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# Public Space One

## Community Organization Research Project

— Patrick McLaughlin, Rachel Boggs, Kailee Ammons, Zach Atzen, Heather Sarahan, & Marina Naborowski —

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# Qualitative Research

- Sought out participants personal understanding and description of PS1 and art in Iowa City.
  - Falls under interpretivist paradigm
    - Everyone will have different answers based on their unique consciousness
    - Subjective answers that represent different world views
- Difficult to code ( will discuss later in presentation)

# Beginning Stages

- Met with Travis
  - General premise of project
- Traveled to PS1
  - Determined organization needs and desires through conversations with John and Kalmia
  - Translated into methodology for research
  - Created scientific and systematic approach to questions
    - Articulated questions designed to provide PS1 with pertinent information about the general public



# Beginning Stages (Research objective)

sub research questions about community

What does the "Iowa City" community have available ?

What artistic interests does the "Iowa City" community have?

What does active participation mean to the "Iowa City" community?

Iowa City

How does the "Iowa City" community define an art scene/artistic ecosystem?

What do "Iowa City" community members perceive is available for artistic engagement?

What does active participation in the "art scene" mean to the "Iowa City" community?

What are the facilitators and/or barriers of engagement within the "art scene" as perceived by the "Iowa City" community?

What is the "Iowa City" community's awareness of Public Space 1?

What does the "Iowa City" community think Public Space 1 has available for artistic engagement?

What does active participation at Public Space 1 mean to the "Iowa City" community?

What are the facilitators and/or barriers to engagement with Public Space 1?

What's the Iowa City community awareness of Public Space 1?

Specifically in Iowa City and Public Space 1

Among our questions we would like to list the spaces/activities/stuffs that PS1 has available. We talked about the graphic printing space music, afro studies, improv, band, gallery, artist studios. If there are other things press coop

What is an art scene and what does it mean to you ?

What do you think is available in the community?

What do you want to engage in and what does active participation mean to you?

What are the barriers to engagement? - social desirability

# Questions of Definition VS. Questions of Fact

## PS1 Questions

1. Have you ever heard of Public Space 1?
  - i. *If no: Ask if they know PS1?*
  - ii. *If still no – **ASK GENERAL ART QUESTIONS (below)***
  - iii. *If say anything other than no ask:*
2. What's your experience with PS1?
3. *If wishy washy – **move to general art questions (below)***
4. Do you know of any other types of things they have to do there?
5. Did you know about:
  - i. *LIST THE THINGS (after John emails back)*
6. What do you do within PS1? – how frequently?
7. Would you call yourself an active participant at PS1? Why or why not?
8. What keeps you from participating with PS1 stuffs?  
*LOTS OF PROBING (keep in mind facilitator and barriers)*

## General Art Questions

1. What do you think of as art?
2. What is there to do in Iowa City involving art?
3. When I say “art scene” what does that make you think of?
  - Probes
  - Role of community
  - Attitudes and beliefs of art in Iowa City. Are people receptive to art?
4. Would you call yourself an active participant in the art scene as you've just described? Why or why not?
  - a. If they answer as “viewer” – probe to see if they produce art (doer)
    - i. *Vice versa*
    - ii. Probe for how frequently participate.
5. What keeps you from participating in the art scene in Iowa City?  
*LOTS OF PROBING (keep in mind facilitator and barriers)*

# Interviews



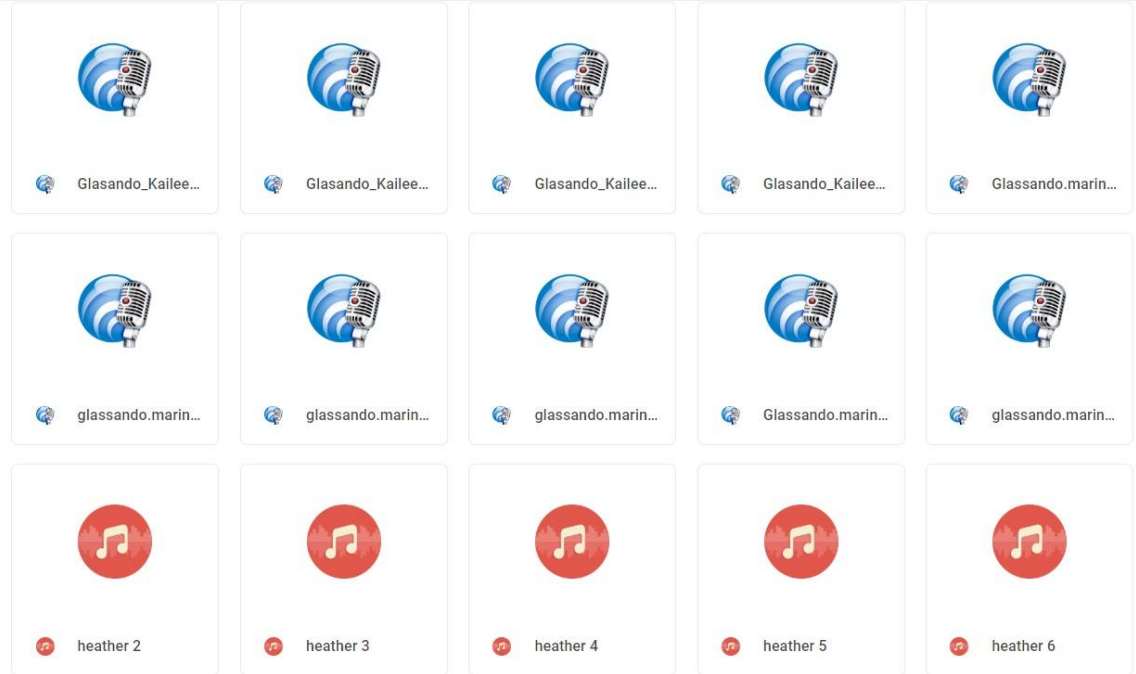
# Interviews (Purposive Sampling)
















- Iowa City Gallery Walk (October)
  - Field Sites
    - Public Space 1
    - Glassando
    - Ten Thousand Villages
- Collected necessary data through semi-structured interviews
  - Were looking for a greater level of depth of information rather than number of participants.
  - Goal of 10 interviews per person
- Conducted interviews until we reached data saturation

# Listening

- Every researcher listened to every interview recording
- Assigned new ones each week to analyze

