

Arts in  
Education  
Research  
summary  
June 2020



**ARTS**  
**A**IN  
**EDUCATION**  
Na hEalaíona  
san Oideachas

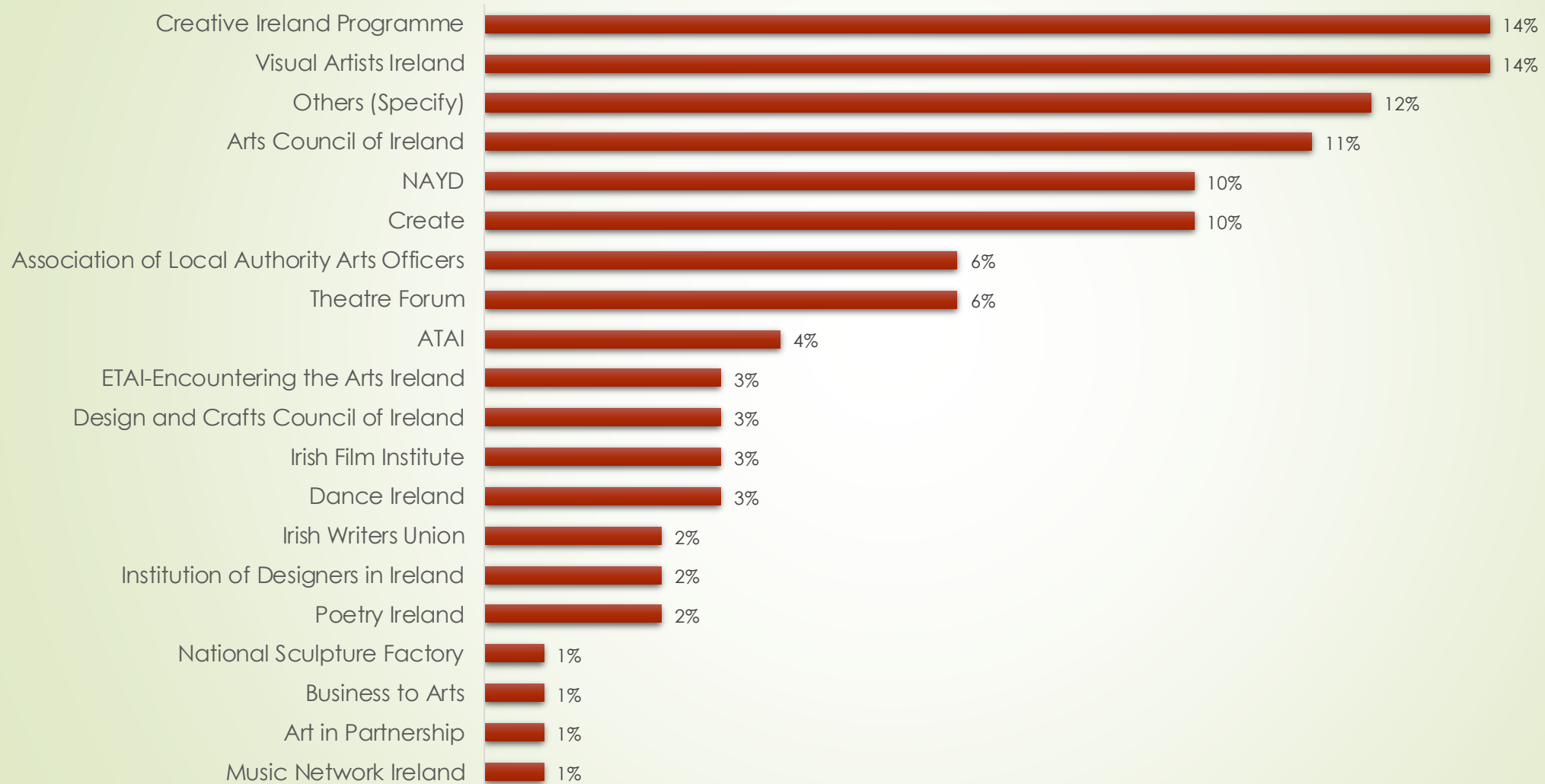
### Sample characteristics

A survey of 230 people was conducted between January and May 2020, based on sampling those who receive the Arts In Education newsletter, follow the organization on social media and are connected through project participation. While the sample includes a spread of teachers, artists and arts administrators, it is not a random sample and therefore not statistically representative of the audience for the Arts in Education Portal.

