



NARODOWY INSTYTUT
DZIEDZICTWA
NATIONAL HERITAGE BOARD OF POLAND

A tricky subject – archaeology in opinion polls on cultural heritage. Recent examples from Poland



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Amersfoort Agenda

Setting the agenda for the future of archaeological heritage management in Europe (2015)

- Know the public: analyse the wants, interests and expectations of stakeholders in society regarding their involvement in archaeology, preferably through interaction with those stakeholders

"(...) we need to know who we mean by 'society' or the 'public' and what they want and expect in relation to participation in archaeology. "

- *The archaeological discipline should search for connections with current societal challenges (e.g. spatial, environmental, social, economic) in order to realise the benefits for society.*
- *We need to get better at discussing, formulating and realising the values and benefits of archaeology for society.*

Theme 1

The spirit of the Faro Convention: embedding archaeology in society

accessible active approach attitude awareness benefits better build
change community connection developers economic
education embedding excavations future
general heritage history important information interact
interest investment involved knowledge
local media open participation past people
planning present preservation professional promote
public research results school scientific
social society standards think
understand value work



European Framework for Action on Cultural Heritage

EC, Brussels, 5.12.2018

- Aims to set a common direction for heritage-related activities at European level, primarily in EU policies and programmes.
- Can serve as an inspiration for regions and cities in Europe, cultural heritage organisations and networks.

Principles

1. Holistic approach
2. Mainstreaming and integrated approach
3. Evidence-based policy making
4. Multi-stakeholder cooperation



- ✓ Evidence-based decision-making is as necessary in the cultural heritage field as it is in other policies.
- ✓ Measuring the impact of actions on cultural heritage.
- ✓ Eurostat improving the methodology and tools to collect data for cultural statistics, in cooperation with the statistical offices of EU Member States.



Heritage related issues	General opinion polls and studies					Archaeology Projects	
	<u>1.</u> 2011 (NHBoP)	<u>2.</u> 2015 (NHBoP)	3. 2017 (NHBoP) Local Action Groups	4. 2018 (NHBoP) Local leaders	<u>5.</u> Eurobarometer (PL) 2017	6. Social Engagement in Archaeology 2015	<u>7. NEARCH</u> (PL) 2017
value	•	•			•	•	•
roles and importance (individual, societal)	•	•	•		•		•
potential/profits (cultural, social, economic)	•	•	•	•	•	•	•
responsibilities		•		•	•	•	•
spending	•	•		•	•		•
heritage institutions/management		•				•	•
preservation, change, destruction	•	•		•		•	•
modern use	•	•					
knowledge	•	•			•	•	•
personal interest		•				•	•
personal involvement		•			•	•	•
tourism, sightseeing, attractions	•	•			•	•	•
new technologies		•		•	•		
strategies				•			
promotion				•		•	
traditions		•	•	•	•		
understanding/image of archaeology						•	•

- Published in PL:
<https://nid.pl/pl/Wydawnictwa/inne%20wydawnictwa/Spo%C5%82eczno-gospodarcze%20oddzia%C5%82ywanie%20dziedzictwa%20kulturowego.%20Raport%20z%20bada%C5%84%20spo%C5%82ecznych.pdf>
- Published in PL:
<https://nid.pl/pl/Wydawnictwa/inne%20wydawnictwa/Polacy%20wobec%20dziedzictwa.%20Raport%20z%20bada%C5%84%20spo%C5%82ecznych.PDF>
- Unpublished
- Unpublished
- Special Eurobarometer 466:
<https://ec.europa.eu/commfrontoffice/publicopinionmobile/index.cfm/Survey/getSurveyDetail/surveyKy/2150>
- Unpublished; a small-scale pilot project led by dr Małgorzata Kot, an archaeologist from the University of Warsaw.
- EU funded project led by Inrap.

Dates refer to the years when surveys were carried out and not their publication dates.

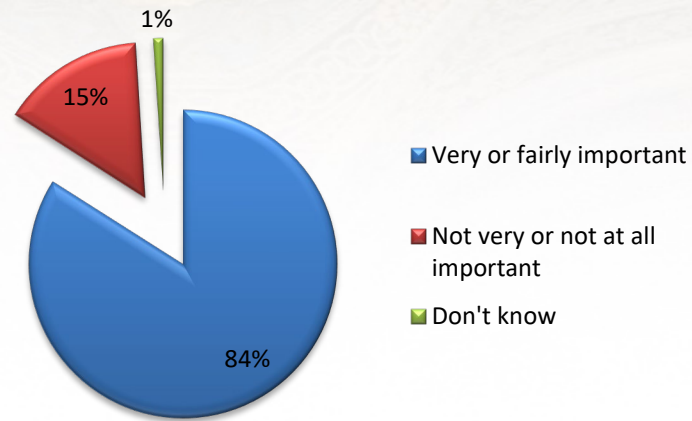
Underlined – survey was representative, studied sample reflected the structure of society. NEARCH project was probably representative.



