



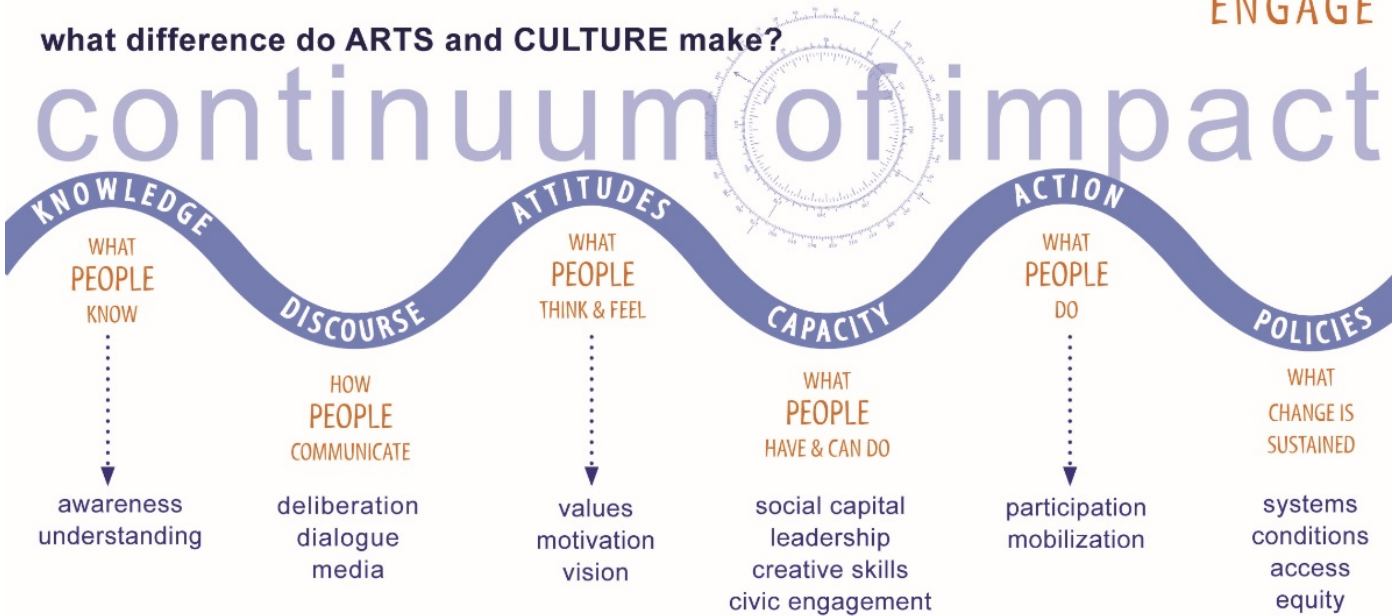
# IMPACT ON AUDIENCE

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ANIMATE  
INFORM  
INFLUENCE  
EXPRESS  
ENGAGE

what difference do ARTS and CULTURE make?

# continuum of impact



- Arts and culture have a value that can never be fully measurable and should be protected from marketization for the sake of society.



- How to measure the impact of art? – True value and influence may never be realized/appreciated
- How to measure impact of a commercially-funded piece? –generated revenue, ROI
- How to measure impact of socially-funded piece? – effectiveness in evoking measurable change (indicators)

# Who is the audience and what do we expect expect from it?

- Do we know its biases, motivations, language?
- What is our goal? WHO and WHAT
- What are we looking for? Metrics and how to measure them.
- Is the expectation realistic? If not, let's be real about why we are doing it.
- Pornography of the virtual real? Does simulating an experience help or hurt?
- Network of impact—Imbedding in existing campaigns (btw why is burden of impact on the artist?)

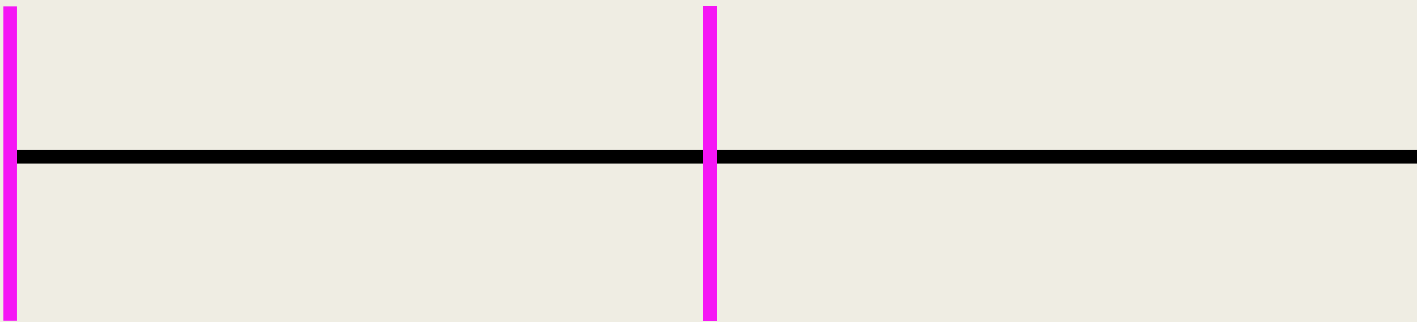
# Disparity of Outcomes

Reach

Engage

Influence

(on a specific metric)



# How to reach audiences with emerging media when advocacy is the intention?

- Decolonialize, Democratize, and demystify
- Think about specific outcome
- Narrowly define audience, put the thing on their heads, give specific instructions, and make it easy for them to do the thing

Obstacles:

Cost/lack of funds to experiment with something that might not work in the social sector

Equipment (goggle fear, imperfect tech)

High expectations

# Engagement

What's working?

What's not?

<b>Mixed media—cinematic VR and computer generated 3D spaces</b>	<b>Too much interaction</b>
Physical theater VR	Working with multiple languages
Reenactment for documentary	Passive VO montage shtick
Symbolic representation, using the space	3D scans
Direct address	