THE AUDIENCE INVOLVEMENT SPECTRUM

SPECTATING
Spectating is fundamentally an act of receiving a finished artistic product. It is therefore outside the realm of participatory arts practice.

ENHANCED ENGAGEMENT
Educational or "enrichment" programs may activate the creative mind, but for the most part do not involve creative expression on the part of the audience member.

CROWD SOURCING
Audience becomes activated in choosing or contributing towards an artistic product.
- Youth mosaics
- Photography contests
- An opera libretto comprised of Tweets
- Virtual choruses

CO-CREATION
Audience members contribute something to an artistic experience curated by a professional artist.
- Participatory theater
- Pro/am concerts
- Storytelling events
- Participatory public art

AUDIENCE-AS-ARTIST
Audience members substantially take control of the artistic experience, focus shifts from the product to the process of creation.
- Public dances
- Community drawing contests

PARTICIPANT'S LEVEL OF CREATIVE CONTROL
CURATORIAL
INTERPRETIVE
INVENTIVE

WHAT IS PARTICIPATORY?
"Participatory arts practice" as defined in this report requires creative expression — which includes some arts experiences but not others.

RECEPTIVE VS. PARTICIPATORY

ATTENDING A CONCERT VS. SINGING IN A CHOIR

READING A BOOK VS. WRITING A STORY ABOUT YOUR LIFE

WATCHING A DANCE COMPETITION ON TV VS. DANCING IN A COMPETITION

PLAYING A VIDEO GAME VS. MAKING A VIDEO