29 THE PROCESS OF EDUCATION IN DETERMINING THE ROLE THE INTERNET PLAYS IN SHOWCASING THE COUNTRY'S CULTURAL POLICIES.
A field study

Boulouta Konstantina, PhD candidate
Computer Engineering & Informatics Department
University of Patras, 26504, Patras, Greece, bouconsta@gmail.com

Karagiannis Georgios, Undergraduate Student
Department of Mathematics-Discipline of Statistics/Actuarial/Financial, University of the Aegean School of Sciences, 83200, Samos, Greece, sas15051@sas.aegean.gr

29.1 Abstract

It is now accepted that healthy sectors, even that of the information society, with a focus on the Internet, are the most valuable asset for the sustainability of bodies and organizations, in every country in general and in our country in particular. In the current financially challenging climate and in relation to the economic crisis, everything favors "education", in the broad sense of the term, also in the sector of culture, through particular internet mechanisms. There is no doubt that the sector of culture needs the internet. In fact, it is through the internet that we can meet the needs of the information society, and its widespread use can promote culture, which is considered the "bread" of our country. We examined the subject on a theoretical basis, with the help of secondary sources of information, while we also conducted a field study, using an anonymous questionnaire which was distributed in various points of cultural interest in Athens. The purpose of the study essentially is to determine the field of application, and we hope that the statistical sample will allow us to establish the trends and attitudes in adopting – or not – internet applications, using best practices to make its use more efficient in the area in question.

29.2 Keywords:
Internet applications, sector of culture, information society, sustainability.

29.3 Introduction

The present study focuses on researching technological challenges in education, specifically internet-related. The internet and internet-based education are the main point of discussions, concerns, and studies of the various bodies and organizations which are influenced by, involved in, and create educational policies and their possible future developments. The

concept, principles, and organization of applying internet use and its benefits on educational activities, in a broad sense, are approached, so that Technical Professional Training, for instance, can contribute directly to shaping the society of the future.[12]

29.4 <u>The development and convergence of new technologies</u>

The rapid development and convergence of the new technologies of informatics and communication, through information highways / the internet / the worldwide web, have structured the information society and are already leading us to the knowledge society. The ability to create, distribute, access, and use information and knowledge is more important now than it has ever been, and it is often viewed as the main agent for the development and improvement of the quality of life. The European Union, by decision of the European Council in Lisbon in March 2000, set the strategic goal of education in the knowledge society. Education is adapted, extended, it evolves, and it seeks new goals and new roles, which is why its contribution to the enrichment of the knowledge society is an undeniable fact. The educational process reflects the way learning and teaching are interlaced with academics (scholarship) and research.[13]

29.5 <u>Educational goal-setting</u>

The objectives of education constitute norms which determine what is considered necessary, expected, and sought-after in a society regarding the present and future behaviors of the younger generations.
The goal is to systematize the transmitted knowledge and to accelerate the simulation practices. Education is thus required to serve society's needs, and today this is a global phenomenon which begins with the individual.[14]
Human beings are not just beings that can be trained and educated, but that can train and educate themselves. That is, they are conscious of the motives which push them towards a certain action. This consciousness comprises a sense of liberty and a sense of responsibility; these two ferment education into human nature and allow people to develop their creativity – in this case, the creation of new technologies and the internet in particular to approach the knowledge society. Therefore, human being are educated because they guide themselves, they are autonomous and not heteronomous. Education is essentially an act of liberty and responsibility, an act of consciousness and self-guidance.[15]
The same is the case with the information highways / the internet / the world-wide web, which constitute the information society. The model can be internalized through guidance, self-control, collaboration, or the association of concepts-processes in a reciprocating way (up-down, left-right) in order for the learners to reach a more rounded understanding.[16]
Education in its current form can even lead to "transformative" learning. The basic requirement is that the learners participate in, determine, and agree on their educational needs, and that the

[12] Pamouktsoglou A. (2007). The theory, action, and evaluation of teaching. Technical-professional training, D.T.P. Introduction, p. 14. Ellinoekdotiki.

[13] Vasilakis K., Kalogiannakis M. (2007). Approaches to distance learning in higher education. Educational Research in Higher Education in Greece and the Influence of New Technologies. P. 20.

[14] Xochellis P. (2010). Pedagogy and Education today. Controversial subjects, crucial issues, suggested solutions. "Ekpaideutika" (Educational issues), Issue 99-100, p. 235. Ekdoseis Adelfon Kyriakidi, Thessaloniki.

[15] Antoniou C. (2011). EDUCATORS AND EDUCATION IN GREECE. P. 20. Ekdoseis Pataki, Athens.

[16] Salvaras G., Salvara M. (2007). Teaching Models and Strategies, Making and Using Teaching "Tools". P. 227. Ekdoseis ATRAPOS.

educational organizations have the applications which meet both their educational and their organizational needs.[17]

The result of educational *goal-setting* in the sector of culture will be to equip people with methods of approaching reality by understanding the development and convergence of the new technologies of informatics and communications with the creation of the information highways / the internet / the world-wide web. Therefore, those who administrate culture could cultivate their sensibilities and knowledge, in order to safely orientate the general public.[18]

29.6 <u>Culture</u>

For the past few years there has been increased interest in television programs which have to do with history and culture. The increased circulation of equivalent magazines and books is impressive, as are the visits to internet pages regarding these subjects. This data reveals the trends in the interests of an ever-growing percentage of the population, but it also leads to significant changes in the way history and culture are addressed.

