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**Testing research methods of cultural and creative  
spillover effect causality:**

**Concordia Design Center in Poznan, Poland**

## Concordia Design in Poznan

- **centre of creativity, design and business**; operated by the **private owners**
- renovated Old Printing House. The project was initiated in 2010 with a grant for renovation of 1890 origin building (co-funded from public grants)
- a **major design thinking creative approach lab in Poland**
- **conceptual and consulting headquarter for privately owned cross-sectoral initiatives Human Touch Group**
- focusing on the **role of humanistic management** (design thinking origin, aesthetics, multi-sensoric) **methods in business and education.**



## Concordia Design in Poznan

## generating a windwirl of stake-holders

- entrepreneurial and creative approach:
  - consultancy clients
  - creative workshops participants
  - designers, architects
  - creative business entrepreneurs, start-ups creators
  - policy makers (workshops on the city future)
- city inhabitants: kids, women leaders, unemployed, artists, social and civic organizations from the neighbourhood districts, public officers, local and regional government bodies, schools, families



### Concordia Design Case Creative Spillover hypotheses

- 1) Concordia Design Centre is seriously **impacting the trends in business approach and organizational models** followed in the city.
- 2) Concordia Design Centre is **impacting professional business education quality and general personal development offer, injecting into educational systems a set of innovative methods** and humanistic approach to teaching (also technical subjects). The range of their impact is from kindergarden till university PhD studies.
- 3) Concordia Design Centre is an **inspiring case study of breaking some old standards of business operational routines**...convincing major group of professionals and some part of the general public of the essential importance of creativity, the power of aesthetics and design thinking in business behaviours and workplaces.
- 4) Concordia Design Centre is impacting City of Poznan **implicit cultural policies** and official promotion strategy, local and regional politicians decisions, **directing its image and developmental potential** from oldfashioned trade and industry center into the city of design, innovative talents and creative economy spirit.

## Evaluating Creative Spillover hypotheses

- 1) Creative Spillover causality could be tested through **mixed method of qualitative and experimental research tools based on DIALOGUE with parties engaged and influenced**. Evaluation of the spillover effect could be supported with some quantitative data, but following the processes, and finding explanation for spillovers causality need investigation based on talks with people involved.
- 2) To understand cultural and creative spillover effects you need not only to analyse the outcomes and recent processes of the tested organisation but also the history of socio-cultural processes taking place in the city. What is essential in diagnosing and testing creative spillover effects is the insight into the genealogy of social environment that is a soil of spillover.
- 3) The creative spillover could be metaphorically seen as a **whirlwind of stakeholders that should taken into conversation when starting the spillover evaluation process**.



## Evaluating Creative Spillover hypotheses

- 4) Majority of communication processes, building, keeping, developing human and projects relations are done in mediated, Internet-based sphere. To track the creative spillover effect we shall use, **Media Discourse Analysis, semiotics of communication processes, including social media, or some netnographic tools, to catch the dynamics of creativity spread.**
- 5) Evaluating spillovers must be based on the **methods that are relevant to humanities and social sciences**, including ethnographic methods like anthropology of organization or heuristic approach, that will give an access to real-life situations in decision processes.



## Rethinking spillover categories

### Knowledge Spillovers

- Stimulating creativity and encouraging potential
- Increase employability and skills development in society
- Strengthening ~~cross-border~~ or cross-sector collaborations (partially)
- Testing new forms of organisation and new management structures
- Facilitating knowledge exchange and culture-led innovation

### Industry Spillovers

- Improved business culture and boosting entrepreneurship

### Network Spillovers

- Creating an attractive ecosystem and creative milieu, city branding...
- Stimulating urban development, regeneration and infrastructure
- Boosting economic impact on clusters

- **CASE selected to reflect the PRIVATE – PUBLIC relation in CSS?:** Much more natural and still fast spillover effect is provided when

the public sector stimulates the development of trustworthy, **creative, knowledge driven private players in the city** who,

if not disturbed, focused on the real work and not local politics, have much more chance to succeed in business and social spillover of creative industry initiative.