- 80% of respondents were women
- The mean age for the total sample was 42.9 years
- 23% were based in Dublin
- 11% were in Cork
- 6% were in each of Galway, Kildare and Limerick.
- A third of all respondents were primary school teachers and one in four was a practicing artist.
- Arts administrators and managers of museums, galleries and arts centres represented 14% of the sample, and half of this segment was represented by 'other' roles.
- The two most popular organisations to which respondents belong are Creative Ireland Programme and Visual Artists Ireland (14% each)
- The Arts Council of Ireland attracts 11%
- NAYD and Create attract 10%

## Organisations to which respondents belong

Which, if any, of these organisations do you belong to (eg as a registered member)?



### Awareness of online information sources

- Awareness is greatest for the Arts Council of Ireland (98%), the DES (88%,) and IMMA (88%).
- **Arts in Education Portal is recalled by 72%**, equally with Scoilnet, and just behind NCCA (73%).
- Substantial differences can be seen between those in the three job segments: Arts in Education Portal was best known by arts administrators and least well known among artists – which is reflected in the low response rate from this segment.
- Awareness arises from involvement with projects featured on the site, closely followed by online searching and receiving notification of AIE Portal events.

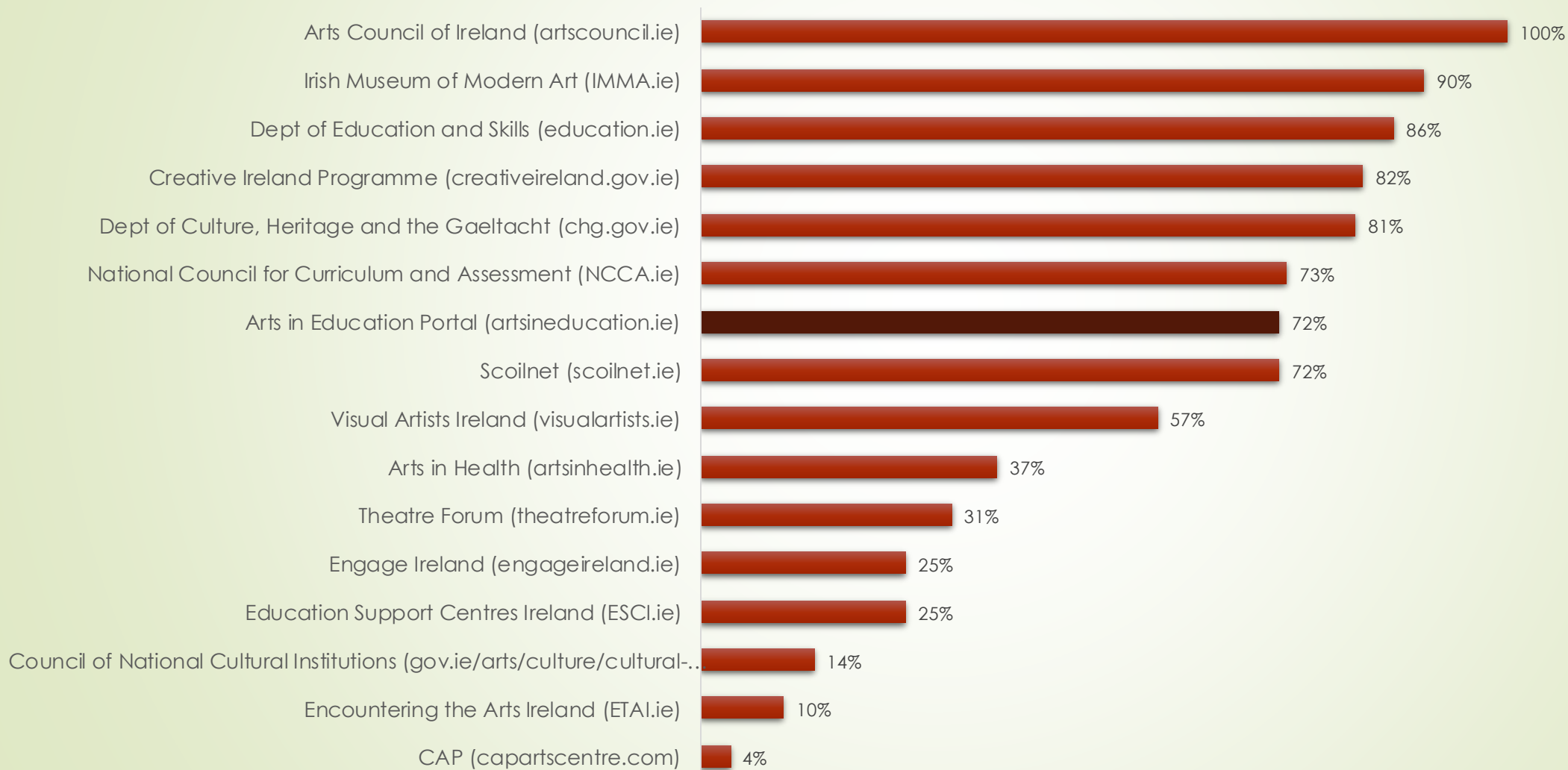
### Online information source usage

- **Arts in Education Portal has ever been used by 47%**, ahead of Visual Artists Ireland and behind Creative Ireland Portal
- Site usage (ever used) was greatest for the DES (72%) followed by Arts Council of Ireland (67%)
- **Arts in Education Portal is fifth most likely to be used regularly by 24%**. The proportion of teachers using it regularly (47%) outstripped the proportion of artists (33%) or arts administrators (35%). As a proportion of those ever using the Portal, 52% of those people regularly used it
- 41% use the DES website regularly, 35% use NCCA regularly and 32% use Arts Council of Ireland website regularly.
- The information sources online considered most useful are NCCA (33%), DES (32%) and Arts Council of Ireland (29%).