The passive approach to monuments and works of art is no longer satisfactory. Contemporary cultural visitors are not like the ones we had been used to: they will not visit a museum to see works of art and simply read the accompanying signs (usually badly written and in very small letters); they will not visit an archaeological site as part of a group, barely listening to the guide's trite words; they will not settle for just some names and dates; they already know far more before they even visit. Contemporary cultural visitors want to really get to know a place; they want to feel the history of their chosen destination; they want to feel part of the culture; they want to experience a cultural "adventure"; they want to be able to compare today to yesterday and understand the reasons behind and processes of change and progress.

There are many cultural organizations which use internet services to inform and educate travelers through their offices. Other cultural heritage organizations take advantage of mobile technology to improve and innovate. Various efforts are currently being made by cultural organizations to create smartphone applications which inform travelers even while they are en route to their chosen destination. In March 2010, National Trust allowed visitors to download information on the place they were visiting through an iPhone application. It should be noted that numerous travel guides can be found online and are available on mobile phones, while there are also videos on a variety of cultural destinations.[19]

29.7 <u>Cultural policies and the internet</u>

With the help of the internet, cultural policies should be available to all citizens, allowing them to be active participants in every cultural activity instead of simple spectators. All this, with the added contribution of the media, should help protect local cultures.[20] The general opinion on culture is that at its base there are traditional culture, artistic creations, which are

---

[17]   Kontoni A. (2010). Educating Adults: Theoretical Approaches and Application Techniques. First edition, p. 17. Ellinoekdotiki, Athens.

[18]   Xochellis P. (2008). Pedagogy and Education. Introduction to Pedagogy. Fundamental Problems of the Science of Education. P. 57. Ekdoseis Adelfon Kyriakidi, Thessaloniki.

[19]   Karampatsou E. (2011). Story – Editing, "Touristiki Agora" (Tourist Market) Magazine, The magazine on the business of tourism, April Issue.

[20]   Leonardo. Cultural Policy: the Study and Data of Cultural Policy Vol. 3, pp. 359-373. Pergamon Press 1970, Printed in Great Britain No. 1 of series. Unesco, Paris, 1969. 49 pp. Reviewed by: S. K. Ghaswala

supported by a wide range of cultural exchanges and new programs[21], and of course the internet / world-wide web, which constitute the base of the information society.

Strong "cultural development" and the coexistence of different cultural models form an a priori new culture, with multiple cultural, social, consumerist, and psychological mixtures, so that, in just a short time since their appearance and development, local cultures can be showcased and promoted via the internet. The cultural part of the national image of a place cannot be copied nor transferred, because it contains unique cultural characteristics that are linked to cultural entities. It connects past and present, is associated with non-commercial activities, highlights the intellectual and immaterial values of a country's residents and cultural bodies and organizations.[22] It should be pointed out that no place can be absent from the formation of this new cultural landscape, taking seriously into consideration the structure of the information society.

It is not incidental that the historic city of Liège was the city chosen to host the first "MOSAIKA", where culture and tourism collaborate with other forces to build a new Europe.[23] The cultural tourism program is also open to common actions with UNESCO and the European Council, provided that the financial contributions are common and that the regulations of each organization are respected. Each proposal for common action is submitted directly to the European Commission, along with the call for the submission of proposals. Submissions concern exclusively plans for initiatives which aim to showcase the common European cultural heritage. "Experimental, innovative, or special actions" have been prioritized, in the context of the perspective and dynamics of the Community initiative "Europe, information society for all".[24]

29.7.1   <u>The internet today</u>

The internet as we know it has its roots in 1960s USA, at the height of the Cold War. The need for as secure as possible a telecommunications system lead to the idea of connecting computers that were spread all around the country and developing the corresponding application of communication between them. Initially funded and used by the Department of Defense of the USA, the internet started as a network connecting the systems of various state agencies and some big universities, under the name APRANET (Advanced Research Project Agency Network). More institutions kept being added to the network, so the internet developed into an important communication tool of the scientific community. This development resulted in a change of the body which managed the network: management

---

[21]   Charles C. Mark. Μια μελέτη της πολιτιστικής πολιτικής στις Η. Π. Α, No. 2 of series. Unesco, Paris, 1969. Reviewed by: Gabriel P. Weisberg (Jstor Terms and Conditions), pp. 43

[22]   Anholt S. (2007) Competitive Identity – The New Brand Management for Nations, Cities and Regions. P. 99. Hampshire: Palgrave Macmillan.

[23]   Vom 29. Mai bis zum 2. Juni in Luttlick» Mosaica «: Kulturtourismus fur das 21. Jahrhundert Luttich – Unter dem Motto »Mosaica 1999« wird das Lutticher Kongresszentrum vom 29. Mai bis zum 2. Juni Schauplatz des ersten internationale Treffens des Europaischen Kulturtourismus sein. Die unter der Schirmherrschaft der Unesco und der Europaischen Union stehende Veranstaltung wird sowohl von der Wallonischen Region als auch von der Welt – Tourismusorganisation (WTO) bezuschusst.Die Touristikbranche hat sich mittlerweile langst zu einem der fuhrenden Zweige der Weltwirschaft entwickelt.In Europa gilt heute der Kulturtourismus als ihre treibende Kraft: Immerhin macht er bereits 37 Prozent des Gesamtreiseaufkommens aus. Die WTO zechnet mit jahrichen Zuwachsraten von 15 Prozent. Europaische Identitat. Dass die geschichtstrachtige Stadt Luttich als Austragungsort der ersten Mosaica auserwahlt wurde, kommt nicht von ungefahr. Sie ist das wirtschaftlich Zentrum der Wallonie und eine Drehscheibe zwischen Belgien, Deutschland, und der Niederlanden. Mit ihrer tausendjahrigen Geschichte, ihren reichen architektonischen Bauten und Hochschulerbe ist die Stadt ein Spiegelbild europaischer Identitat

