologies for capturing the wider societal value of culture. To understand how Europeans view culture and its societal values, we follow a bottom-up approach to researching and mapping cultural diversity in Europe. In doing so, we employ – among other things – data scraping techniques to collect digital content and gain a better understanding of how Europeans express themselves online on cultural issues. In the following section, we provide some examples of the ways in which Phase I and Phase II of the data scraping analysis associated with objective 1 by revealing online discussions related to processes of European integration.

The first data scraping phase was motivated by inquiring into what people talk about online when they use the word “culture”. In this phase we cantered on Twitter, a highly popular social media platform in the UK. Each team scraped tweets including the word “culture” in the country’s respective language(s). The data scraped was from the years 2019 and 2020, tumultuous times in the UK especially due to Brexit and the Covid-19 pandemic.

In phase I, for instance, when scraping tweets including the word “culture” (in each country’s respective language/s), we found several themes relating to European integration and the globalisation mega-trend, such as “identities and boundaries” and “spaces and places”. The most prominent online discussion regarding objective 1 was the UK’s decision to leave the European Union (also known as Brexit), in which Twitter users reflected on their identities in light of the decision. In other countries, we found somewhat similar national and international rifts. For instance, the Spanish Twittersphere, had vibrant discussions about Catalonia and its aim to become an independent country, and in Serbia there were equally heated discussions about Kosovo. The narrative that was told through these themes, and in relation to globalisation and objective 1, was the negotiation of Twitter users of national and international boundaries and the ways in which practices of inclusion and exclusion affect their identities.

In the second phase of data scraping, we chose to focus on petitions distributed on Facebook as a way to explore bottom-up, citizens-led initiatives. In phase II we also report findings relating to objective 1 through ongoing discussions on national and international

rifts. In the UK, for instance, we continued to find petitions regarding Brexit, especially those posted by its supporters who were eager to follow through with the exit from the EU. Such British petitions included the likes of “Ensure that the UK leaves the EU Single Market & Customs Union” or “We demand a conservative and Brexit Party leave alliance”. It is important to mention that despite trending on British Facebook, most of the petitions did not reach their signatures goal. The ones that did, were debated on by the parliament but were not realised or executed. Other countries also included discussions regarding globalisation, especially through petitions on refugees. While the UK prepared to leave the EU and shut its borders, in countries such as Denmark, Switzerland, and the Netherlands petitions were dedicated to ameliorating refugees lives’ in Europe. For example, in Denmark the rights of Syrian asylum seekers and refugees were a prevalent concern, while the Netherlands was concerned with Ukrainian refugees.

7 Smartphone study spotlight: Eurovision track

The goal of the INVENT smartphone survey study was to gain insight into how people of 18 years and older across Europe come into contact with culture in their daily life, and how they experience culture. The study aimed to get a more precise picture by asking questions close to the moment when people talk about culture or participate in cultural events or activities. The study included three thematic tracks, one which was the Eurovision track. In this track, participants were selected based on their intention of watching the Eurovision Song Contest 2022. Some of the questions posed in this track were related to perceptions of European integration and reflected the goals of objective 1.

Data collection for the Eurovision track took place from the 9th until the 15th of May 2022. Over the course of that week, participants from INVENT partner countries Denmark, Finland, France, and the United Kingdom responded to notifications for short surveys sampling their experience once a day on average. The Eurovision Song Contest provided an interesting opportunity to examine a sense of European integration in real time, as it emerges and is facilitated by a cultural event. For instance, we asked participants “To what extent does the Eurovision Song Contest make you feel that you belong to a European community?” twice: once before the semi-finals, and once during the grand final. We found that in most countries, the percent of participants who responded “to a high degree” or “to a very high degree” increased during the competition in comparison to before the contest was held. For instance, In Denmark 73% of participants reported feeling like they belong to a European community to a very high degree during the event as opposed to only 33% who reported feeling this way prior to the contest. In the UK, however, we found no major difference in feelings of belonging before (38%) and during (30%) the contest. Perhaps, this finding could be read through Brexit, and the general sense of hostility or estrangement from Europe.

8 Interviews Spotlight: Immigrants in Europe

Another method espoused by INVENT's team to understand how people perceive, engage and produce culture through a bottom-up approach was interviews. Interviews were particularly helpful in capturing individuals' understanding of everyday culture in relation to processes of globalisation, as well as the ways in which they understand the processes themselves. It was particularly helpful that the pool of interviewees included both locals and immigrants. In the following spotlight we share preliminary findings based on the interviews conducted in the UK, Denmark, Finland, Croatia, and Serbia (in which immigrant interviewees moved away *from* the country, in contrast to the other countries). Aligning with objectives 2 and 3, this section focuses on the ways in which moving countries impacted how people perceive and engage with culture.