My Drive > docmc's minions > 



|   |   |   |   |   |
|---|---|---|---|---|
| <br>Glasando_Kailee... | <br>Glasando_Kailee... | <br>Glasando_Kailee... | <br>Glasando_Kailee... | <br>Glassando.marin... |
| <br>glassando.marin... | <br>glassando.marin... | <br>glassando.marin... | <br>Glassando.marin... | <br>glassando.marin... |
| <br>heather 2          | <br>heather 3          | <br>heather 4          | <br>heather 5          | <br>heather 6          |



# Coding

|    | A                | B                  | C                                   | D   | E  | F                                   | G                                      |
|----|------------------|--------------------|-------------------------------------|---|--|-------------------------------------|--|
| 1  | <b>File Name</b> | <b>Coder (You)</b> | <b>(Q1-PS1) Have you heard of P</b> | <b>(Q2) What's your experi</b>              | <b>(Q3) Do you know of any other typ</b> | <b>(Q4) Did you know about ___?</b> | <b>(Q5) What do you do within PS1?</b> |
| 2  | heather 1. 10k   | Rachel             | Yes, just moved to Iowa City        | Heard of other art shows                    | SKIPPED to GEN ART                       |                                     |  |
| 3  | heather 2        | Rachel             | Yes                                 | Listened to music, went to                  | SKIPPED to GEN ART                       |                                     |  |
| 4  | heather 3        | Rachel             | Yes but, doesn't know what it is    |   |  |                                     |  |
| 5  | Marina 4. Glass  | Rachel             | yes                                 | been to gallery walk and other events       |  |                                     | Nothing much                           |
| 6  | Marina 5. Glass  | Rachel             | Yeah                                | Gone to some events, art galleries          |  |                                     |  |
| 7  | Marina 6. Glass  | Rachel             | No                                  | SKIP TO GEN ART                             |  |                                     |  |
| 8  |                  |                    |                                     |   |  |                                     |  |
| 9  | Pat. 1. 10k      | Rachel             | Yes (not really)                    | (Pretty sure this lady thought 10k was PS1) |  |                                     |  |
| 10 | Pat. 2           | Rachel             | Yes                                 | Visited a few times                         | Been for gallery walks, art exhibits     |                                     | Goes once a year                       |
| 11 | Pat. 3           | Rachel             | Yes                                 | heard about it at Art Fest                  | No                                       | SKIP TO GEN ART                     |  |
| 12 | Kailee 1         | Rachel             | no                                  | SKIP TO GEN ART                             |  |                                     |  |
| 13 | Kailee 2         | Rachel             | yes                                 | somewhere downtown, got things going on     |  | SKIP TO GEN ART                     |  |
| 14 | Kailee 3         | Rachel             | no                                  | SKIP TO GEN ART                             |  |                                     |  |
| 15 |                  |                    |                                     |   |  |                                     |  |
| 16 | Pat. 1. 10k.     | Kailee             | Yes, kind of                        | "everything is beautiful he                 | SKIPPED TO GEN ART                       | n/a                                 | n/a                                    |
| 17 | Pat. 2           | Kailee             | Yes                                 | Visited a few times. Had                    | Can't think of the names, but knows      | SKIPPED QUESTION                    | attends art galleries and exhibits     |
| 18 | Pat. 3           | Kailee             | Yes                                 | heard about it at arts fes                  | no, may have won a prize from ps1?       | SKIP TO GEN ART                     | n/a                                    |
| 19 |                  |                    |                                     |   |  |                                     |  |
| 20 | zach 1. WAV      | Kailee             | yes, on gallery committee           | deeply involved with org                    | INTERVIEW CUTS OFF                       |                                     |  |
| 21 | zach 5. WAV      | Kailee             | yes                                 | son (14) took a writing cla                 | Free lunches. ?                          | SKIPPED TO GEN ART                  | n/a                                    |
| 22 | zach 6. WAV      | Kailee             | yes                                 | just moved for grad school,----             | INTERVIEW CUTS OFF                       |                                     |  |
| 23 | zach 6. WAV      | Pat                | (starts in mid of gen art q's)      |   |  |                                     |  |
| 24 | zach 8. WAV      | Kailee             | yes, volunteer                      | been part of gallery team                   | help decide what exhibitions are sho     | SKIPPED QUESTION                    | SKIPPED QUESTION                       |
| 25 | zach 4. WAV      | Pat                | Yes, remembers when it was ac       | Art shows, comica,                          | Refer to Q2                              | Nothing, (Person 2 wants a calend   | SKIPPED QUESTION                       |
| 26 |                  |                    |                                     |   |  |                                     |  |

