

CHECKLIST



A self-evaluation for digital needs

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Introduction

When faced with the demands of digitalisation, many experience a state of being overwhelmed because digitalisation seems to cover everything that we can think of and everything that we can't. The variety of platforms, applications, implementation, and visualisations seems to demand an enormous amount of options which need processing and choosing. Cutting Through the Noise is a self-evaluation checklist that helps managers and coordinators in cultures and arts to get a sense of their own needs, and to find useful inroads into the challenges and demands of digitalization.

Structure

This checklist is a guide for participants to use through the course of the eight sessions. It is recommended that the checklist is reviewed and reflected upon before each session, by all participants.

The checklist is structured around 3 key challenges that digitalisation brings with it. Each key challenge has 5 statements. The first 2 statements are about procedural knowledge. The 3rd statement is about acquaintance knowledge. The last 2 statements are about propositional knowledge. In all, the 15 questions help the participant orient themselves to approaching these learning spaces.

The participants can go through these to understand what are the things that they need to think about, what they have already thought about, and what are the new things that they seek in the workshops and lectures that they are joining.

CHECKLIST



Authorship

- 1) In my work, I have realised that the condition of who is an 'author' has changed. I can identify at least three different kinds of authors who have to be addressed, and I know how to engage with the challenges of the changing nature of authorship.
- 2) The emergence of new kinds of authorship needs new kinds of circulation models and engagement matrices. I can recognise that the digital is a tool to activate these but the context of circulation and engagement is not the same as the platforms for digital distribution.
- 3) I know how to build de-centralised, distributed, asynchronous, and remote communities with different authors as the nodes in a growing network.
- 4) The emergence of new authorial practices has direct consequences on my business models because it brings in questions of revenue, ownership, and engagement. I know what these business models can look like and the tools and infrastructure that I will need for it.
- 5) The rise of these new authorships might threaten the very existence of my institutional practice, and trying to embed them into our existing practice might need a radical reworking of the institutional structure and the practices of our work.

Authority

- 1) I can see that the older structures of validating the authority and positions of our 'authors' are being challenged and we need to find and analyse where the new axis of authority is.
- 2) I see that the new conditions of collective authorship need communities of stakeholders who will construct these values of authority. The role of my institution is in building these communities and thus needs a different way of roles and profiles.
- 3) The history and legacy of the sector that I am in does not necessarily relate to the demands of the sector and its unfolding. I can identify at least 3 challenges that are being posed by the digital turn to 'this is how we do things' mode of operations.
- 4) I know and am aware of ways by which my institution/practice can be presented as addressing critical questions and relevant to the urgencies of the sector. We can translate our practice as immediately stitching into different narratives that show a concern for the ambitions of the stakeholders rather than the survival of the institution.
- 5) I can identify the reasons for the precariousness that my sector/institution experiences, especially in the current crisis. I am able to recognise that this is not a phase but a transformative moment and that there will be no 'going back'. I can thus, create a narrative of the future that I am in control of rather than a fear of the future that I am catching up with.

CHECKLIST



Authenticity

1) In my transitions into the digital spaces, I can easily identify and trace where the truth claims and authenticity values of our practice lie. I can protect and champion these and translate them for the demands for digital measurements.

2) I can take informed choices of refusing specific matrices or measurements and produce alternative ways by which our work can be measured, and translate them into indicators that different investors and audiences can understand and agree with.

3) In my team and networks are people who have expertise to enumerate, quantify, and qualify the work that we do. We have identified the core messaging tactics central to our practice and know how to leverage that as our communication means and formats in the digital platforms.

4) We can envision a future where it is clear that the older categories of 'audience', 'author', 'outreach' etc. Will no longer have any more relevance and we will need a new conceptual framework to make sense of our own practice.

5) We can foresee the larger contexts - social, political, economic – that will inform the future of our practice and we have the knowledge and the knowhow to build the narratives of the future and position our role in the change practices of the sector.