

# OUTCOMES

KNOWLEDGE ATTITUDES ACTION DISCOURSE CAPACITY POLICIES

ARTS FOR CHANGE

<http://impact.animatingdemocracy.org>

## Public discourse relates to

the ways people and groups have exchange with one another around matters of civic and social importance. It includes various levels and forms of communication—private conversation, organized live dialogue or deliberative forums, online dialogue, blogging, news reporting, editorials, and political debate. Positive change in discourse is a desirable outcome in and of itself—addressing lack of opportunity,

more democratic access, the quality of public discourse, etc. Dialogue, deliberation and media are also important means to other ends such as greater awareness or understanding, shift in attitude or behavior; and to motivate action. To understand social impact, changes in public discourse are typically assessed at a community level.



## DIALOGUE and DELIBERATION

Civic dialogue is about civic concerns or opportunities of consequence to people's lives, communities, and society as a whole with an intention toward greater understanding. Deliberation incorporates dialogue with an intention for decision-making or problem analysis/resolution through critical thinking and the consideration of relevant factual information from multiple points of view.

**INDICATORS MEASURE** who is engaged in exchange; access to opportunities for exchange; the nature or quality (balance of perspectives, safety, tone or civility) of the communication or exchange; variety of opportunities for exchange; frequency or sustainability of exchange.

*Dialogue is distinguished from debate as follows: Two or more parties with differing viewpoints work toward common understanding in an open-ended, typically face-to-face format. Qualities of dialogue that distinguish it from debate or discussion:*

1. Dialogue is inclusive of **multiple perspectives** rather than promoting a single point of view
2. Dialogue encourages that **assumptions** be surfaced and participants **suspend judgment** in order to foster understanding and break down obstacle
3. Dialogue seeks to create **equality** among participants
4. Dialogue aims for a greater understanding of others' viewpoints through **empathy**.

## MEDIA/NEW MEDIA

Use of the media focuses on civic or social concerns toward raising awareness, stimulating dialogue, motivating action, or other social effects. Also, coverage in the media that affects public discourse.

**INDICATORS MEASURE** content of what is reported or taken up; access to media; who is represented in media coverage or new media exchanges; diversity of perspectives represented; quality of reporting or commentary (balance or bias; depth or breadth; nuance; accuracy, etc.); amount of articles, media spots, blog exchanges; duration of media attention.

Examples of outcomes, indicators, and data collection methods. ▶

# EXAMPLES

OF OUTCOMES, INDICATORS, AND DATA COLLECTION METHODS LINKED WITH CREATIVE STRATEGIES FOR CHANGE

**PUBLIC DISCOURSE**

HOW TO READ THE EXAMPLES

Broadly stated **OUTCOMES OF SOCIAL/CIVIC CHANGE** that artists and cultural organizers claim their creative strategies contribute to or achieve.

A more specific **OUTCOME**

An **INDICATOR** that might be observed as evidence of that outcome

**DATA COLLECTION** methods for selected indicators

**TIPS** for data collection methods.

AN EXAMPLE OF A CREATIVE STRATEGY THAT MIGHT BE USED TO ACHIEVE THE OUTCOME

DIALOGUE and DELIBERATION

MEDIA/NEW MEDIA

## 1. CREATION OF ALTERNATIVE FORUMS AND SPACES FOR DIALOGUE

CREATIVE STRATEGY

The local arts council supports arts-based dialogue demonstration projects supplemented with trainings to stimulate arts groups, artists, and community agencies to link art with civic dialogue opportunities.

DIALOGUE and DELIBERATION

MEDIA/NEW MEDIA

**OUTCOME:** Arts spaces and programs are regularly used as dialogue settings and catalysts.

**INDICATOR:** Number of arts-based dialogue programs by arts organizations and artists in the community increases.

**INDICATOR:** Community development corporation employs artists to elicit community input on a redevelopment plan.

DATA COLLECTION STRATEGIES

**MAP** arts and civic dialogue events, projects, and programs in the community.

**INTERVIEW** artists, community partners, funders or other key informants for their observation of use of arts spaces and growth of new programs.

**TIP:** Begin with a baseline map before demonstration projects begin, and collect information over a long enough timeline for growth to be tracked.