[24]   The most important information on this initiative can be found at the following web address: http://europa.eu.int/comm/information_society/Europe.

moved from ARPA to the NSF (National Science Foundation). The concept of central management was gone when the internet was globalized. Now there are bodies which record and publish the characteristics of various sites within their geographical jurisdiction (site addresses, communication protocols used, etc.) on a national level.

To sum it up, the internet today is defined as a global network of computer systems and interconnected local and wide area networks. With the help of the proper software applications, internet users can communicate with each other, have access to information within any internet site, and transfer files between interconnected computers. The various uses of the internet, also realized through the respective applications, are defined as internet services.

The development of the internet and the width of services it provides is truly impressive. The internet population in 1994 consisted of 80 countries, 25.000.000 users, 16.500 networks, and 3.000.000 interconnected computers, while today there is internet access in 175 countries, 16.000.000 interconnected computers, and 50.000.000 users, with a strongly upward trend.

As previously noted, the main purpose of the internet is the fast exchange of information and unencumbered access to it, rapidly and without geographical limitations. In light of this purpose, the first user services were created. In order to create a service that can be used by any user, the following are usually required:

• Any particular service has to have been engineered (with the proper software) at a central computer internet site, to which the user has access. The service administrator has to have allowed any particular user to use it.

• The user needs to have the proper software (in the computer they use to connect to the internet, specifically a central computer), through which they can use the service.[25]

The principles and regulations of a contemporary sustainable cultural policy, as postulated by international organizations and put into action in the most successful examples globally (away from nationalistic outbursts, obsessions, statism, romanticizing of the past, corporate logic, unilateral imposition of the market or top-to-bottom elitist culture) can be valuable components of a new framework of putting a cultural policy and development in action, such as books, paintings, galleries, museums, university foundations, etc. It is also a responsibility to protect the precious capital of the contemporary cultural field and its creative forces from collapse, unconditional surrender, and destruction for the sake of old partisan clientele routine.[26]

29.7.2   Facilitated by the Internet

The spread of internet use changed the tourist business dramatically. Clients, having this powerful tool in their hands, managed to upend a traditional market in a very short amount of time. Given the opportunity by the internet to have any information available on their screens at any moment, their demands changed and their behavior as consumers was upgraded. The internet allowed potential consumers of services to have direct access to service

---

[25]   Micheloudakis K. High Technology & Tourism: The effects of high technology on the tourist circuit. Thesis, p. 42. Technical Educational Institute of Crete – Department of Tourism and Hospitality Management.

[26]   Zormpa M. (May 31st – June 1st 2013). The politics of culture during the Greek crisis: The terms and conditions of a paradigm change. Records of the two-day conference "Managing Cultural Organizations in Times of Crisis", p. 16.

processes, compare prices, as well as form their own visit schedules. At the same time, they can look for information and prices via the existing search engines, take part in auctions in search of bargains, and share their experiences through for a and C2C communities.

Thus, the current profiles of the clients of the services industry are significantly different to those from the past decade. Specifically, they actively seek more and fuller information on their chosen destinations; they are more mobile and less "loyal":[27] www.go-online.gr

During times of economic crisis, such as the current one, the management adequacy of a cultural organization focused on a sustainable cultural policy is limited or, in the worst case scenario, is nullified. This is mostly due to the fact that, in a period of recession or even bankruptcy, the state can obviously not prioritize the funding of culture, when the civil and cultural needs are exceptionally pressing.

29.7.3   The Conducted Quantitative Field Study

The characteristics of the conducted quantitative field study:

•   Time period during which the study took place: December 2016

•   Methodology: Primary quantitative field study via anonymous questionnaire

•   Sample: 314 individuals

The study was conducted at the Acropolis, at the Temple of the Olympian Zeus, and at Syntagma Square in Athens, by handing out personal questionnaires to individuals who had been established to be internet users. The Simple Random Sample method had been chosen, and the sample consisted of Greek nationals of varying ages.

The questionnaire consists of standardized (closed) questions, simple and multiple choice. Standardization is necessary for the statistical processing of the data and to be able to generalize the sample to the general population.

29.7.3.1   Findings – Comments

The majority of the sample was male, with men being represented with a percentage of 57,4% while women formed the remaining 42.6% of the sample. This difference indicates that men were more willing to participate and give their answers than women. Regarding age, the largest percentage were 27 years of age – 29.6% – followed by 18 years of age with 23% and 36 years of age with 19.7%. The conclusion we may draw is that people are more familiar with studies and questionnaires at the age of 27.

The majority of the participants were independent professionals – 29.6% – followed by students with 23% and civil servants with 19.7%. Private sector employees and the unemployed are further down on the list. Again, we may surmise that independent professionals are more familiar with studies and the process of answering questionnaires.

On to the answers given to the questionnaire, the data is as follows:

Regarding the question "In your opinion, what are the main goals of cultural policies?", the majority answered that it is to create a new sociocultural paradigm, while a smaller

---

[27]   www.go-online.gr

percentage thought that it was to cultivate humanist values. This shows that in people's minds, cultural policy is inextricably linked to sociocultural life and humanist values.

