

Digital active participation in different cultural activities. The case of Spain

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Abstract

Cultural participation has traditionally been conceptualized under different aspects: participation through attendance at live arts events; participation through the media by watching or listening to arts programs; and personal (or active) involvement. The first aspect has been investigated in deep for different cultural activities (i.e. theatre, cinema, museum, etc). Media consumption has also got wide research, with an increasing emphasis on the changing consumption and expenditure habits due to digitization. Some recent studies have also tried to disentangle the impact of digitalization on the on-line and in-site attendance to cultural goods (second way to participate). However, less is known on the determinants of active consumption of these goods, though typically it is claimed that active engagement in individual or social practice of cultural activities is extremely beneficial for individuals and communities. Even less is known about how digital skills and the digital divide may offer new possibilities or impose further hurdles for cultural practices.

The aim of this paper is to fill this lacuna and to explore the determinants of active participation in Spain. We use data derived from the Survey of Cultural Habits and Practices by the Spanish Ministry of Education, Culture and Sports (last edition available is 2014-2015). We consider different forms of cultural engagement: writing, painting, photograph, video, theatre, dance, flamenco, playing instrumental music, and singing choral music). Following an individual decision making model, we describe and explore different cultural practices in Spain. Explanatory variables are divided in socio-demographic and socio-economic characteristics and individual cultural capital, as well as cultural equipment and physical and digital cultural contents in the household.

We perform descriptive analysis and estimate binary models. In what referrers the digital practices, we estimate models that explicitly account for the selection in the sample of internet users.

Keywords: active cultural participation, bivariate probit, Spain