# Awareness of online information sources

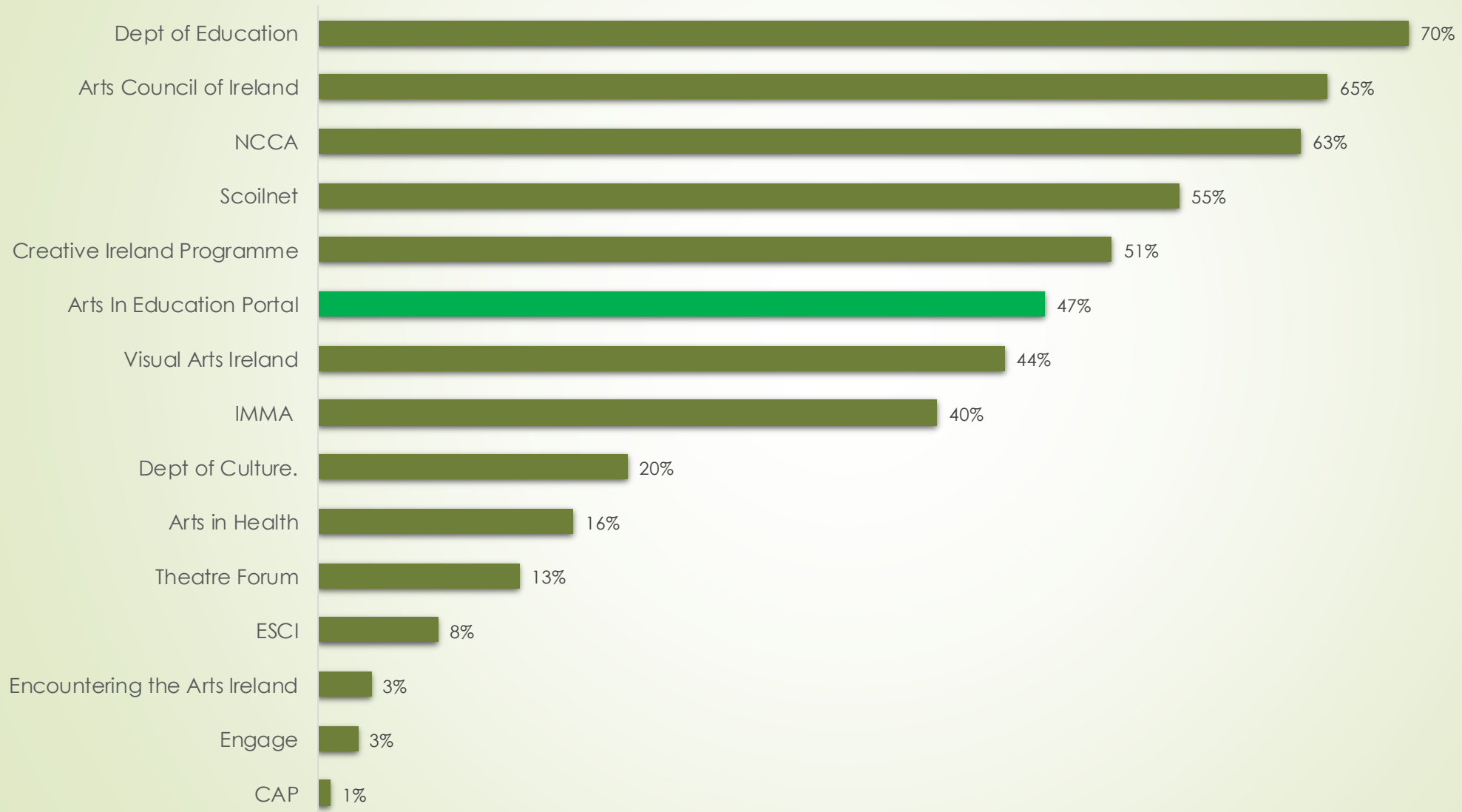


## Awareness of online information services



## Ever