Regarding the question "In your opinion, which medium is more effective in helping people understand cultural policies?", the majority responded with the media, followed by the internet – therefore, people seem to trust traditional media more than the more contemporary internet.

Regarding the question "Do you consider cultural policies to be an investment on the country?", most individuals answered that they did, which is quite positive and hopeful, since it indicates that people have understood the value of cultural policies and how important they are to our country.

When asked "Do you believe that the internet promotes our country's archaeological treasures?", the vast majority gave a negative response. This is quite problematic, since we know that nowadays the internet is the main source of information and entertainment, and those in charge ought to make full use of the opportunities offered by the internet to showcase and promote cultural spaces – actually confirmed by our sample through their answers to question 5, where they recognized the internet as an important factor in the promotion of cultural policy.

According to the sample, internet use was deemed more effective when guiding visitors to cultural spaces, with a high percentage of 62,3%. At the second spot, with a significantly lower percentage (17,2%), came internet use on the architecture and aesthetics of cultural spaces. At the same time, the sample believes that the internet should be used to showcase and promote the country's full cultural reserve – expressing it clearly with a percentage of 97% through their answers to question 11.

Regarding question 6, and as an extension to the above, the vast majority answered that our country would have a better cultural image today by making good use of the internet, using it more efficiently and appropriately. So our sample believes that our country could create a positive and attractive cultural image on both a European and an international level; everyone acknowledges the potential and power of the internet, which is why they ought to make good use of it in order to showcase our country and promote our culture.

Regarding the question "Which internet practices do you consider most effective in promoting cultural policies?", the majority chose reports on the institution of special cultural programs by the state with a percentage of 38%, followed by reports on volunteer cultural promotion with 25% and reports on the number of museum visits with 17%. Therefore, according to the sample, it is the state which has to exercise and implement internet practices. Specifically, creating special cultural programs which will be carried out online and whose purpose will be to promote and further Greek culture is recommended. On a second level, internet practices could contribute to and promote volunteering practices at cultural organizations and units. This aspect of volunteering, unfortunately not widely known, could be publicized and promoted. As concerns the third most popular response, museums constitute the most popular cultural units in our country, and a significant number of museums can be found all around the country and not just in Athens. Internet use could make our country's museums even more popular both to Greek people and to foreigners, and it could contribute to a significant increase in the number of visitors each year.

Finally, our last question reveals our sample's good knowledge and accurate perception of the internet and cultural policies. The vast majority agrees that, when there is talk of cultural policy on the internet, it includes and combines the concepts of environmental sensibility, social well-being, and – above all – cultural sustainability. These findings are really encouraging, since they reveal a clear understanding of the term "cultural policy", in general and online.

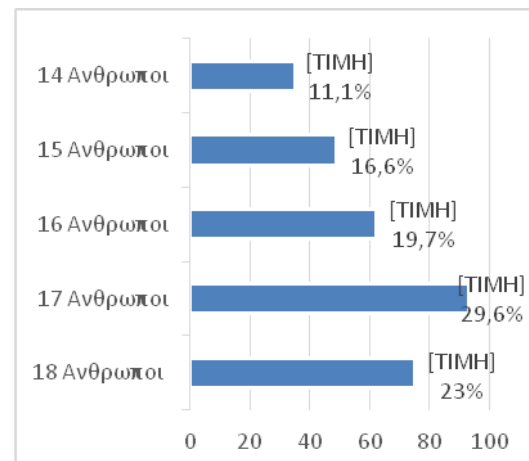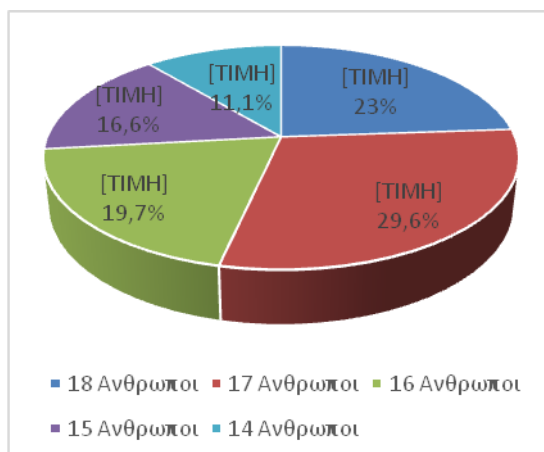# 29.8 <u>ANONYMOUS QUESTIONNAIRE</u>