fx

|    | A                | B                  | L  | M  | N  | O  | P   |
|----|------------------|--------------------|--|--|--|--|---|
| 1  | <b>File Name</b> | <b>Coder (You)</b> | <b>(Q1-Gen Art) What do you think of as art?</b>   | <b>(Q2) What is there to do in Iowa City involving art?</b>                  | <b>(Q3) When I say "art scene" what does it mean to you?</b>                         | <b>(Q4) Would you call yourself an artist?</b>               | <b>(Q5) What keeps you motivated to create art?</b> |
| 2  | Heather 1 10K    | Pat                | expressing their own point of view   | local exhibits to get to know artists  | art is showcased, theater, modern art like   | She is a photographer who shares her point of view           | European  |
| 3  | Heather 1 10K    | Rachel             | Anyone's POV to express themselves   | Many places offering local exhibits (seemed excited)                         | (had to rephrase to art community)- where  | (heather didn't specifically ask) Yes, I                     | 40, I   |
| 4  | Heather 2 10K    | Rachel             | Art is whatever you look to as art   | Musically, tons. Visual, not as much, only a couple of galleries             | Artists creating art   | An active audience   | Talent keeps from 70, I                             |
| 5  | Heather 3 10K    | Rachel             | Famous Painters  | Art Museum, Music, Arts Festival, Jazz Festival, Hancher, Theater            | Art is visible in Iowa City  | (Viewer of art) Go to gallery walks, theater                 | no talent but dai 67, I                             |
| 6  | Heather 2 10K    | Pat                | anything someone thinks of art   | Music events, visual art   | artists creating art   | yes, active audience   | 70 n  |
| 7  | Heather 3 10K    | Pat                | List artists like michael angelo, mone   | art museum, arts festivals, hancher  | art is visible, "gallery walk"   | participant as viewer of art                                 |   |
| 8  | Heather 4 10K    | Zach               | ways to express creativity in any form it takes  | literature offerings, prairie lights, writers workshops, speakers, bands     | makes me think of the film scene, makes me think of the film scene                   | I go to events, participate not create                       | lack of conversat 64, I                             |
| 9  | Heather 4 10K    | Kailee             | difficult time thinking of something--ways people  | all of the literature offerings (prairie lights, writers workshop, speakers) | a clique of ppl who "do this sort of stuff a viewer-go to book readings and literary | bake, but doesn't  | 64, I   |
| 10 | Heather 5 10K    | Zach               | started talking to different person, man. offered a take about how art should be inclusive, other questions not asked.       |  |  |  |   |
| 11 | Heather 5 10K    | Kailee             | started talking to different person, man. offered a take about how art should be inclusive, other questions not asked.       |  | skipped  | skipped  | skipped   |
| 12 | Heather 6 10K    | Zach               | paintings, sculptures, visual arts   | a lot, lots of music (jazz), art exhibits (imu, art museum, outdoor)         | community of people collaborating with i   | attend events, participant but not cre                       | time, work constr 64, I                             |
| 13 | Heather 6 10K    | Kailee             | paintings and sculptures, visual arts  | a lot, visual arts, music from the university, some art exhibits             | community of ppl collaborating individual  | active viewer-attending music events                         | time due to work 64, I                              |
| 14 | Heather 7 10K    | Zach               | almost anything (jewelry, painting, games, etc)  | gallery walk, sculptures, art building probably                              | didn't answer really   | not active participant, seemed timid                         | timidly said she c not                              |
| 15 | Heather 7 10K    | Kailee             | almost anything can be art, jewelry, painting, knitting  | gallery walk, sculpture garden, art building                                 | thinking of fair trade things (since in the  | does not get involved in iowa city art                       | shy (laughed), se not                               |
| 16 | Kailee 1 Glass   | Marina             | Art is in the eye of the beholder. "I don't know"  | "Oh yes!" says theres plenty to do involving art. mentions sculptures        | makes her think of big cities and street a   | "oh how would I like to be involved in distance. lives in    |   |
| 17 | Kailee 1 Glass   | Zach               | art is in the eye of the beholder, anything can be art   | yes, sculptures, murals,   | banksy, street artists   | community theatre, almost had a voc distance, lives in 29, I |   |
| 18 | Kailee 2 Glass   | Marina             | a lot of things: music, painting, writing, feels it's  | music festivals, college brings a lot of art to the area, the art walk       | what a city has to offer in terms of art. th   | not active, likes going to the movies i                      | time. She doesn'                                    |
| 19 | Kailee 2 Glass   | Zach               | can be music, painting, writing, very broad  | music festivals, college scene, art galleries, other women: inde             | what a city has to offer in terms of art stu   | not active, but i like going to concerts                     | time, i dont know 26, I                             |
| 20 | Kailee 3 Glass   | Marina             | painting, people expressing their feelings through   | dance gala, choir performances (both with university)                        | painting/murals. when adding term com  | did choir in highschool, more of a su                        | hear something i                                    |
| 21 | Kailee 3 Glass   | Zach               | painting and expressing your feelings, dance   | dance gala, performances, ui stuffs  | painting or murals, downtown theres a cl   | supportive, viewer   | lack of interest, o 18 f                            |
| 22 | Kailee 4 Glass   | Marina             | "anything can be art?" has to be meant to be a   | arts fest in summer, museum of art, sculptures/statues in downtown           | latest/newest artist that has a lot of [popu   | no, doesn't contribute by going and s                        | everyday life, too                                  |
| 23 | Kailee 4 Glass   | Zach               | anything can be art if it is meant to be art, big art fest, museum of art, sculptures, visual arts building and art building | current art stuff going on within the com                                    | probably not,  |  | everyday life 20, I                                 |
| 24 | Kailee 5 Glass   | Marina             | people expressing themselves as who they are   | chalk walks, community drawing and paintings (guy says sculptu               | Blick, downtown, students  | yes, draws, paints, "glass": personal                        | keeps her from s 16, I                              |
| 25 | Kailee 5 Glass   | Zach               | people expressing themselves   | chalk walks, community drawings and paintings, dude in backgr                | downtown stuff   | yes, drawing, painting, do it for perso                      | not asked 16, I                                     |



