Resonance Function of Culture

SOUTH AFRICAN CULTURAL OBSERVATORY

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cultural heritage

influence of culture on current socio-economic situation and social regulation

revealing new processes and directions of cultural development
Mapping of Culture Resonance in Economy and Society

Direct impact: measuring through traditional tools
- Share of culture, arts and creative industries in national economy (GDP);
- Business economy efficiency increasing;
- Market relations;
- External cost of culture;

Indirect impact: data structuring and catching social effects
- Business confidence level;
- Crowd funding and crowdsourcing;
- Consumption model transformation;

Modeling and analysis tools
- Econometric approaches
- Time series data
- Big Data, Open Data
- Data science and intelligent computing
EXPENDITURE ON CULTURE IN NATIONAL ECONOMY PER CAPITA

- ₹22.6 SRB
- ₹39.1 AZE
- ₹32.04 GRE
- ₹273 AUT
- ₹105 CZE
- ₹72 HRV
- ₹52 LVA
- ₹446 NOR
- ₹183 NLD
- ₹278 SWE
- ₹185.93 CAN

Share employed in the culture sector.
Looks impressive and we can say that Norway spends on culture in Norway over ten times more than Greece.

What’s the catch?

Prices!
McDonalds: culture and profits

Key ideas:

- Something old, something new, something borrowed
- Use local and make double profits
- Follow modern markets tendencies but stay relevant to reality
## MacDonald’s and Specifics of National Menu

<table>
<thead>
<tr>
<th>National dishes</th>
<th>Country</th>
<th>Major Civilization Types by Huntington</th>
</tr>
</thead>
<tbody>
<tr>
<td>McLobster, Putin</td>
<td>Canada</td>
<td>Western civilization</td>
</tr>
<tr>
<td>Nürnburger, McBeer</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Pizzarotto</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>McLaks</td>
<td>Norway</td>
<td></td>
</tr>
<tr>
<td>Mc-Gazpacho</td>
<td>Spain</td>
<td></td>
</tr>
<tr>
<td>BBQ Ranch Burger, Jalapeño Double, Premium Grilled Chicken Bacon</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>Clubhouse Sandwich, McHaupia.</td>
<td>Australia, New Zealand</td>
<td></td>
</tr>
<tr>
<td>Vegemite, McPasta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Village potato, Mix-berry Pie</td>
<td>Ukraine</td>
<td>Orthodox civilizations</td>
</tr>
<tr>
<td>Beef a-la Russ, Chicken burger with Bacon</td>
<td>Russia</td>
<td></td>
</tr>
<tr>
<td>Koroke Burge</td>
<td>Japan</td>
<td>Eastern civilizations (Hindu, and Japanese)</td>
</tr>
<tr>
<td>McAloo Tikki, Mc Veggie</td>
<td>India</td>
<td></td>
</tr>
<tr>
<td>McRice</td>
<td>Indonesia</td>
<td>Muslim civilizations</td>
</tr>
<tr>
<td>McFalafel</td>
<td>Egypt</td>
<td></td>
</tr>
<tr>
<td>McArabia</td>
<td>UAE</td>
<td></td>
</tr>
<tr>
<td>McKebab</td>
<td>Israel</td>
<td>Lone county more close to Western culture</td>
</tr>
<tr>
<td>McMolletes</td>
<td>Mexico</td>
<td>Latin American.</td>
</tr>
<tr>
<td>Inca Cola</td>
<td>Peru</td>
<td></td>
</tr>
</tbody>
</table>
2008

annual income

$ 950 millions

34,000 outlet

120 countries

daily, 70 million of customers
Key ideas:

- There is no single type of beauty
- Different regions, different brands, different development concepts
- Origin has meaning
24 commodity groups within 195 subgroups; 12 years data set per month;

4 types of trade relations regarding operations:
- Import
- Export
- Export to import
- Import to export

Trade density estimation through volume (tone and kg) and value ($ USA)

0.95 density rate

28 EU countries
Density of trade relations over all agricultural groups of EU: UK and Greece
Density of trade relations under the EU agricultural market

a) "Old Europe" Group

b) "Mediterranean Group"

c) "Nordic" Group

d) "Former SU" Group
Culture and traditional relations are more significant than rules of Common Agriculture Policy in EU? At least at the same value?
# External cost of cultural heritage - Disposable Chopsticks

<table>
<thead>
<tr>
<th>45 billion - domestic supply</th>
<th>+</th>
<th>15 billion – import - annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 million to 25 million felled trees a year - annually</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 acres per day</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## External cost of production
- Soil erosion
- Famine
- Flooding
- Carbon dioxide release
- Desertification and species extinction

## Tax
- 5%

## Economy efficiency
- Retail price between 1,5 - 3 euro cents per pair
- Market volume - ?

May forks be used instead of disposable chopsticks?
Open Source Data as Enabler

1. socio-economic analysis

2. monitoring social preferences

3. organization and managing social moods via social media applications

4. social marketing

5. revealing new factors influencing the relationship of social, economic and managerial development on aspects of cultural activities;
WikiArt: http://www.wikiart.org/uk
Principles of project

- Content created by users;
- Utilization of the most comprehensive art encyclopaedias;
- Non-profit;
- Huge number of users (per month: one million users, over one billion sessions, over 14 billions of views).
Words co-occurrence analyses: http://agoldst.github.io/dfr-browser/demo/#/model

Cutting Age Research Monitoring
New vision - Demonstration of potential directions for development and chain value adding/creating
<table>
<thead>
<tr>
<th>Topic</th>
<th>Documents</th>
<th>Word</th>
<th>Bibliography</th>
<th>Word Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic 12:</td>
<td>american new black white african america</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic 43:</td>
<td>literary literature history new historical studies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic 45:</td>
<td>new world human film cultural</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic 7:</td>
<td>social political society public class economic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic 18:</td>
<td>women sexual female woman gender new</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prominent topics for culture

Click row labels to go to the corresponding topic page; click a word to show the topic list for that word.

http://agoldst.github.io/dfr-browser/demo/#/model
Topic 12

Top words

Word | Weight
---- | ----
american | 
new | 
black | 
white | 
african | 
americ | 
cultural | 
united | 
states | 
national | 
world | 

Yearly proportion of words in topic

Click a bar to limit documents to that year

Top documents

Document | % Tokens
----- | ----

http://agoldst.github.io/dfr-browser/demo/#/model
THANK YOU

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