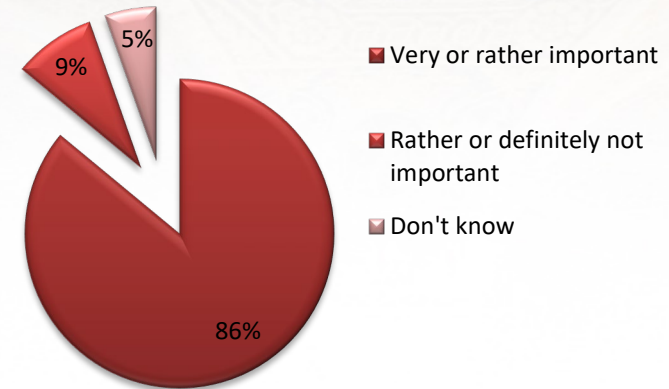
How important is heritage for you personally?

A good start

Eurobarometer (EU)



NHBoP 2015

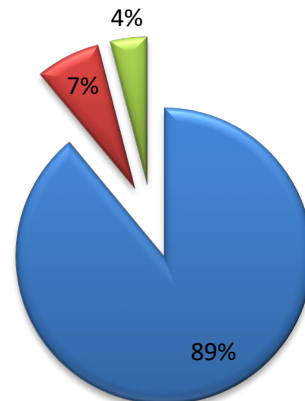


How important is heritage for your country?

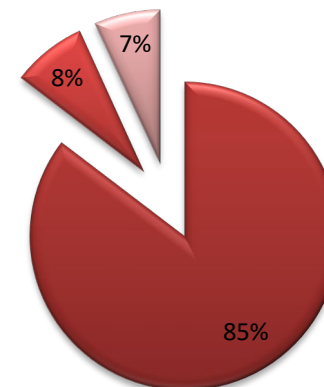
Eurobarometer (EU)



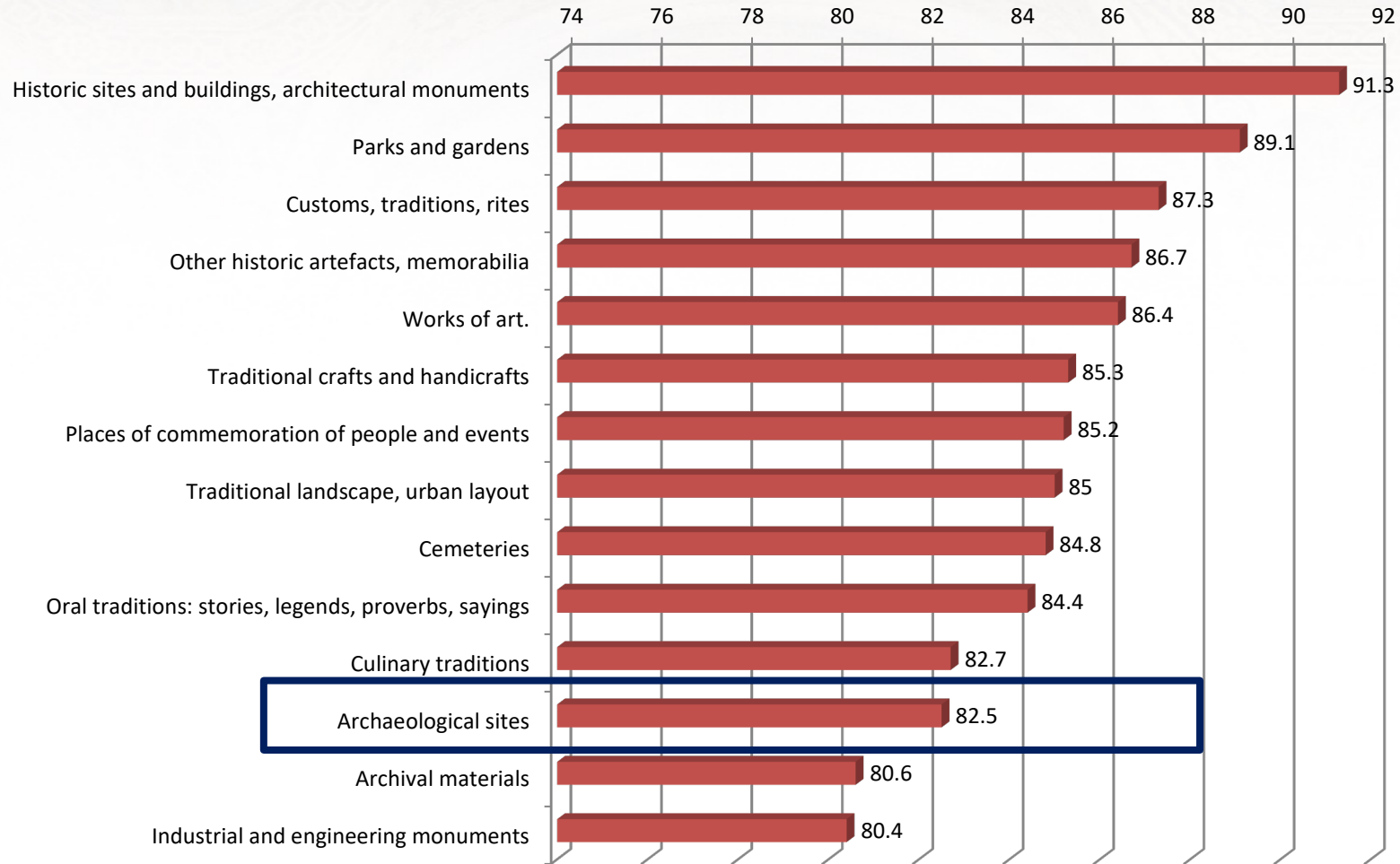
Eurobarometer (PL)