Sheet1



Explore



File Name

|    | A              | B           | U  | V                     | W  | X          | Y   | Z               |
|----|----------------|-------------|--|-----------------------|--|------------|---|-----------------|
| 1  | File Name      | Coder (You) | (Q1-Gen Art) What do you think of as art?            | Coding for Q1 Gen Art | (Q2) What is there to do in Iowa City involving art?                   | Q2 coding  | (Q3) When I say "art scene" what does         | Codes for Q3 Ma |
| 2  |                |             | Heather Code   | Heather #             | Kailee Code  | Kailee #   | Marina Code                                   | #s              |
| 3  | Heather 1 10k  | Rachel      | Anyone's POV to express themselves                   | 2                     | Many places offering local exhibits (seemed excited)                   | 2          | (had to rephrase to art community)- wher      | 1, 4            |
| 4  | Heather 2 10k  | Rachel      | Art is whatever you look to as art                   | 4                     | Musically, tons. Visual, not as much, only a couple of galleries       | 1, 5       | Artists creating art                          | 3               |
| 5  | Heather 3 10k  | Pat         | List artists like Micheal Angelo, Mone               | 3                     | art museum, arts festivals, hancher                                    | 1, 4       | art is visible, "gallery walk"                | 4               |
| 6  | Heather 4 10k  | Kailee      | difficult time thinking of something--ways peop      | 2                     | all of the literature offerings (prairie lights, writers workshop, spe | 3, 4, 7,   | a clique of ppl who "do this sort of stuff a  | 3               |
| 7  | Heather 5 10k  | Kailee      | skipped  | 0                     | skipped  | skipped    | skipped                                       | 0               |
| 8  | Heather 6 10k  | Kailee      | paintings and sculptures, vuisual arts               | 3                     | a lot, visual arts, music from the university, some art exhibits       | 2, 3, 5, 6 | community of ppl collaborating individual     | 1               |
| 9  | Heather 7 10k  | Kailee      | almost anything can be art, jewelry oainting, kni    | 1, 4                  | gallery walk, sculpture garden, art building                           | 4, 6       | thinking of fair trade things (since in the s | 2, 4            |
| 10 | Kailee 1 Glass | Marina      | Art is in the eye of the beholder. "I don't know     | 1, 4                  | "Oh yes!" says theres plenty to do invilving art. mentions sculptu     | 2, 4, 6,   | makes her think of big cities and street ar   | 1               |
| 11 | Kailee 2 Glass | Marina      | a lot of things: music, painting, writing. feels it' | 3, 4                  | music festivals, college brings a lot of art to the area, the art wall | 3, 4, 5, 6 | what a city has to offer in terms of art. thi | 1               |
| 12 | Kailee 3 Glass | Marina      | painting, people expressing their feelings thro      | 2                     | dance gala, choir performances (both with university)                  | 3, 5       | painting/murals. when adding term comm        | 1, 4            |
| 13 | Kailee 4 Glass | Marina      | "anything can be art?" has to be meant to be e       | 3                     | arts fest in summer, museum of art, sculptures/statuses in downto      | 3, 4, 5,   | latest/newest artist that has a lot of [popu  | 2               |
| 14 | Kailee 5 Glass | Marina      | people expressing themselves as who they an          | 2                     | chalk walks, community drawing and paintings (boy says sculptu         | 4, 6       | Blick, downtown, students                     | 1               |
| 15 | Kailee 6 Glass | Marina      | beautiful, interesting to look at, takes effort to   | 1, 5                  | I don't know. people gather and show their art, galary walk            | 1, 4       | someone who's very creative or just love:     | 3               |
| 16 | Marina 1 Glass | Heather     | not asked  | 0                     | not asked  | skipped    | not asked                                     | 0               |
| 17 | Marina 2 Glass | Heather     | options for artevents like summer of the arts, t     | 5                     |  | blank      | blank   | 0               |
| 18 | Marina 3 Glass | Pat         | community where artist can share work, get fe        | 5                     |  | blank      | blank   | 0               |
| 19 | Marina 4 Glass | Kailee      | skipped  | 0                     | skipped  | skipped    | skipped                                       | 0               |
| 20 | Marina 5 Glass | Kailee      | skipped  | 0                     | skipped  | skipped    | skipped                                       | 0               |
| 21 | Marina 6 Glass | Kailee      | anything can be, depending on who the audier         | 4                     | go to Art Building West, grafiti, not a place to just go and see art   | 1, 3, 6,   | people who do art and like art, and place     | 1, 3            |
| 22 | Marina 7 Glass | Kailee      | very broad, music, paintings, poetry                 | 4, 4                  | heard there is alot but has not seen a lot herself because she is      | 7, 8       | visual arts, theater and poetry---commun      | 1, 4            |
| 23 | Pat 1 10k      | Heather     | Art is important for life fo everyone - many thin    | 3                     | lives in iowa city, but does not have communication with artists c     | 8          | Skipped                                       | 0               |
| 24 | Pat 2 10k      | Heather     | missing an art museum, art is personal expres        | 2, 5                  | whatever art you name you can do it here                               | 2          | people showing art, would view once a m       | 3, 4            |
| 25 | Pat 3 10k      | Heather     | Musician, all expression of human emotiona           | 2, 5                  | lots of things, ton of recitals at the university, most of her experie | 2, 3, 5,   | Art scene is thriving                         | 1, 6            |



Sheet1



Explore

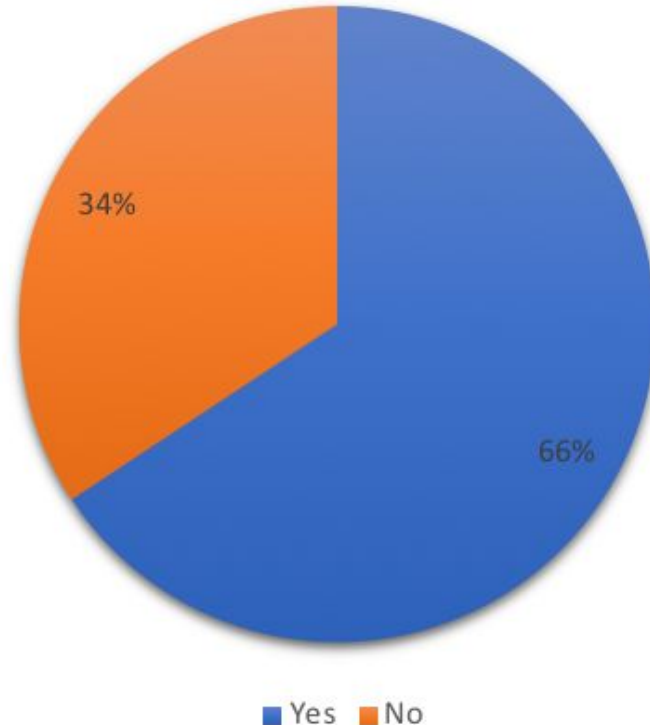
# Finalizing Research

- Discuss our results
- Making graphs
- Re-formatting for user purposes



# How many have heard of Public Space 1?

A lot of people said yes, but as we continued through the interview, they were unclear of the specific function PS1 had, or confused the organization with another entity (Television Station, Church, gaming console, etc)



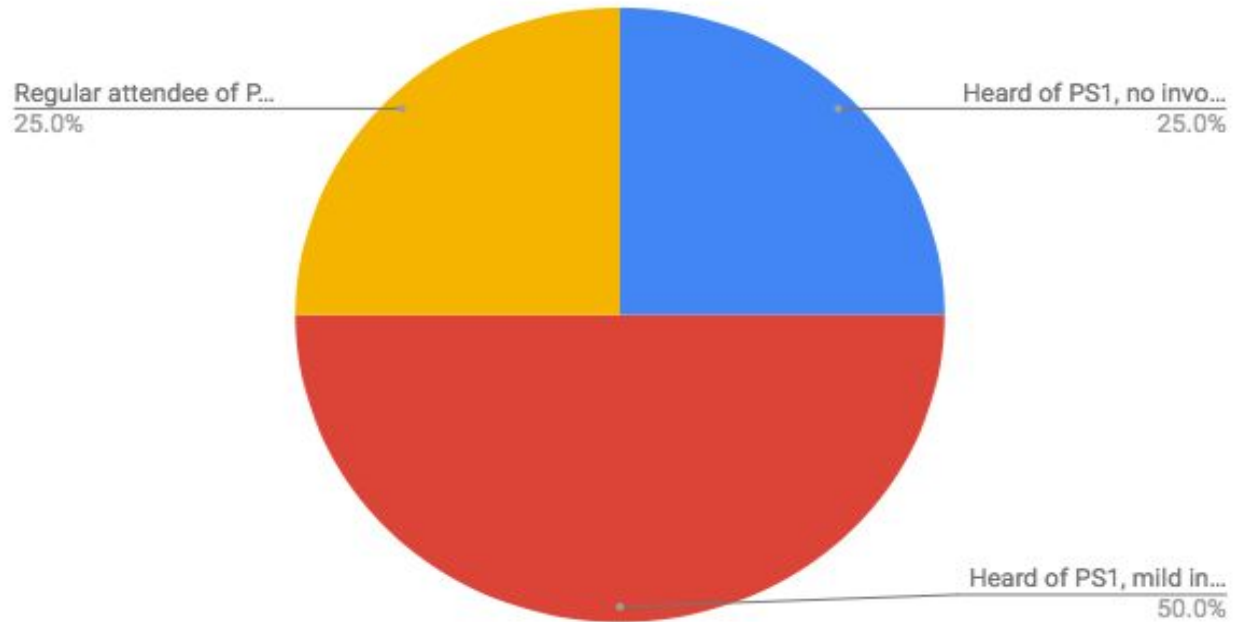
# What is your experience with Public Space One?