When reflecting on moving to another country, immigrants highlighted the benefits of having a wide variety of cultural offerings in comparison to their home countries:

The big change was when I moved from Spain to London because it was a part of this culture. It was a big change, basically, entirely to my personality. Everything changed from there. I am a completely different person since I moved from Spain to here. During those years, I met different people from different cultures and they influenced me to try new food, or to learn how to dance, learn some music, even the way that I dress, I would say, has changed as well (woman, 29, born in Spain, lives in the UK)

As a kid watching tennis, I never realized that it was actually fun to play, I never saw, you know, like this is an opportunity, but now when I tried it, I feel that it's good to try those things and not just say, "oh yeah, this is something that I watch, this is something which, you know, is kind of reserved for someone else" (male, 35, born in Poland, lives in Denmark)

Most migrant interviewees described a significant change in their cultural participation that led to a different in the ways they perceive themselves and their identity. Such change was also apparent in an interview with an ex-Serbian, who explained that not only did their cultural activities change, but also the way they propose them to other people:

I have completely internalised this attitude where I like have to put it nicely [...] Like, "I was thinking maybe tomorrow we could go and do such and such, how does that sound to you?" Whereas the Serbian way would be, "Yo, tomorrow we're doing such and such" (gender unknown, 45, born in Serbia, lives in Austria)

However, some participants expressed experiencing limitations and barriers to cultural participation in their new country, such as the following quote from the Finnish data:

In Brussels I spoke the local language, so I spoke French, so I was able to, for example, go to the theatre more often. Go to the opera. So, I was really more active in that sense. I don't speak Finnish and that is for certain activities of course a limitation. I really miss going to the theatre a lot (woman, 40+ born in Brussels, lives in Finland)

As this excerpt demonstrates, even if Finland (or other countries) offers a vast variety of cultural offerings, these are limited to those who understand the local language.

While immigrants in the different countries reflected on changes, they also acknowledged ones that were not related to moving to a different country. For instance, many participants emphasised the fact that becoming parents was much more influential on their leisure activities than moving to a new country. In another example, participants highlighted their financial status as a factor that hindered and facilitated cultural activities. This was expressed, for instance, in an interview in Croatia:

It's a great privilege to have a place on an island on the Adriatic Sea. It's such a huge privilege when I think about it. We were very lucky to get that place and we didn't pay very much for it. Prices were still really ridiculously low, and we got lucky. And I'm so grateful. Because it really is... It's changed everything (man, 58, born in England, lives in Croatia)

To conclude, in light of a preliminary analysis of the interviews, we suggest that cultural participation among immigrants should be considered in light of other important factors, such as their age, marital status or income.

9 Conclusions and Next steps

The focus of WP4 is on examining the effects of the processes of Europeanization and globalisation on transformations in the cultures of European countries. These objectives can draw from the various data sources. In this report we demonstrated how the survey, interviews, smartphone study and the first phases of data scraping provide relevant information for the work package. We showed, for instance, the differences between countries in regard to European integration through data from the survey and the smartphone study. Raw data indicated that people in Spain agree that European integration facilitated interactions with different cultures, whereas Serbians disagreed with the sentiment. We also found that watching the Eurovision made Danish viewers feel part of a European community but did not have the same effect in the UK. Through the survey and the interviews, we were able to highlight the particular experiences and perceptions of immigrants and emphasise the intersectional lens that is needed when studying such community.

The building blocks listed here, and several others that were not listed for the sake of space, will be used in multivariate and mixed methods analysis and to further develop the analysis and interpretation of findings.

Next, INVENT will embark on several additional methods that will continue to expand our knowledge regarding globalisation, Europeanisation, cosmopolitanism, and well-being. These include the cases studies, which represent stories of success and failure in cultural organisations and venues in Europe, as well as focus groups which allow us to gain insights into the ways in which audiences, practitioners and researchers understand mega trends such as globalisation and European integration. The data scraping task force will also continue with its final phase of data scraping, which will lean on findings from previous phases. Ultimately, the insights discovered through the various methods will be showcased, among others, through INVENT's online inventory, which will include the bottom-up perceptions of global mega trends related WP4 as they have been conceptualised by our participants, case studies, and online data we have gathered.

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