## 2. GREATER DIVERSITY IN WHO PARTICIPATES IN DIALOGUE

**CREATIVE STRATEGY**  
 In conjunction with a production of the play, *Dead Man Walking*, a university mounts a symposium that brings together church leaders and congregations opposed to the death penalty with justice workers and community activists for a facilitated dialogue to increase understanding across different viewpoints.

**DIALOGUE and DELIBERATION**

MEDIA/  
NEW MEDIA

**OUTCOME:** People with conservative positions on the death penalty are represented in public dialogues.

**INDICATOR:** Percentage of dialogue participants holding conservative views increases.

**INDICATOR:** More conservatives reached through informed recruitment strategies.

### DATA COLLECTION STRATEGIES

**PRE- PROGRAM SURVEY** captures information about attitudes and values around the death penalty through a set of agreement statements; information about what motivated participants about the symposium through a series of check-offs. Correlate the two.

**FOCUS GROUP** Utilize the end of the dialogue to poll the group with a question like: "Raise your hand if your view toward or understanding of the death penalty has changed in any way." Facilitate a final discussion/probe about those changes.

## 3. OPPONENTS FIND COMMON GROUND

**CREATIVE STRATEGY**  
 A public dialogue organization pairs community members and artists holding opposite views to create works of art that reflect common ground around the issue. Artworks are then presented in public planning discussions to launch a values clarification process.

**DIALOGUE and DELIBERATION**

MEDIA/  
NEW MEDIA

**OUTCOME:** Polarized debate opens to dialogue.

**INDICATOR:** Opponents actually come together in agreement to have dialogue.

**INDICATOR:** Advocates of the two sides reframe the issue for new examination.

**INDICATOR:** Early dialogues succeed in finding common points on what the two sides care about changing.

### DATA COLLECTION STRATEGIES

**INTERVIEWS** with public planning discussion participants learn how tenor and quality of exchange has (or has not) changed.

**REVIEW OF JOURNALS AND ARTWORKS** of community members and artists.

**MINUTES** of planning discussions documenting areas of agreement.

**TIP:** Define in advance the kinds of evidence to look for in journals and artworks.

#### 4. HUMAN IMPLICATIONS OF ISSUE CONSIDERED

**CREATIVE STRATEGY**  
The historical and art museums mount a collaborative exhibition of growth patterns in the community and their impacts. Dialogues are facilitated drawing on the exhibition and involving populations affected by the current zoning issue.

**DIALOGUE and DELIBERATION**

**MEDIA/ NEW MEDIA**

**OUTCOME:** Zoning policy deliberation considers human implications of proposed actions.

**INDICATOR:** The public displays greater empathy for most affected population.

**INDICATOR:** Recent immigrants' and refugees' views are heard and validated at zoning board and city council meetings.

**INDICATOR:** Local TV airs in-depth interviews of potentially displaced community members and promotes addition of online stories.

**DATA COLLECTION STRATEGIES**

**STORY CIRCLES** about zoning's effects on individuals serve as both an activity and evaluative method to collect evidence.

**TIP:** Groups could be arranged such that several people who are affected by the zoning issue are mixed with individuals who came to learn about the issue. A documented wrap-up at the end could measure the learning that took place in each group.

#### 5. MORE BALANCED REPORTING OF VIEWS

**CREATIVE STRATEGY**  
Latino cultural organizations offer their spaces as public convening sites that can draw Latino and other community members for press events, public debates, and community meetings.

**DIALOGUE and DELIBERATION**

**MEDIA/ NEW MEDIA**

**OUTCOME:** Growing Latino population is better represented in mainstream media.

**INDICATOR:** News stories include more Latino opinion viewpoints.

**INDICATOR:** Cultural news of the Latino community is featured more regularly in arts coverage.

**INDICATOR:** Latino-specific media sources are quoted by mainstream media.

**DATA COLLECTION STRATEGIES**

**SIGN-IN SHEETS** track press attendance at events and this information is checked against stories filed to identify any trends or increases in coverage.

**A REVIEW OF MAINSTREAM MEDIA** (via key word search online) tracks number and citations of Latino-specific media sources.