used online information sources

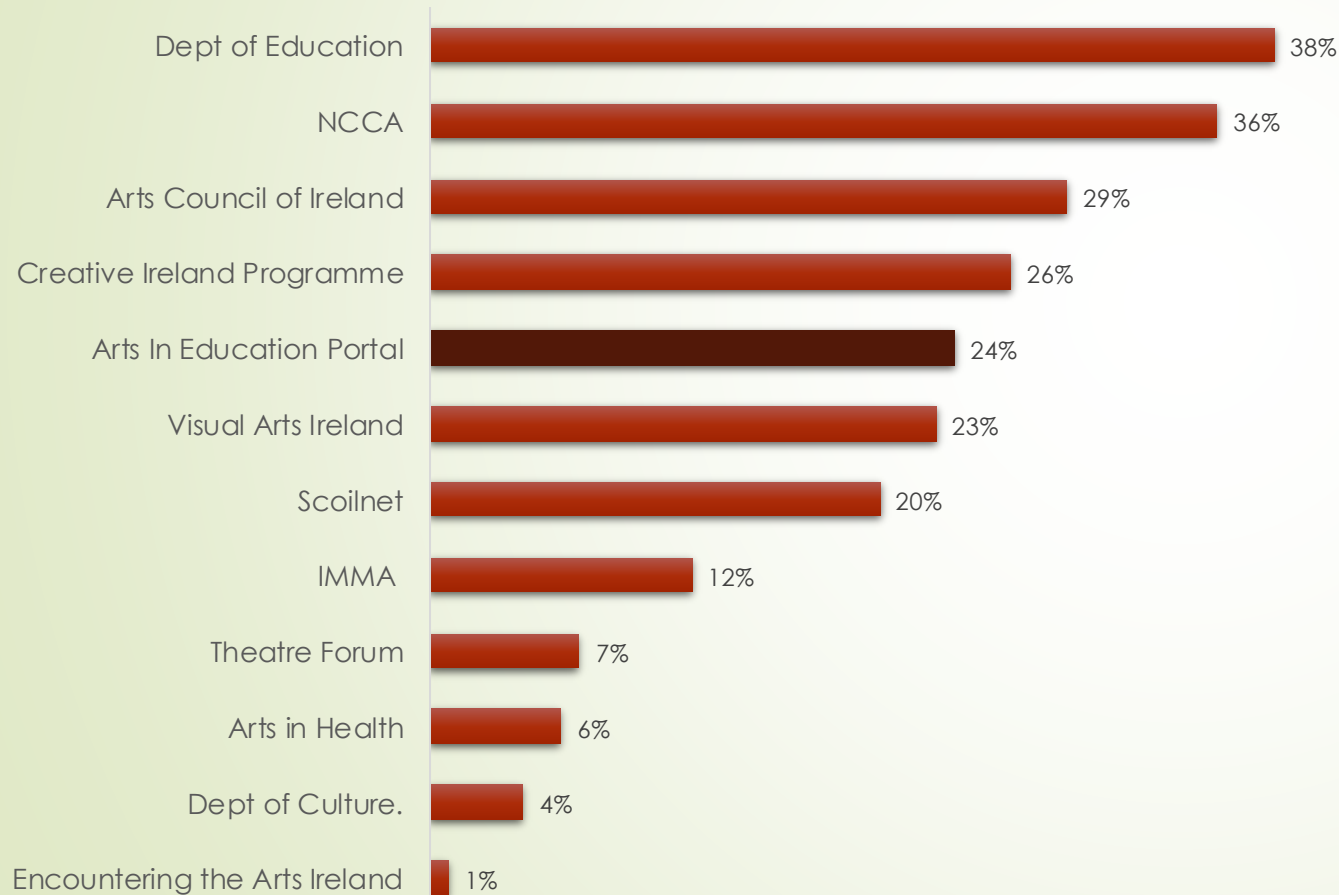
Which of these online information services have you ever used?