“My son attended a writing workshop there once”

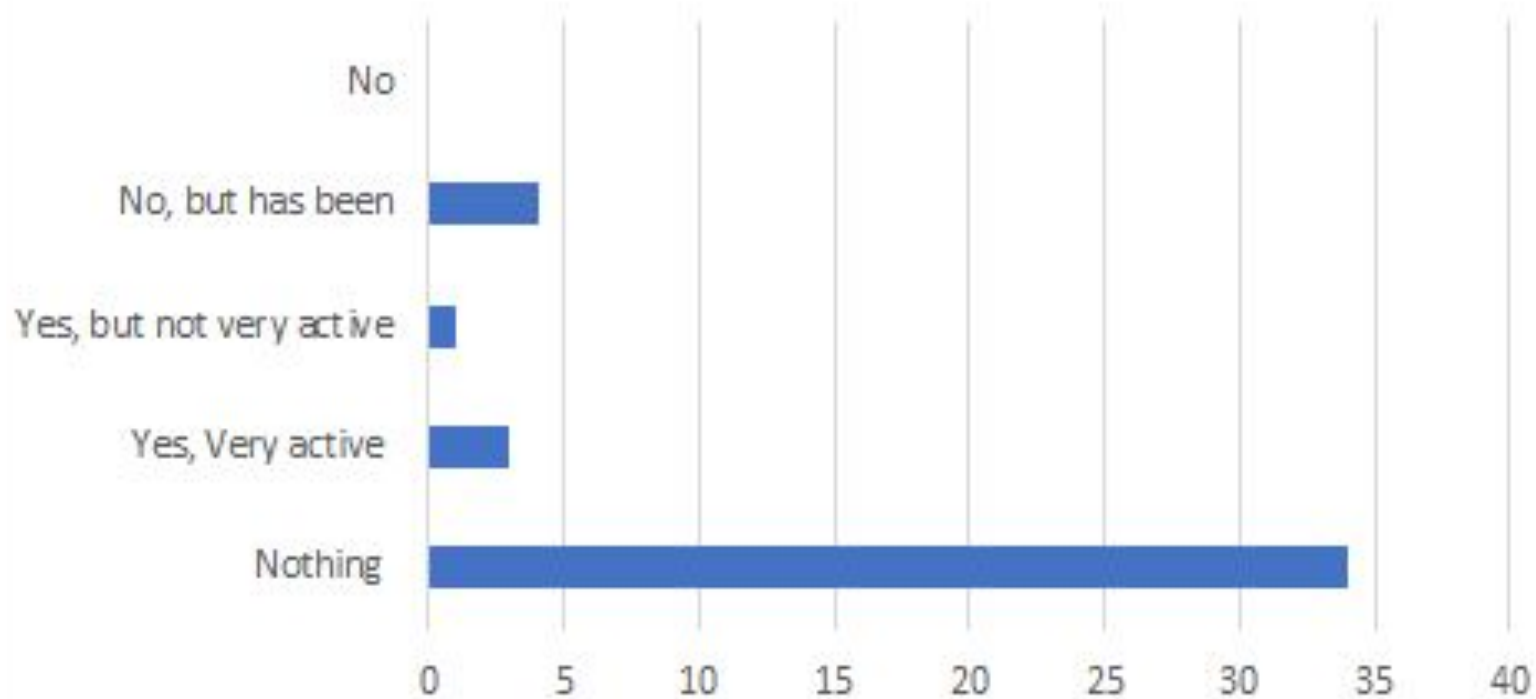
“I heard about it at an arts festival”

“I’ve seen some events on Facebook but haven’t attended any myself”

Experience in PS1



## Would you call yourself an active participant?



# Examples of Qualitative Answers for Q6

Difficult to decipher what they actually meant.

“Yeah, not as active as some”

“Only been once”

“No, occasionally”

“Yes, gallery walk participant”