NHBoP 2015

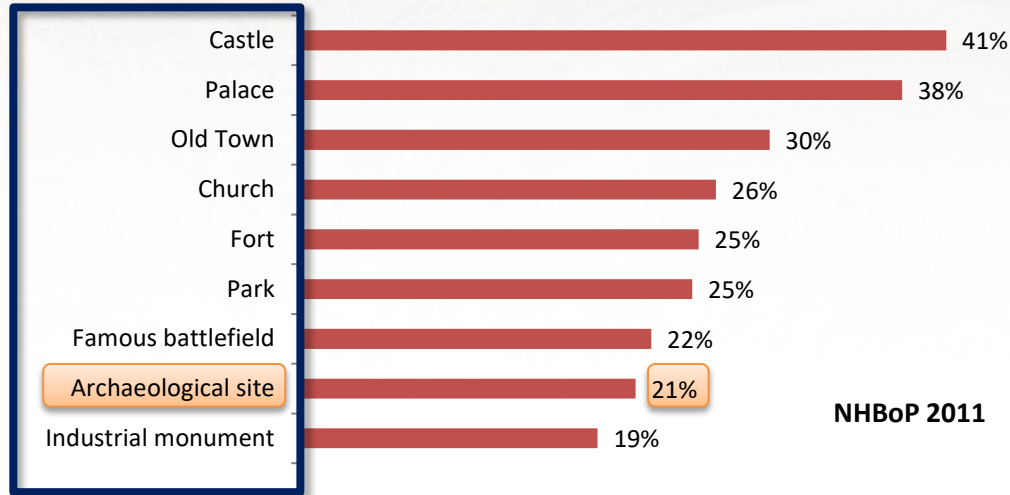


How important is heritage for you personally?