**The public sector should support some infrastructural conditions and encourage cross-sectoral networking.**





## Methodology concerns

[quantitative indicators are not enough to form the transparent picture of the CSS]

Evaluating creative spillovers must be based on the **methods that are relevant to humanities and social sciences,**

that will give an **access to real-life situations in decision and impact processes.**



## Testing Methods

- C&C Spillover **genealogy & content analysis**; analyse the historiographic and socio-cultural context of the spillover in the city;
- **Mediated Discourse Analysis (MDA)**, semiotics and **Virtual Settlements Map (VSM)**; to scrutinize the local creative industry in Poznan with the usage of qualitative tools available for both traditional and new media communication analysis. Diagnosis of overall communication attached to Concordia Design and its audience;
- C&C Spillover qualitative research methods – **qualitative mapping of social environment**: focus groups interviews (FGI) & workshops sessions (5-7), indepth interviews (around 30) with representatives of all parties involved in Spillover effects identified in content and MDA analysis
- C&C Spillover case study tested with **tailored experimental methods**: anthropology of organization observation methods, phenomenology of organization, organizational aesthetics and heuristics approaches operated within management and humanity studies' (access to real-life situations in decision processes)

### Sharing with the work in progress (selection): MDA & VSM + keywords (for interim results...)

- work on the list of access requests to the Concordia Design Centre Team
- working meeting of the research team with Concordia Design Center leaders: CEO, marketing, HR, PR
- updating discussion - role of the Concordia shareholders and its stakeholders in the research process
- explaining and sharing roles in communication process (research team – case leadership & team)
- explaining the methods chosen by research team
- updating and specifying research targets in the case analysis process
  
- introduction to the CCS genealogy & content analysis: recognizing best sources and databases
- negotiating access and methods of the delivery of content and databases for Mediated Discourse Analysis (MDA), semiotics and Virtual Settlements Map (VSM)
- selecting methods to reach persons and groups to be tested with qualitative mapping of social environment: focus groups interviews (FGI) & workshops sessions (5), in-depth interviews (30) with representatives of all parties involved in CCS effects (contacts, organization of the research events)
  
- introducing the path of arrival to tailored experimental methods...

## Sharing with the work in progress (selection): MDA & VSM + keywords (for interim results...)

- collection of the data for Mediated Discourse Analysis (MDA), semiotics and Virtual Settlements Map (VSM): media monitoring reports from past years (2015 in focus) from outsourced IMM Agency, PR agencies, social media databases, tools and reports of Concordia Design Center PR and marketing departments, that was fully accessed by the research team
- calibrating research tools for MDA and VSM after data delivery
- first selection of the MDA and VSM data (2015) and dividence into analytic categories
- methodological sessions of the CCS genealogy & content analysis research team + tailored experimental methods
- methodological sessions for the FGI and IDI research process
- coordination of the agenda for FGI research process - focus groups interviews meetings - setting the dates and places for September (accessibility of research targets right after the August holiday time)

## MDA & VSM

0 = CDC as the author and sender of the message

- hard data content analysis (PR and marketing tools)
- promo narrations role (range: self-promotion, relation building process (networking, sharing, involving others parties with events and projects)
- identifying the whirl of stakeholders, partners involved in CDC activities

1 = Mapping media communication

- (journalism: traditional and internet, including words and visual representations), impacting the image of CDC: elitist, professionalists oriented, egalitarian

Semiotics (as a filter to data) = interpretation of the hidden meaning behind the data.

2 = VSM mapping virtual communication; its multidimensional shape: imposing

- information and managing response: interactions, feedback to CDC narrations via social media: perceptions, receptions and viral behaviours: likes, shares, comments; scheme of the content & values considered by respondents as hot or cold. 2nd level of shareholders identification.



### MDA – keywords (for interim results...)

- **CCS & education** as a fundament of communication processes expressed by the CDC
- **CCS & mission coherence + synergy** (internal spillover of conglomerate) – internal (private) cluster (CDC as engine of Human Touch Group) – from furniture – through design thinking – to creative processes education
- **CCS & elitism vs. egalitarianism** of CDC and its offer? „access for everyone”?
- **CCS & powerful branding** of CDC (attractive appeal) – other organisations want to ‘be there’ or ‘be seen as having a relation with CDC’; shining with a reflected light of the CDC
- **CCS & leader charisma**: expressing the role of the leader (owner) talents and CDC as a family company
- **CCS & competitive environment** (public art schools, city institutions, design festivals)
- **CCS & events ‘design’**

## Challenges and observations in the process of selecting experimental methods for CCS research

**phenomenology of organization:** eidetic analysis (R. Ingarden);  
interpretation of salient, inexplicable phenomena: spirit of the place, its climate, attractiveness, its psychological, emotional impact (& CCS);

### **organizational aesthetics**

testing aesthetics vocabulary with organizational behaviors of CDC:  
*kitch, style, imagination, imitation, harmony, beauty, criticism, expression,...*

### **heuristics (theory of discovery) / heuristic techniques**

- proximity of creativity to science: beyond psychology - neurology, physiology
- intense use of metaphors & creative mind formation
- ornatus: the role of decorative moments in industry...
- explorative matrix: from collection to creation:
- personification (anthropomorfisation) of organisation: *empathic imagining CDC as a person doing things, feeling emotions...*