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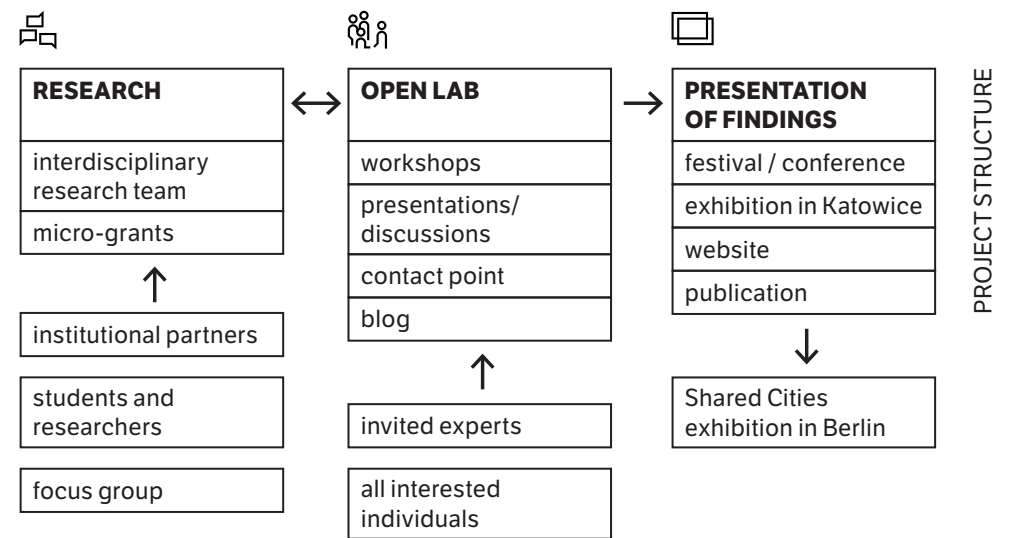
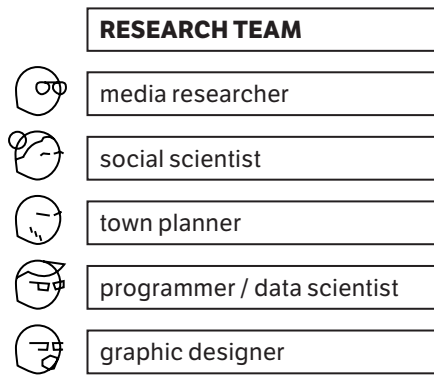
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ANALYSIS AND VISUALISATION OF DATA ON CULTURE

DATA-DRIVEN RESEARCH

How to identify and present the rich network of creators of culture in Katowice, including major events organisers and official institutions, but also the city's enthusiasts, activists and supporters working on the Web? Where do Katowice's concert and festival goers or participants of meetings, discussions and workshops actually come from? How do they use the city's public space and how does this space interplay with web-based activity? How do social media users create modern urban identities, discovering their local heritage, including traditions, historic industrial facilities and iconic architecture?



Culture in Polish cities has been entirely transformed, as large investments in public infrastructure have fused with a real boom in grassroots initiatives realised in urban spaces, private homes and clubs. The multitude of available lifestyles and ways of spending leisure time has influenced our culture participation models to an extent comparable only to the impact of the digital revolution, through which we gained unlimited access to cultural products and the ability to publish our own content.

Meanwhile, cultural studies and resulting urban strategies and policies have demonstrated little success in adapting to the changing environment. Consequently, we tend to perceive culture in isolation from the education system or social and economic life, with little or no relevance to the real problems of the city. Researchers rarely notice bottom-up, often fleeting initiatives taken by the residents, activists and other informal actors creating the city's dynamic cultural environment, let alone the hard-to-grasp impact of social media on the cultural landscape of the city.

Thanks to mapping cultural actors, such as grass-roots artists, content promoters and city enthusiasts, but also official entities, we will attempt to visualise Katowice's network of culture creators, while identifying where the consumers of selected projects come from and how they use their services. We will also try to examine how network users use social media to create modern urban identities based on various local heritage components, such as stories that remain alive within the local community, industrial traditions and iconic architecture.

As an important part of the project, we will use digital tools to help capture processes on the Web with particular focus on social networking sites. By digging into official data repositories, we will try to make the best possible use of the analytical potential of the digital tools applied by Medialab. Great importance will be placed the methods of data collecting, processing and sharing, so that the results of our work, including tools, methods and data itself, may also be of use to researchers, officials, urban activists, non-governmental organisations and other interested parties.