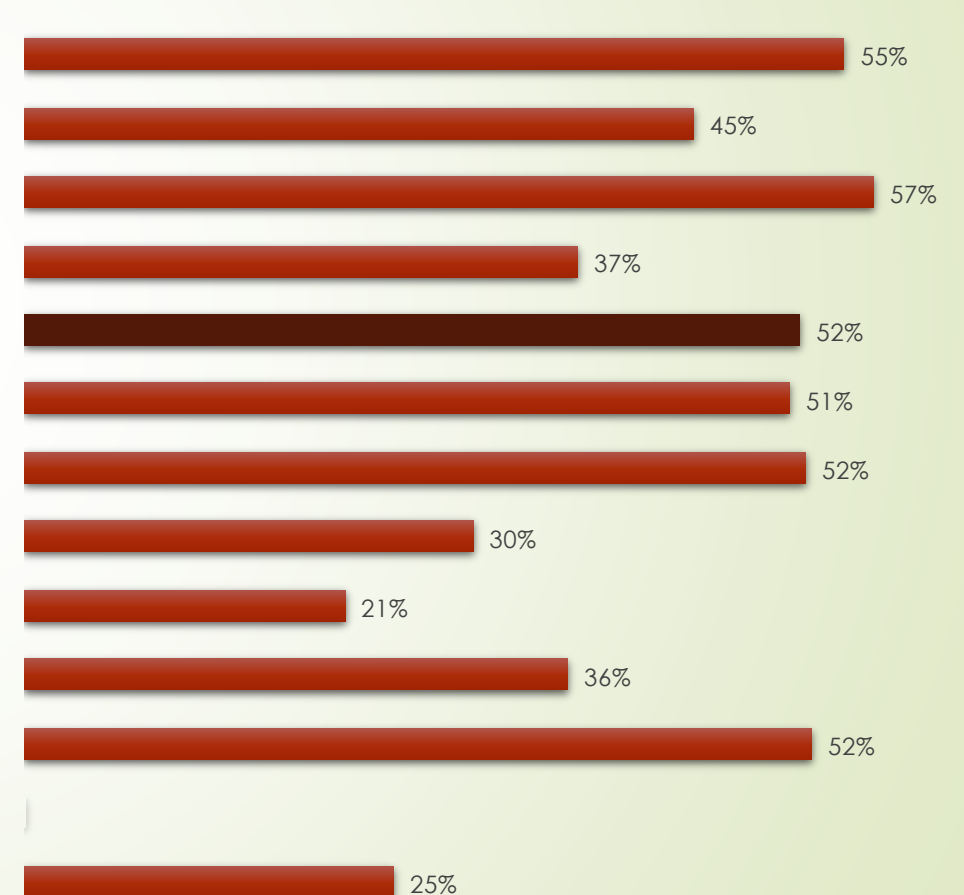
# Online information sources used regularly



Online information sources used regularly



Proportion of ever used site who regularly use it



- **Arts in Education Portal is the fifth most likely online information source to be considered most useful (by 25%)**
- As a proportion of those ever using each of the sites, VAI has the highest rating (59% find it most useful), followed by Arts in Education Portal (54%), ahead of Theatre Forum (52%), NCCA (49%), DES (44%) and Encountering the Arts Ireland (48%).
- Arts in Education Portal is most popular among artists (48% consider it most useful), and then arts administrators (35% consider it most useful), while teachers are unlikely to find the Portal most useful (11%).

### Attitudes towards the Arts in Education Portal

- The key positives for the Portal are its quality and currency of information and relevant content, its ease of navigation and the wide range of its content.
- The single largest criticism relates poor site navigation, followed by text heaviness of the Portal.