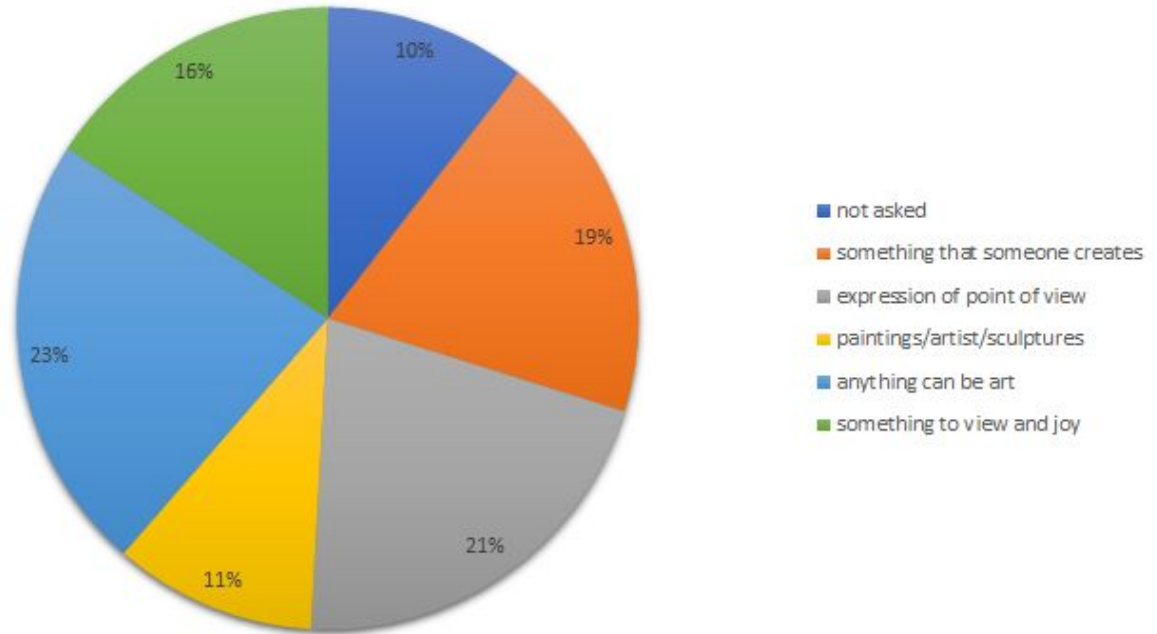


# What do you think of as art?

“Art is important for life,  
for everyone.”

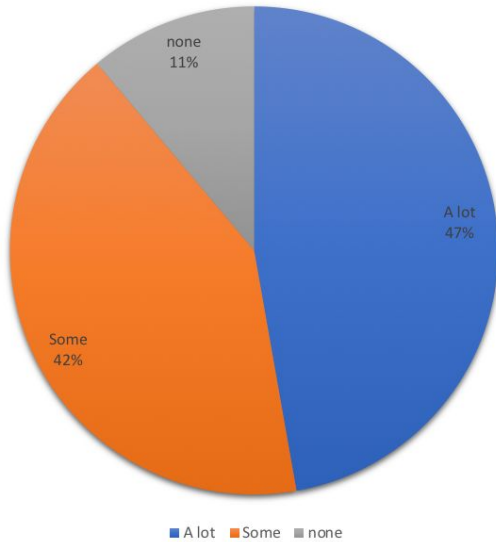
“I can’t, honestly.”

“Many things like painting,  
music, drawing etc.”



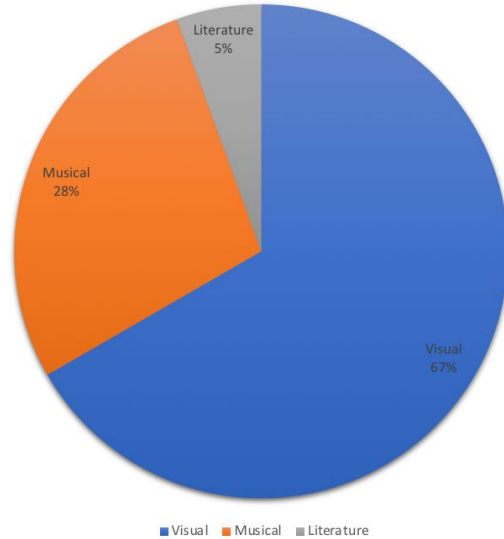
# What is there to do in Iowa City involving art?

How Much Art is in Iowa City?



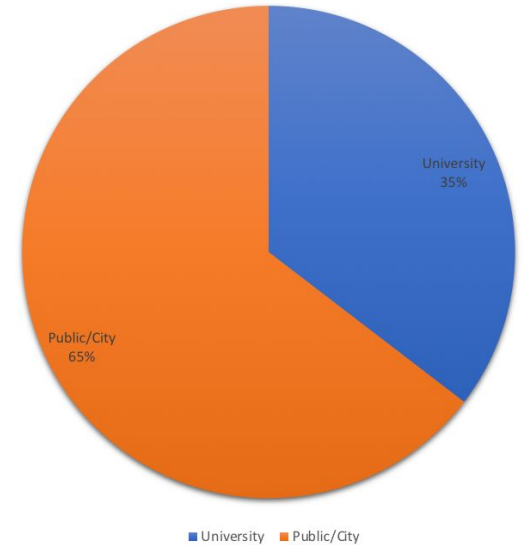
"I have heard there is a lot, but I haven't seen much."

What kind of art is in Iowa City?



"Summer of the Arts, gallery walks, writer's workshop, local exhibits."

What is art in Iowa City Associated with?



"Festivals, shows at Hancher, downtown murals & sculptures."

# What does 'art scene' mean to you?

"A place with an atmosphere of art"

"It's Personally Liberating"

"People who do or like art"

"All Encompassing"

"Physical or performed arts"

Count

PS1 and the p...

2.3%

everything an...

6.8%

thriving/all en...

6.8%

performed/pr...

27.3%

places: city a...

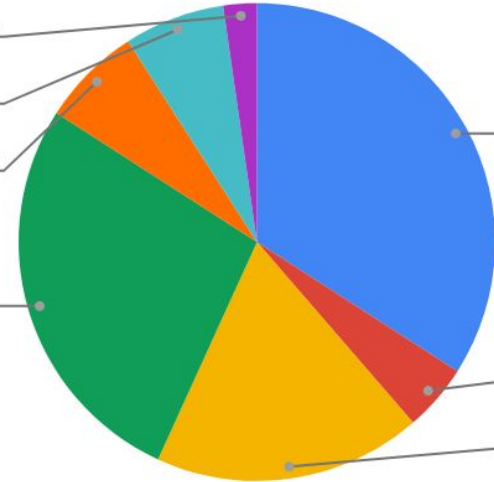
34.1%

popular thing...

