Understanding the Changing Cultural Value of the BBC World Service and British Council

1. To connect in a dynamic way two components of the call for bids: i) experiences of arts and culture in fostering 'reflective individuals and engaged citizens' via these institutions; and ii) 'understanding cultural value in an international setting'.
2. To deliver a robust analytical and methodological framework for understanding, evidencing and analysing the changing cultural value of the BBC World Service (WS) and the British Council (BC) and their contribution to fostering reflective individuals and engaged citizens.
3. To understand how the cultural value of the WS and the BC has been imagined and demonstrated by the organisations in the past, by their key stakeholders and particularly by audiences/users, drawing selectively on an extensive archive of prior AHRC funded research on the WS led by Gillespie (http://www.open.ac.uk/researchprojects/diasporas/), as well as substantial prior research with the BC led by Bell.
4. To assess the extent to which there is now a perception in the organisations, among staff, stakeholders and users that this cultural value needs to be reconceived and re-assessed in the light of major technological change, funding cuts and organisational challenges.
5. To review and assess with our partners the robustness of the methodological designs, forms of evidence and modes of evaluation used in the past and currently to research their value, to identify good research practice, and suggest alternative, perhaps unforeseen, possibilities for methodological innovation in future research.
6. To use digital interactive media as an analytical prism and as a methodological tool to analyse the changing cultural value of the organisation for individuals and society.
7. Via a series of highly focussed case studies of digital projects, to create and test innovative methodological designs for evidencing and evaluating the difference that the digital make to the WS and BC's capacity to foster and sustain trust, and whether the nature of trust is changing as a result of digital experiences.
8. To examine the extent to which the digital cultural experiences generated by the WS and BC shape perceptions of Britain and of British values and in so doing produce a specifically national cultural value which brings benefits to Britain and British citizens.
9. To evaluate whether these digital cultural experiences provide users with enlarged or enriched experiences, a deeper engagement with and/or a greater understanding of citizens in other parts of the world, and in so doing to increase our understanding of the kinds of evidence required to make such claims. To assess the barriers to participation and empowerment in the digital sphere..
10. To understand whether specific kinds of experiences enabled by digital media forge specific kinds of aspirations and practices which might be described as cosmopolitan and/or as producing cosmopolitan cultural value.
11. To gain insight into how intersecting aesthetic, political, ethical and social experiences are articulated and documented in social media discussions of digital media and how analyses of such digital traces ('big data' resources) can be combined with thick ethnographic description of cultural experiences to promote new ways of understanding and evidencing cultural value.
12. To explore the multi-sensorial dimensions and potential, specifically of visual media and music to travel and translate across cultural boundaries, eliciting more or less powerful aesthetic and ethical, political and affective experiences and responses and in so doing providing resources for enhanced reflectiveness, participatory citizenship and civil activism.