DEMOGRAPHICS OF THE PARTICIPANTS

Gender

SAMPLE POPULATION		
GREEK NATIONALS	NUMBER	PERCENTAGE
MEN	180	57,4%
WOMEN	134	42,6%
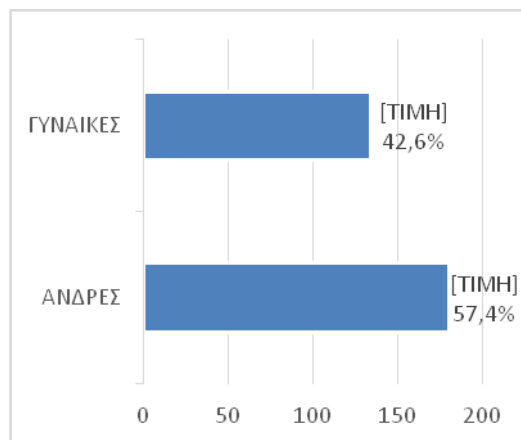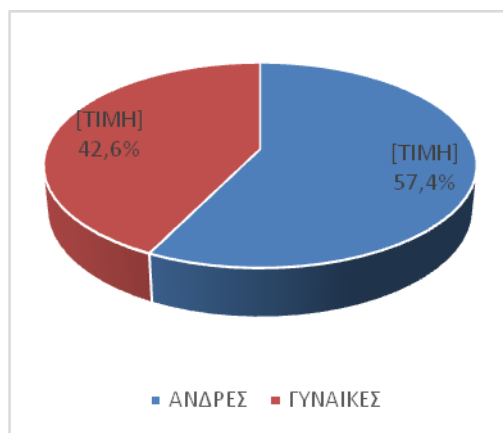
Age

SAMPLE AGES		
AGE	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
18	75	23%
27	93	29,6%
36	62	19,7%
45	49	16,6%
54	35	11,1%
TOTAL	314	100

Profession

PROFESSIONAL STATUS		
	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
18 Students	75	23%
17 Independent Professionals	93	29,6%
16 Civil Servants	62	19,7%
15 Private Sector Employees	49	16,6%
14 Unemployed	35	11,1%
TOTAL	314	100
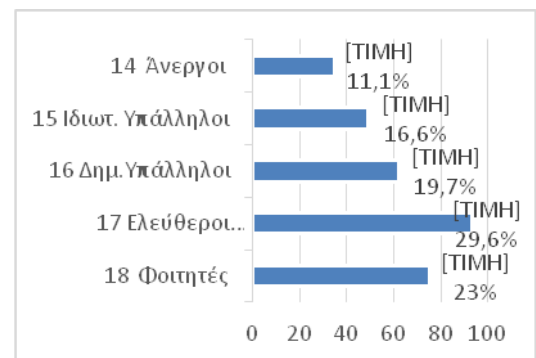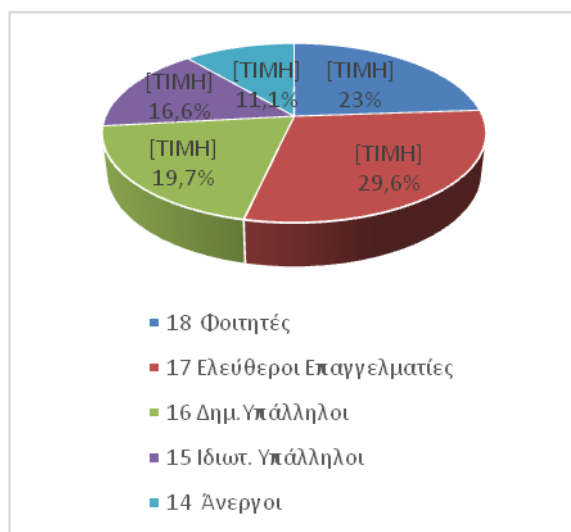
**1. Question: In your opinion, what are the main goals of cultural policies?**
To create a new sociocultural paradigm. □ To cultivate humanist values. □ To transmit cultural information. □ The mutual understanding between nations and cultures. □ To create a new culture. □

GOALS OF CULTURAL POLICIES		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
To create a new culture.	54	18%
To create a new sociocultural paradigm.	118	38%
To cultivate humanist values.	89	28%
The mutual understanding between nations and cultures.	53	16%
TOTAL	314	100,0
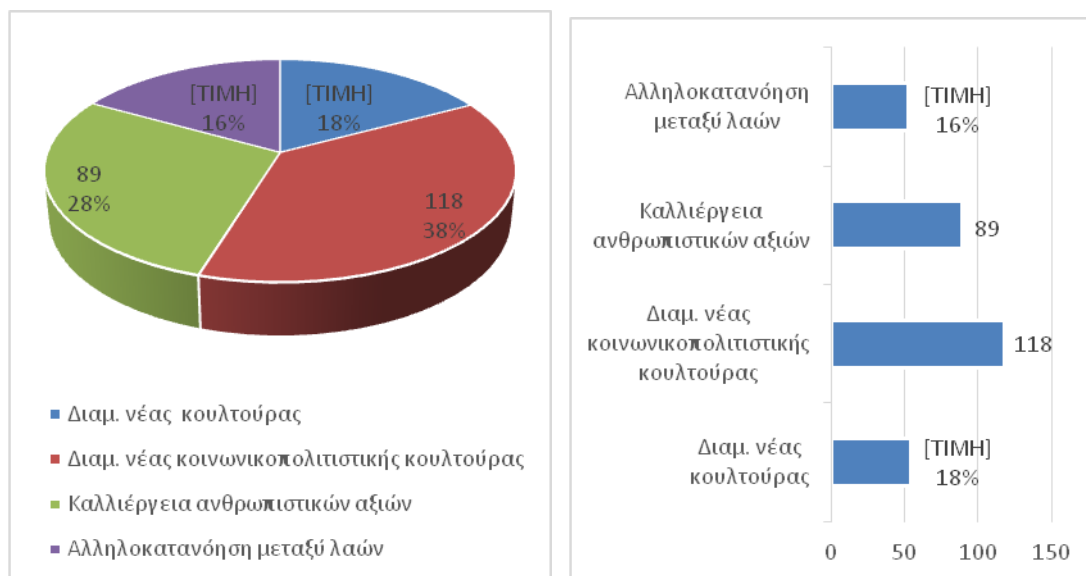
2. In your opinion, which medium is more effective in helping people understand cultural policies?
**School □ The media □ The internet □ The Ministry of Culture □**