4.5%

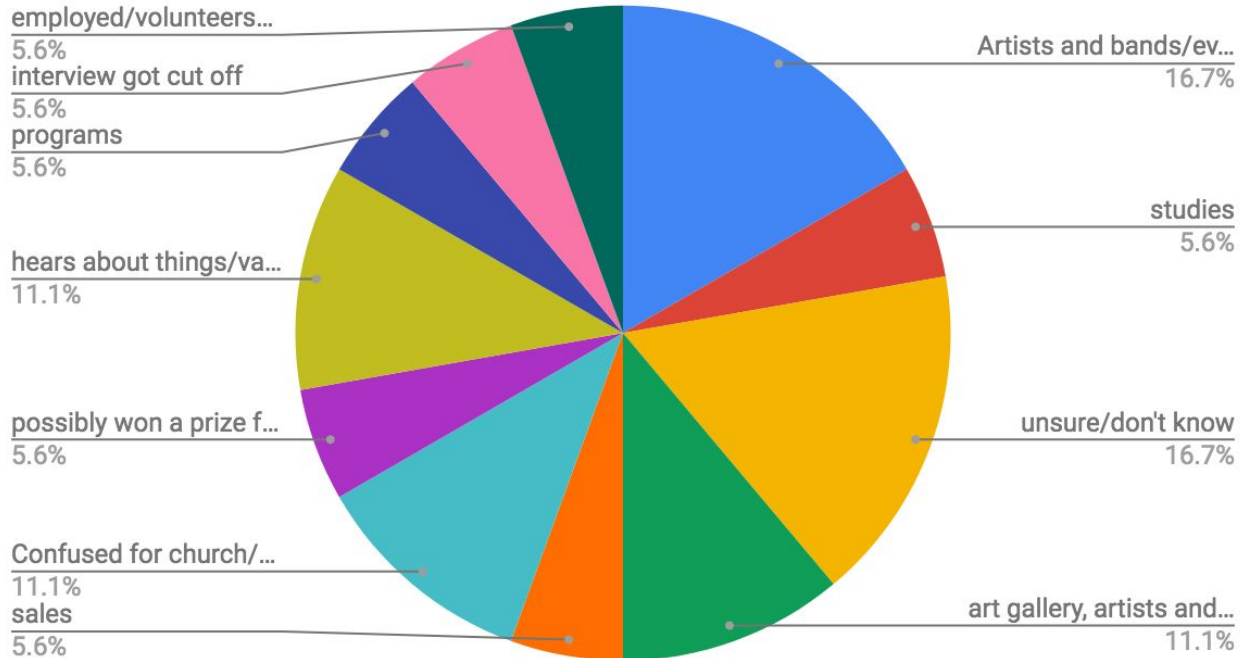
people who lo...

18.2%



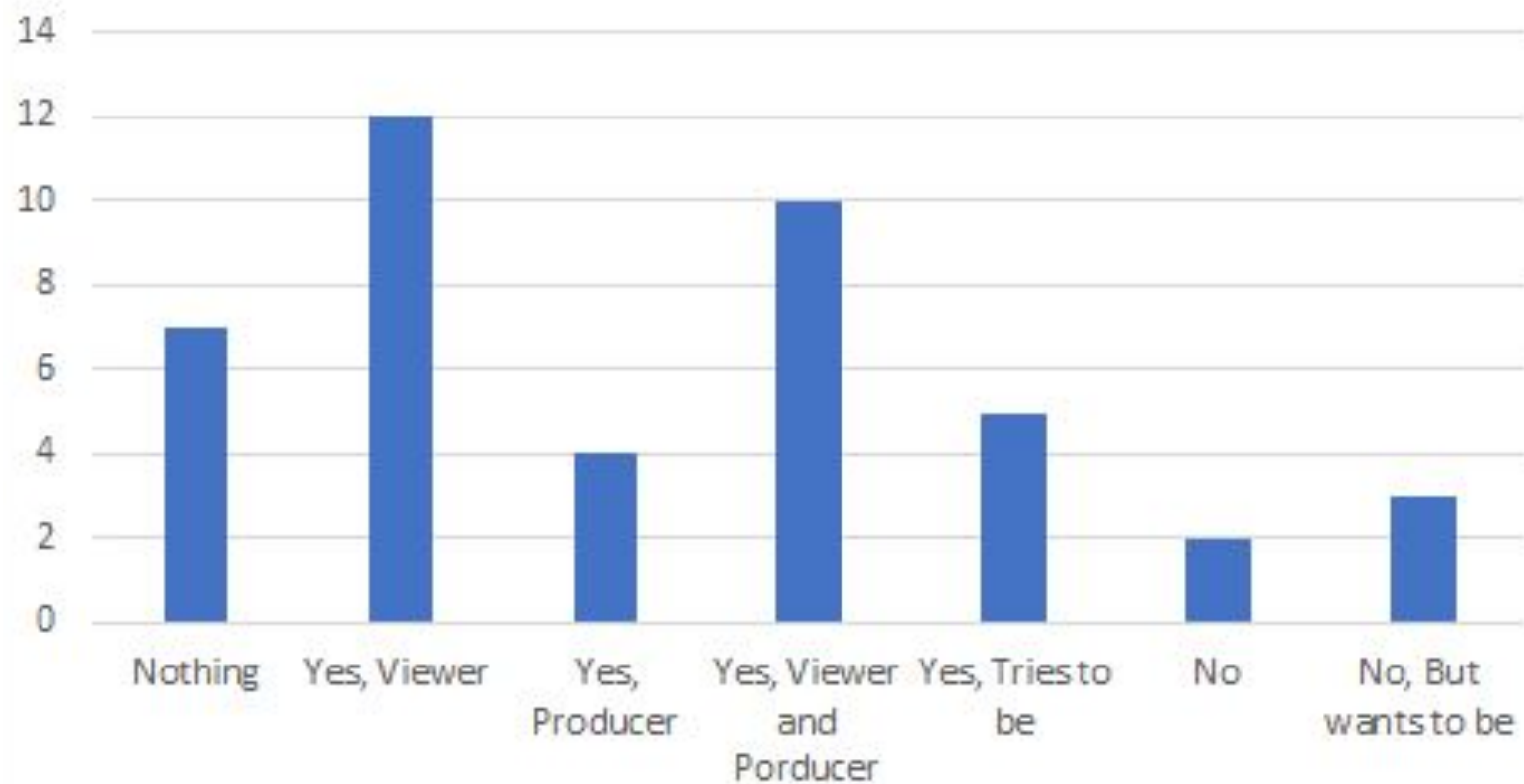
# Do you know of any other types of things PS1 offers?

