



A Guide for Interviewers

Welcome to Culture Counts. You will be assisting your arts organisation to capture essential feedback from the public and audience, with a view to evaluating the works. For a step by step guide to using the Culture Counts Interviewing system, please see below.

Accessing the Survey

Together with Culture Counts, your arts organisation will have set up a survey on a tablet or iPad for you - all you will require is Internet access and willing interviewees. A URL will be provided for you, and all you need to do is to input the address into your browser.

Answering the Questions

We would suggest that you pass the device to the interviewee, so that they can record their feedback anonymously and avoid interviewer bias. The statements that are included within the interview need to be responded to regarding how strongly the interviewee agrees or disagrees. The slider below each statement can be dragged along to a position where the interviewee is happy. They can then progress to the next question. There are 9 statements in total. After this the interviewee will be asked to write three words that describe their experience. Finally there are 3 demographic questions. If the interviewee doesn't wish to provide the information to these questions, they can be skipped, although in order to achieve the most valuable data, it is of course preferable that they are all completed.

Re-accessing the Survey

Once your interviewee has completed the survey, a page will be presented for you to select 'Take Another Survey'. Upon the selection of this, you will be returned to the beginning of the survey, and it can be taken by a new interviewee. This process can be repeated continuously – you should aim to get as many responses as possible! Please note, the respondent's answers will only be saved if the 'Take Another Survey' button is selected.

Why these Statements?

Culture Counts uses a set of core dimensions, which are presented as statements in the interviews. These provide comparability across organisations nationally and internationally, and will create a standardised data set for benchmarking. These dimensions have been selected through careful research with cultural organisations and consultation with Arts Council England. Each dimension describes a different element of artistic quality, so the ones that suit your event may vary. Therefore it is important to realise that your event should not expect to score highly across all dimensions.

For a YouTube Video Tutorial, please see: https://www.youtube.com/watch?v=ZKNalJP9_5c