MOST EFFECTIVE MEDIUM		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
The internet	540	38%
The media	118	17%
School	89	28%
The Ministry of Culture	53	17%
TOTAL	314	100,00
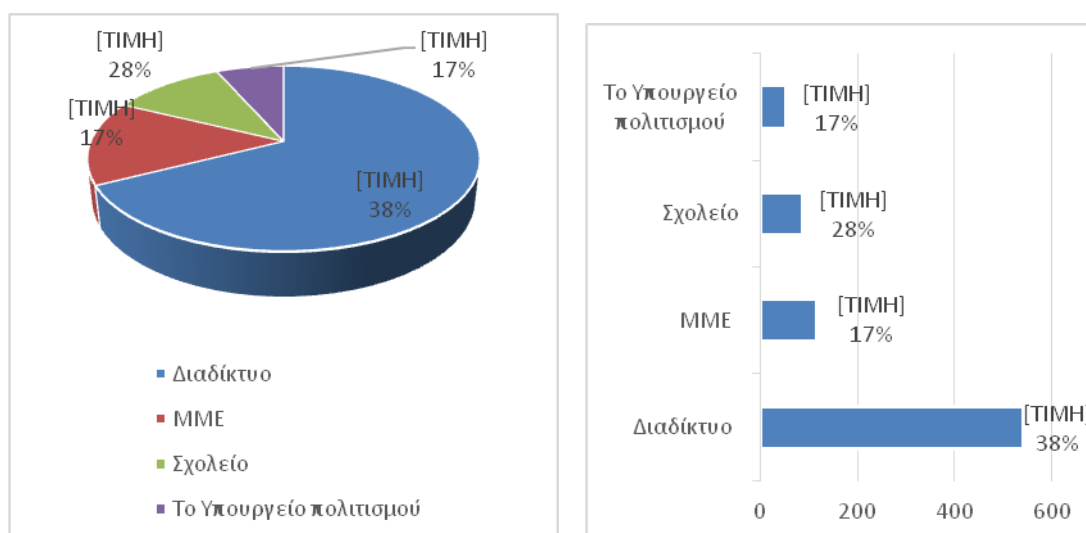
3. Do you consider cultural policies to be an investment on the country?
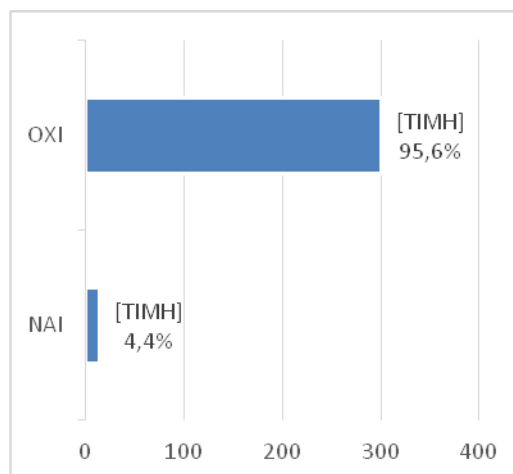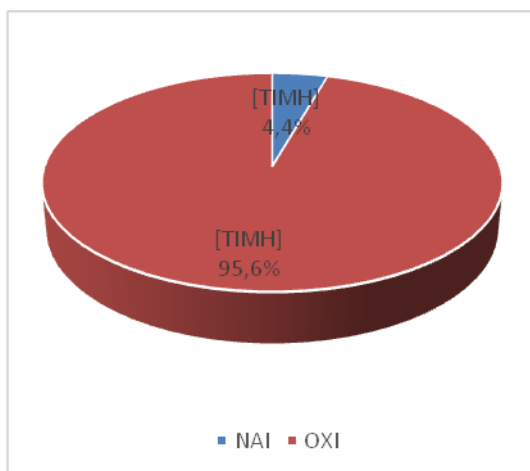**Yes □ No □**