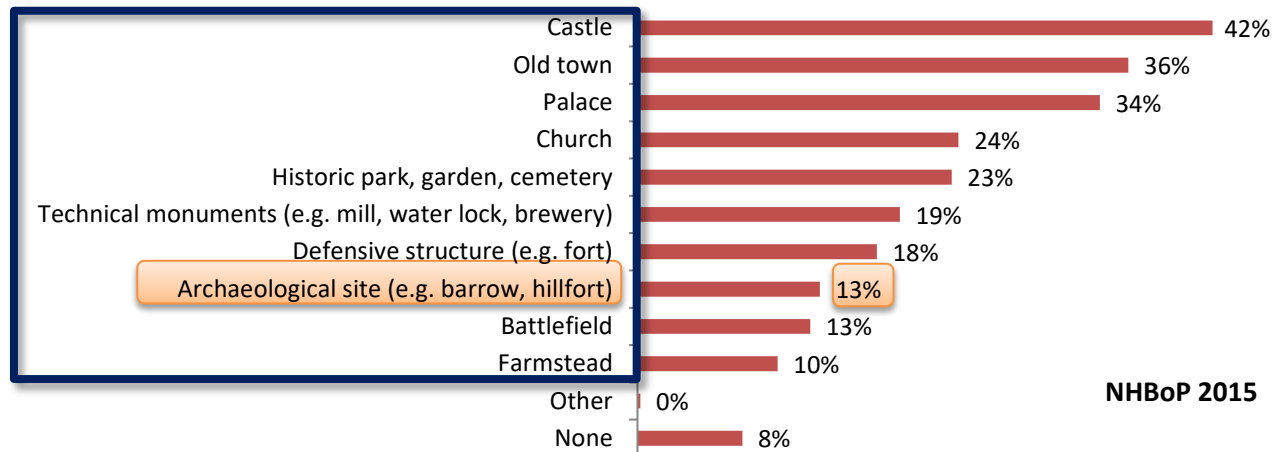


ALL OF THESE ARE ARCHAEOLOGICAL SITES

What monument would you like to visit?



What kind of monument would you like to visit the most?



What archaeological sites did they mean?

- Out of town/city
- No visible architectural relics
- Prehistory or Middle Ages



- Flat settlements
- Flat burial grounds
- Barrows
- Hillforts



Most important elements of local heritage*

Sacral monuments	Ruins of a monastery
Mansions and palaces	
Castles	Castles in ruins (ca. 33%)
Parks and natural objects	Park with relics of a destroyed mansion, battlefields
Cemeteries	Burial ground (stone rings, 2 century AD)
Open-air museums	archaeological site with reconstructions
Utility buildings	
Events	Festival of Slavs and Vikings
Others	Cave with traces of Neanderthal settlement
Architectural sites	Cremation burial ground (2 century AD)

* choice of the most conspicuous archaeological examples

Several issues:

1. Categories ignoring the definition of archaeology (scientific and legal).
2. Probable common mistake on the author's side in the last category.
3. Confusion in answers: difficulty of fitting into the given categories.
4. Considering archaeological sites in a historical continuum (ruins of a monastery are still a sacral space, Iron Age burial ground is still a cemetery). If this was truly a case such sites might be easier to protect.

Economic potential of cultural heritage

2011	86%	monuments can be the source of income
2015	73,5 %	cultural heritage can have an economic value for a local community (as the source of income, workplaces, products and services and commercial activity)
	16,5 %	disagreed
2017 (EU)	79%	Europe's cultural heritage or cultural heritage-related activities create jobs in the EU (79%)
	13%	disagreed

Economic potential of ARCHAEOLOGICAL heritage

To what extent the commercial use of elements of cultural heritage (archaeological sites) can contribute to the development of your local action area? 2017, Local Action Groups

10 %	archaeological heritage can have an economic value for a local community (as the source of income, workplaces, products and services and commercial activity)
9%	absolutely no chance
26 %	hard to say

the lowest percentage in the first answer, compared to other categories of cultural heritage

the highest percentage in these two answers, compared to other categories of cultural heritage



Responsibility for cultural heritage

Who should do the most to protect Europe's cultural heritage?

2017 (EU)	46%	national authorities
	40%	EU
	39%	local and regional authorities
	34%	citizens themselves (31% in Poland)
	29%	local communities

Responsibility for ARCHAEOLOGICAL heritage

NEARCH (PL)	74%	„it is the State's job to manage archaeology”
SEA – archaeologists N=138	86%	state heritage service
	42%	local and regional authorities
	22%	archaeologists working at a given site
	20%	local community
SEA – visitors to archaeological festivals N=140	32%	state heritage service
	27%	every citizen
	16%	archaeologists
	14%	local and regional authorities
	11%	government