### Uses of Arts in Education Portal

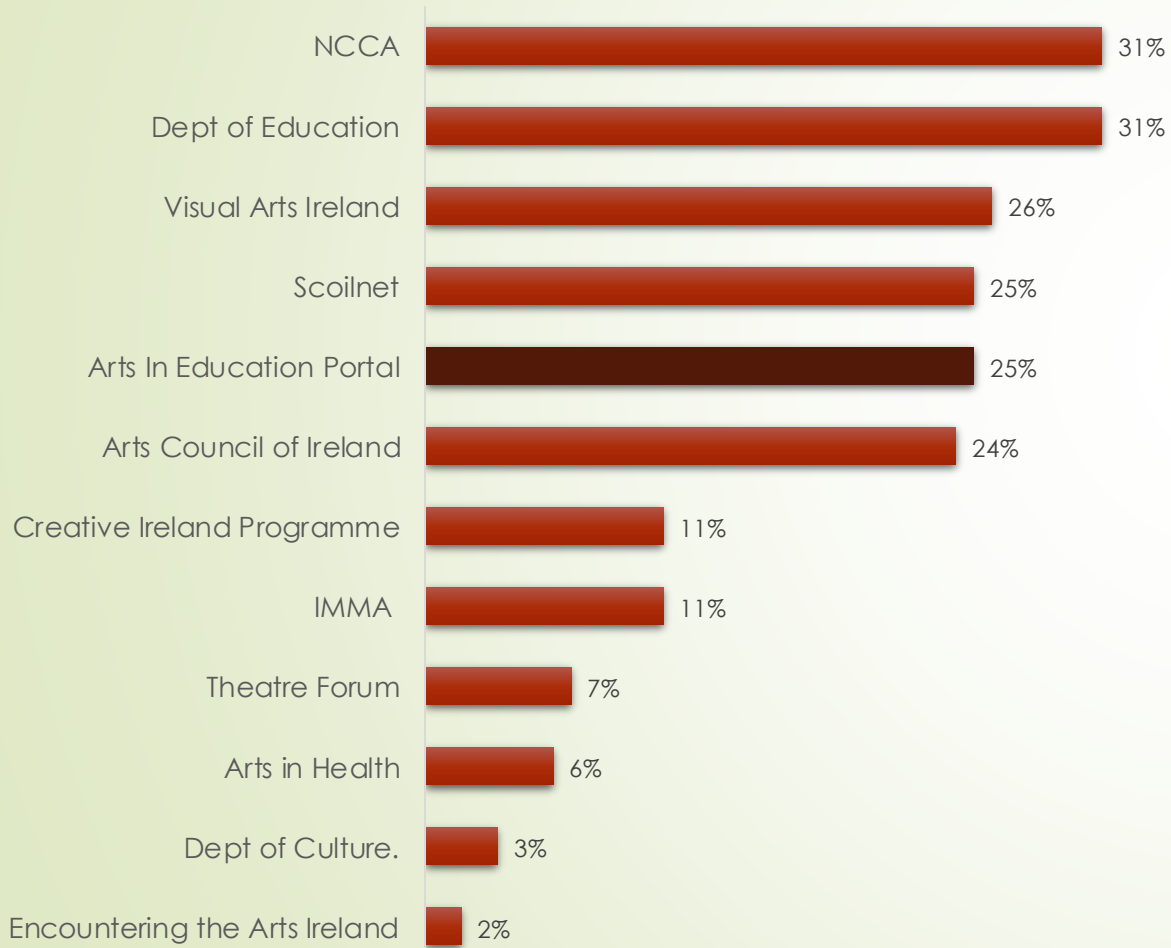
- 62% go to artsineducation.ie to find information on arts in education initiatives
- 57% go there to get inspiration from exemplary projects
- 48% use it to find out about news and events
- 44% are looking for opportunities for funding and jobs/training
- 53% visit the site at least once a month.
- Arts administrators visit once every two weeks compared to artists and art teachers visiting once every three weeks