Count



Frequently confused for the church

## Would you call yourself an active participant?

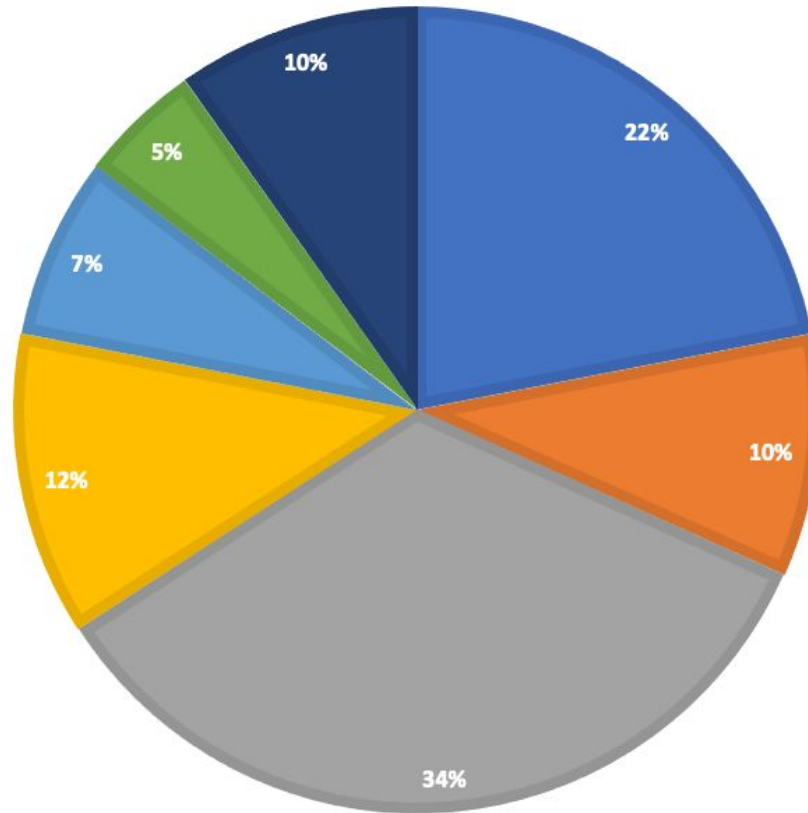


# Examples of findings

- People confuse PS1 for the church
- They don't know where to locate it
- People want to say "yes" when you ask them if they've heard of something so they'll lie to make you feel better. -- further questioning revealed that they do not know what PS1 is.
- Sometimes they heard of it but don't participate
  - Possible reasons: don't have time, location (they live far or can't find PS1 home base), disinterest in what is offered
- Most people had no idea they have printmaking tools available for use
- Large portion of general population participate by viewing, not doing art
- Thought of as more of a charity than a place for people to have access to art

## WHAT KEEPS YOU FROM PARTICIPATING?

■ nothing   ■ no talent   ■ busy, no time   ■ not aware of it or events   ■ location   ■ not interested   ■ other or too complex



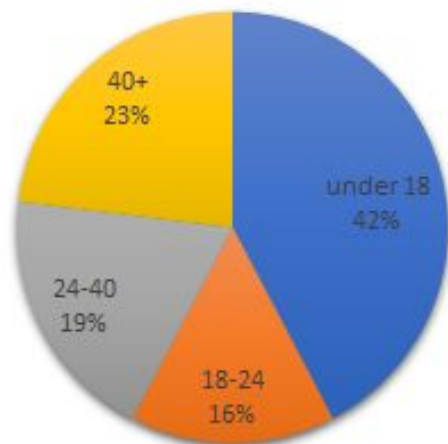
# Examples of findings

- Talent keeps them from making visual art
- Cost and Time commitments
- Busy because of work
- Distance, they don't want to leave home
- They didn't hear about the specific event
- Aren't interested in what's being offered

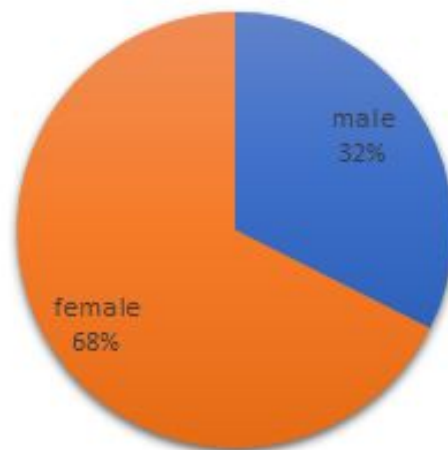


# Demographics

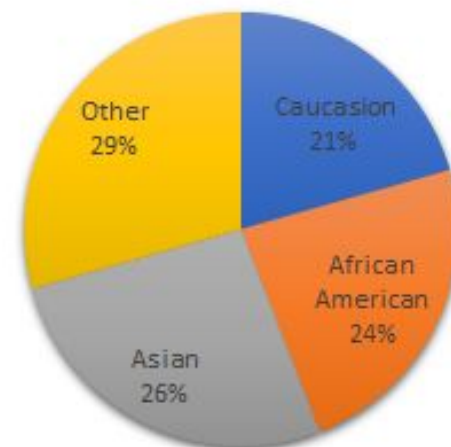
Age



Gender



Race/Ethnicity



# What we learned

- Mistakes we made
  - Leading questions
  - Asking the wrong things
- Qualitative Research can be difficult
  - Having to decide when saturation was met
  - Listening to many files was monotonous
  - Artistic jargon is typically interpretive rather than definitive
- Staying on track & not jumping ahead
- Communication
  - Email
  - Text
  - In person

Sort by Date ▾

**McLaughlin, Patrick** 11/30/18  
Re: PS1 Edits Inbox - Exchange  
Just letting you know that it did work. I could view all the pictures. Sincerely, Patrick McLaughlin University of Iowa Comm...

**McLaughlin, Patrick** 11/15/18  
Data next steps Trash - Exchange 2 >>  
From: Magsamen-Conrad, Kate C Sent: Wednesday, November 14, 2018 11:58 AM To: McLaughlin, Patrick; Atze...

**Patrick & Zachary** 10/4/18  
PS1 Meeting Recap 9/6/18 Inbox - Exchange 5 >>  
Sincerely, Patrick McLaughlin University of Iowa Communications 319.883.0146 From: McLaughlin, Patrick S...

**Zachary, John & Travis** 9/24/18  
Update & Plan of Action Inbox - Exchange 4 >>  
Hey John, Thank for communicating your uneasiness about the Iowa Arts Show Up. Our group will respect your wishes...

**Zachary & Travis** 9/24/18  
Update & Plan of Action - Just UIOWA G... Inbox - Exchange 2 >>  
Hey DocMc and Travis, thanks for the reassurance! Obviously it's intuitive that I send a response to John. Shall I...

# Moving Forward

- Figure out a way to differentiate PS1 from the church
- Ask the community what types of programs they would be interested in attending -- takes out the guesswork, more likely for people to attend because they feel responsible for part of an event's creation