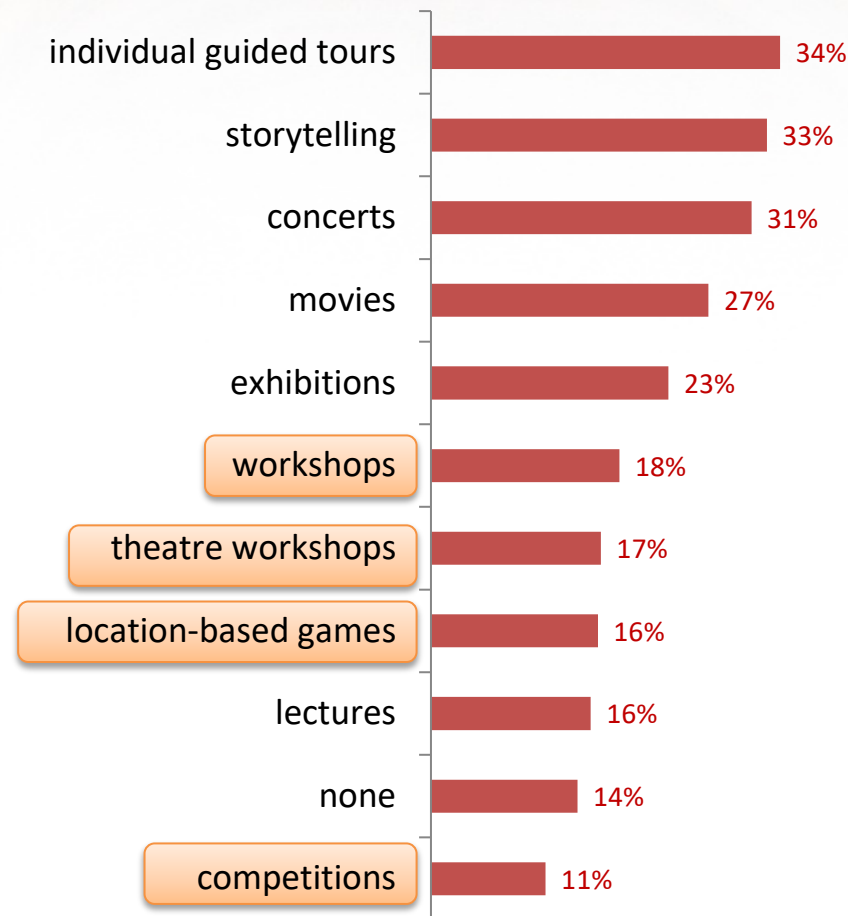
Social Engagement in Archaeology:
The respondents had a 9-point scale of answers,
from 1 - „I agree” to 9 – „I disagree completely”.
The percentages on the left sum up answers 1-3.



Additional attractions that should be offered



Additional attractions I would participate in



First surprise is the low position of mobile apps. They seem unwanted, whereas archaeologists keep emphasising the need for and the advantages of digital technologies in archaeological heritage promotion. It may change with a changing demographic, when the generation of digital natives takes over, but this is certainly an issue that needs looking into.

Another tendency, truly against our intuition, was revealed in the project of *Social Engagement in Archaeology*. Visitors of archaeological festivals rated all the attractions (by archaeologists or re-enactors) highly, but the highest number of negative ratings went to various participatory activities. Similar reservations were observed among members of local communities interviewed within this project (ca. 50 people). This is indirectly confirmed by the two representative surveys presented on this slide. Purely participatory activities are far from the first places.

■ NHBop 2011
■ NHBop 2015



1. Cultural heritage surveys are too general

2. Pitfalls of heritage categorization.

Nuances of archaeology, as we understand it today, are lost between categories that sometimes are invented by non-archaeologists.

3. Lack of well-founded knowledge on archaeology

It refers to both authors of the surveys and the respondents. The NEARCH project has shown that people generally understand what archaeology is. On the other hand, people who have not been taught basic rules and concepts of archaeology at school do not question ideas given by authors of various surveys and try to fit in.

4. Different approach to archaeological heritage

The survey results I presented gave us at least several warning signs indicating that archaeological heritage is treated differently; it is difficult and not as interesting or valuable as architectural heritage or parks and gardens.

5. Benefits of comparison

All of the above was visible only through comparison of general cultural heritage surveys and the archaeological ones.

6. Surveys are indispensable for testing our ideas and expectations

What is archaeology? How would you define archaeology?

	%	
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	61%	37%
Study, analysis of the past : the investigative science of the past	56%	48%
Study of old civilizations, human evolution, etc.	31%	31%
Study of ancient ruins, sites, dwellings, structures	13%	11%
Study of rocks and the subsoil	7%	5%
Study of animals (extinct animals)/nature	3%	1%
Preservation of remains, objects, etc.	1%	1%
fossils/bones	0%	1%
Other	1%	7%



37%

48%

31%

11%

5%

1%

1%

1%

7%

Source: NEARCH project survey, Martelli-Banégas D., Panhard I., Favré T, @ Harris Interactive.



- Surveys devoted exclusively to archaeological heritage
- Making use of marketing theories in heritage sector (e.g. relationship - based marketing), because they already know that it is cheaper and easier to keep old customers than get new ones. And we do have a customer base:

NEARCH:

27 % of Europeans and 25% of Poles wanted to study archaeology

- Studying our „client group,,
- Using the tools and methods of sociology and psychology to learn if we should respond to the expressed needs or create the new ones, e.g.:
 - Traditional methods vs. mobile apps
 - Watching and listening vs. active participation



Source: A.K. Photo Stories;
Centre of Slavs and Vikings Jomsborg Vineta