CULTURAL POLICE IS AN INVESTEMENT		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
YES	210	66,9%
NO	104	33,1%
TOTAL	314	100,0
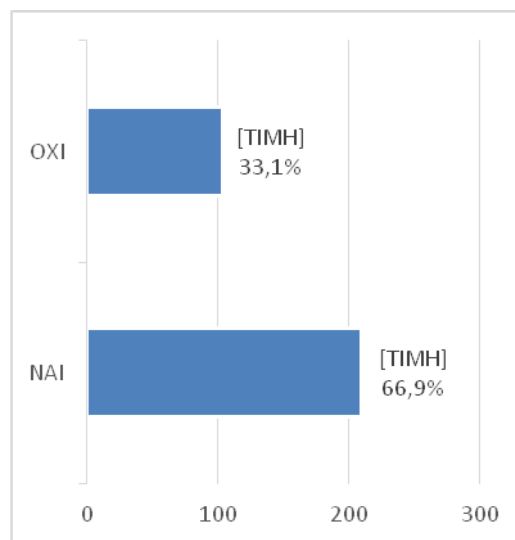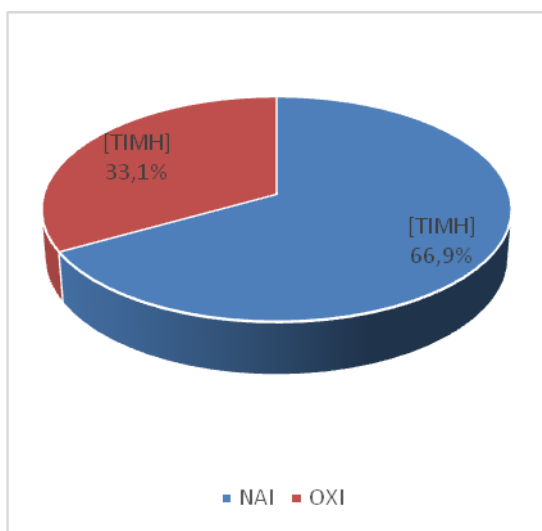
4. Question: Do you believe that the internet promotes our country's archaeological treasures?
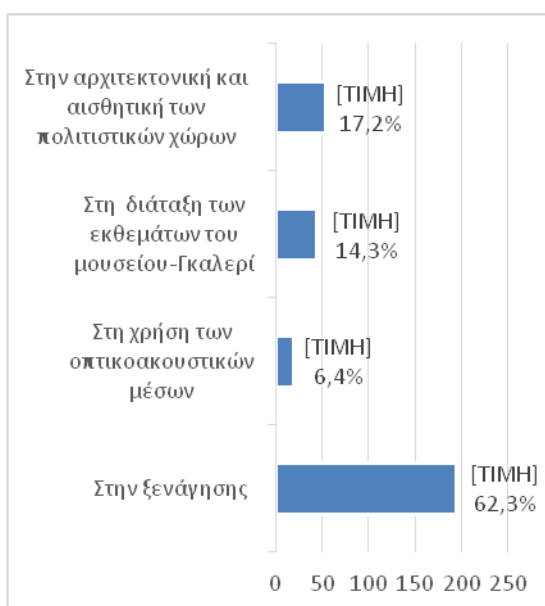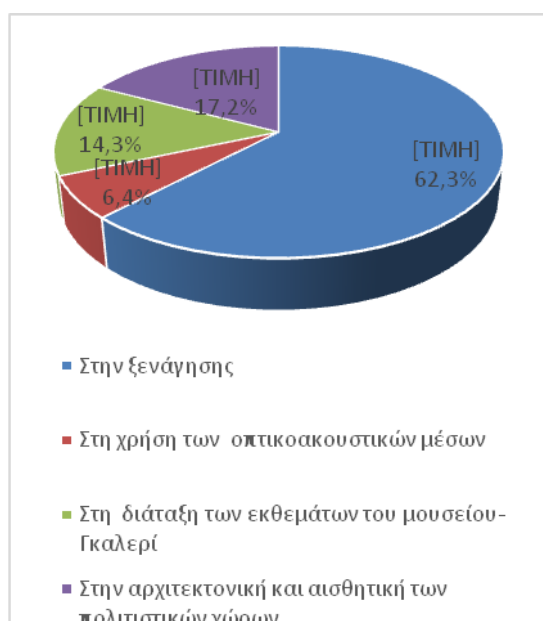**Yes □ No □**

THE PROMOTION OF ARCHAEOLOGICAL TREASURES VIA THE INTERNET		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
YES	14	4,4%
NO	300	95,6%
TOTAL	314	100,0

5. Question: Where do you think that the internet would be most effective?
In guided visits. □ In using audiovisual media. □ In arranging museum/gallery exhibits. □ In the architecture and aesthetics of cultural spaces. □

MOST EFFECTIVE INTERNET USE		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
In guided visits	195	62,3%
In using audiovisual media	20	6,4%
In arranging museum/gallery exhibits	45	14,3%
In the architecture and aesthetics of cultural spaces	54	17,2%
TOTAL	314	100,0

6. Question: Do you believe that the current cultural image of our country would be better through an effective internet use?
Yes □ No □