# Online information sources found most useful

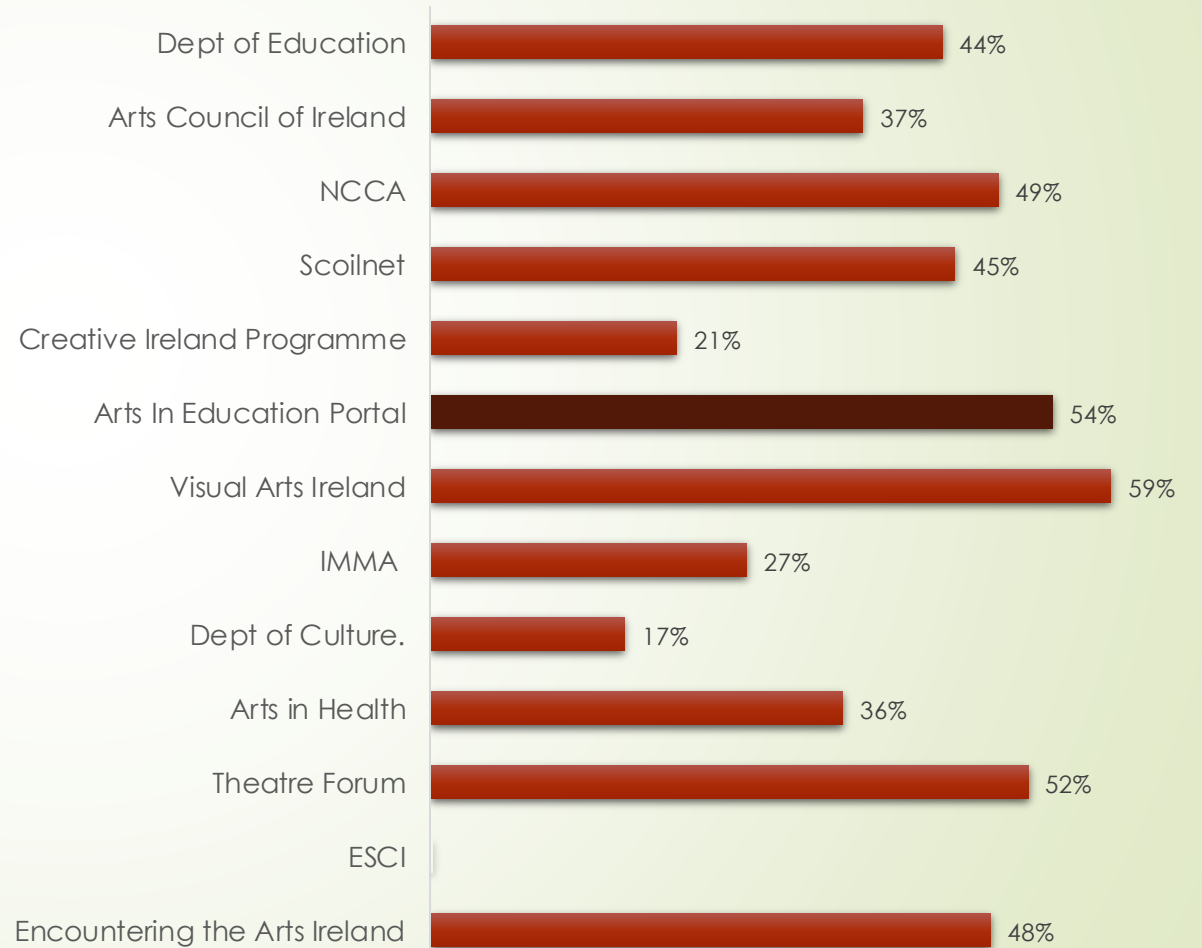


Online information sources found most useful



N=156

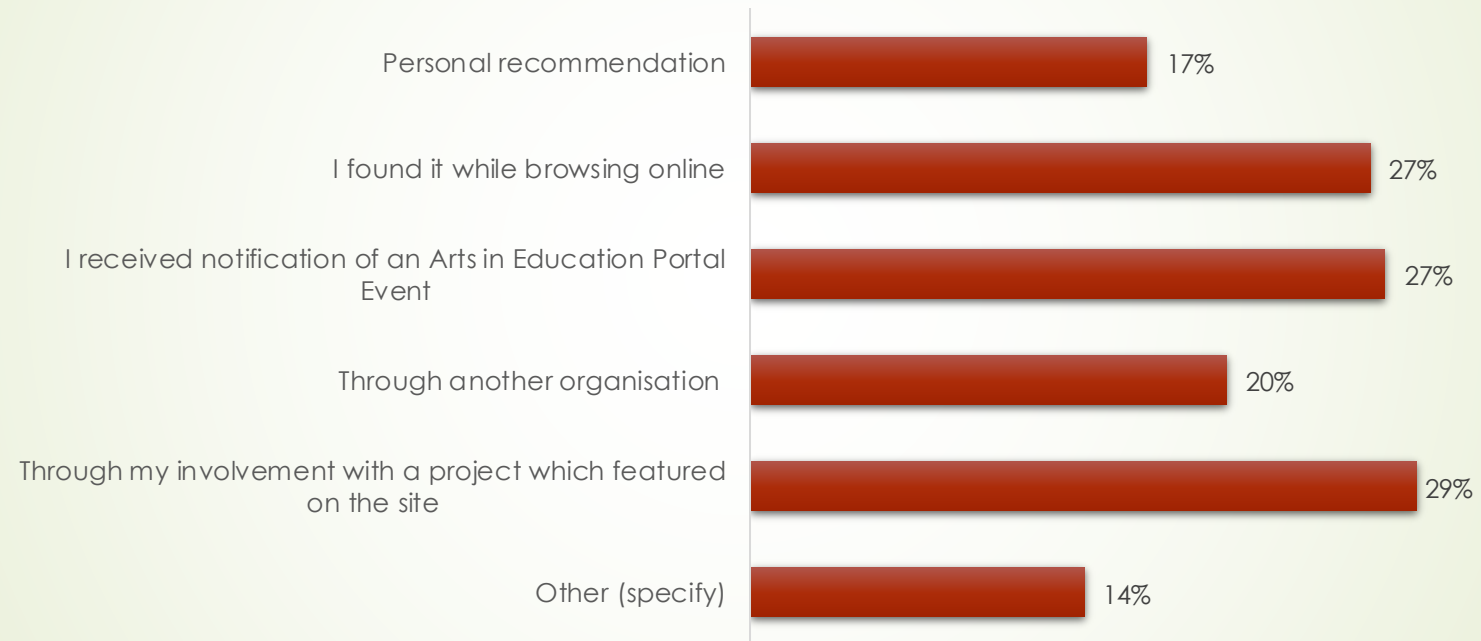
Proportion of those ever using a site who find it most useful