BETTER CULTURAL IMAGE THROUGH EFFECTIVE INTERNET USE		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
YES	304	96,9%
NO	10	3,1%
TOTAL	314	100,0
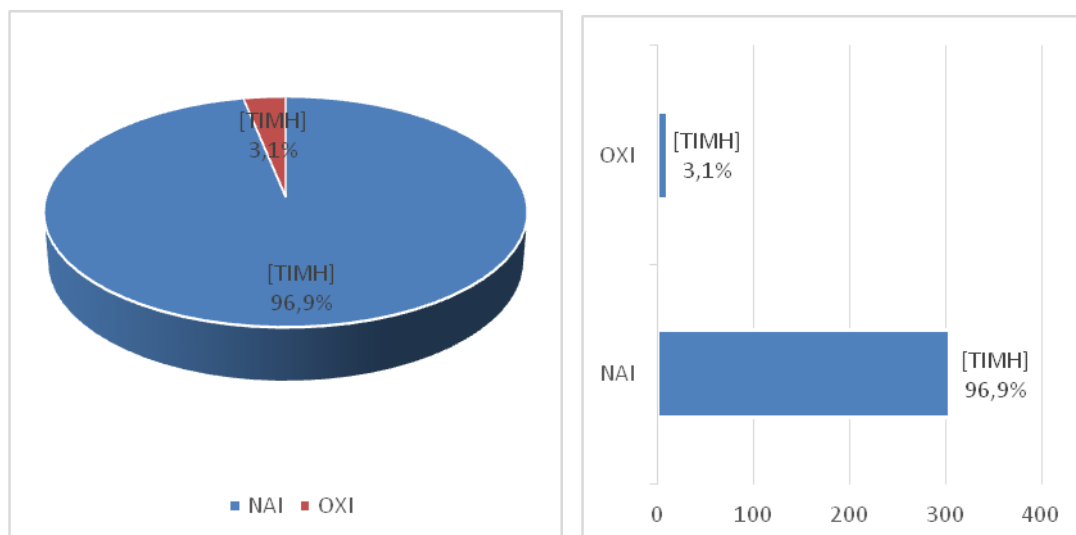
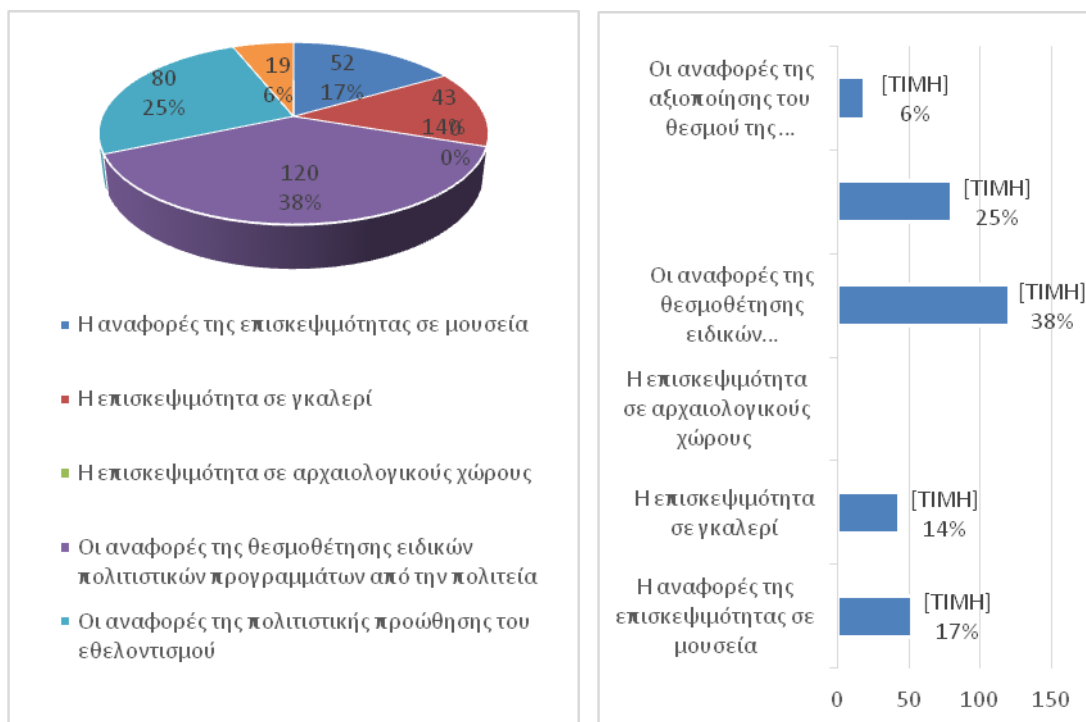**7. Question: Which internet practices do you consider most effective in promoting cultural policies?**
Reports on the number of museum visits. □ Reports on the number of gallery visits. □ Reports on the number of visits to archaeological sites. □ Reports on the institution of special cultural programs by the state. □ Reports on volunteer cultural promotion. □ Reports on foundations and private citizens making good use of the institution of sponsorship. □

REPORT PRACTICES VIA THE INTERNET		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
Reports on the number of museum visits	52	17%
Reports on the number of gallery visits	43	14%
Reports on the number of visits to archaeological sites	0	0%
Reports on the institution of special cultural programs by the state	120	38%
Reports on volunteer cultural promotion	80	25%
Reports on foundations and private citizens making good use of the institution of sponsorship	19	6%
TOTAL	314	100,0

Pie chart legend (left):
- Η αναφορές της επισκεψιμότητας σε μουσεία
- Η επισκεψιμότητα σε γκαλερί
- Η επισκεψιμότητα σε αρχαιολογικούς χώρους
- Οι αναφορές της θεσμοθέτησης ειδικών πολιτιστικών προγραμμάτων από την πολιτεία
- Οι αναφορές της πολιτιστικής προώθησης του εθελοντισμού

Pie chart values: 52 / 17%, 43 / 14%, 0%, 120 / 38%, 80 / 25%, 19 / 6%

Bar chart (right):
- Οι αναφορές της αξιοποίησης του θεσμού της… [ΤΙΜΗ] 6%
- [ΤΙΜΗ] 25%
- Οι αναφορές της θεσμοθέτησης ειδικών… [ΤΙΜΗ] 38%
- Η επισκεψιμότητα σε αρχαιολογικούς χώρους
- Η επισκεψιμότητα σε γκαλερί [ΤΙΜΗ] 14%
- Η αναφορές της επισκεψιμότητας σε μουσεία [ΤΙΜΗ] 17%

Axis: 0 50 100 150

Question 8: When "cultural policy" is mentioned online, do you believe that it includes the successful combination of environmental sensibility, social well-being, and cultural sustainability?
Yes □ No □

CULTURAL POLICY ONLINE WITH THE COMBINATION OF ENVIRONMENTAL SENSIBILITY, SOCIAL WELL-BEING & CULTURAL SUSTAINABILITY		
ANSWERS	NUMBER OF PARTICIPANTS	PERCENTAGE (%)
YES	310	98,7%
NO	4	1,3%
TOTAL	314	100,0