# How people first heard about Artsineducation.ie



## How did you first hear about artsineducation.ie?



### Evaluation of site content

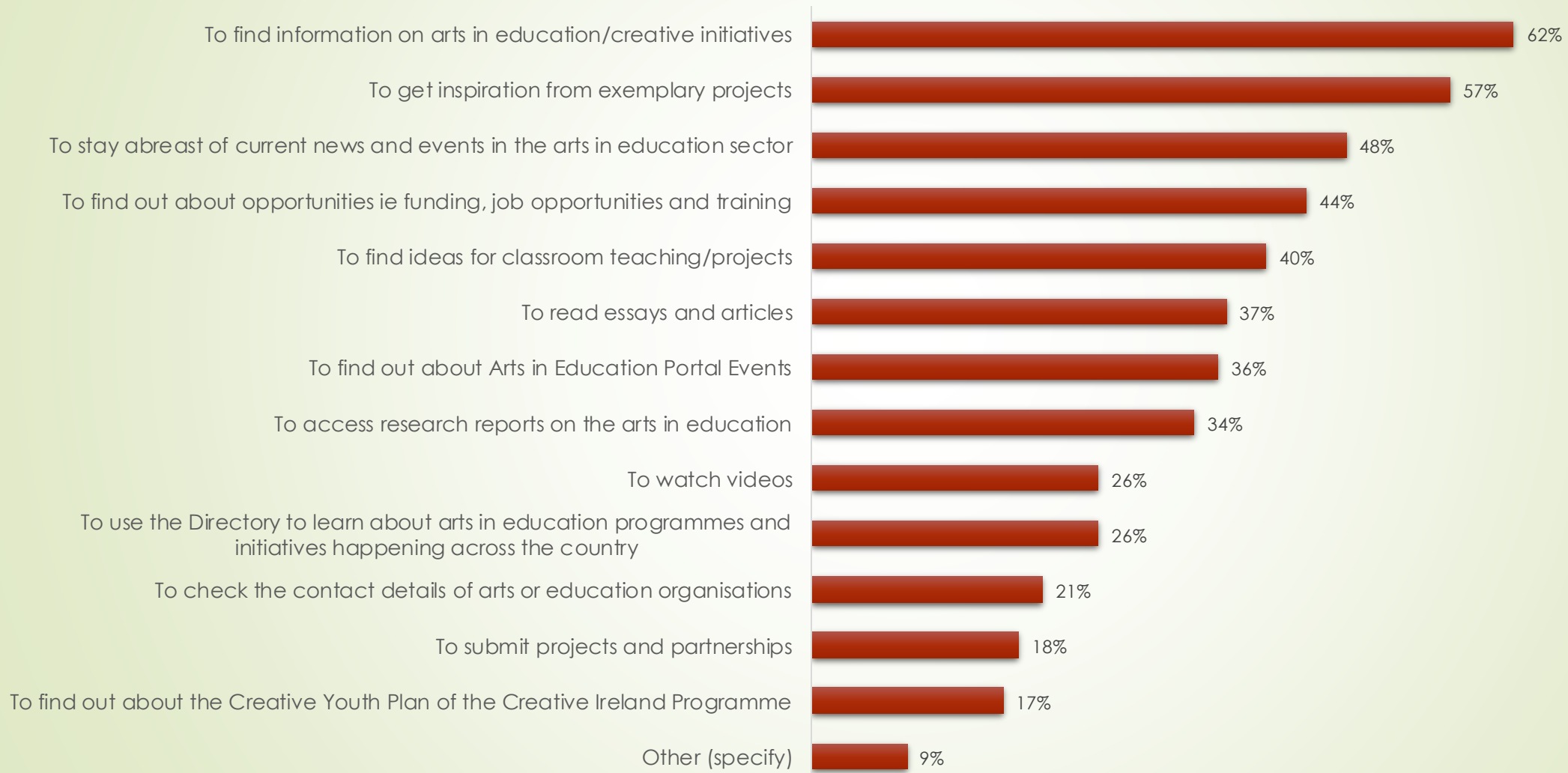
- **The majority rate artsineducation.ie as excellent or good** – most positive about it being up-to-date (mean 4.03 out of 5), accurate (4.09) friendly (mean 4.14) and relevant (4.02).
- The lowest score (3.76) is for being easy to find what you want, closely followed by value to my work (3.79).
- The site is seen as professional (63%), engaging (51%), friendly (42%), varied (39%), and up to date (31%)
- It isn't considered in-depth (10%), stylish (7%) or fresh and dynamic (16%) by many people.
- **Around 80% consider that all the area titles reflect their content very or quite well.**
- The most appropriate title is Projects/partnership – 46% rate it as reflecting the content very well
- The least so is Reading room (32%).

### Arts in Education Portal Events

- **54% have heard of the National Arts in Education Portal Day** (ie 75% of those who are aware of Arts in Education Portal).
- **Of those aware of the event, 51% have attended it**
- 22% have attended a Regional Portal Day.
- Of those attending an event, 40% rated it as excellent and 37% rated it as good.

## Main reasons for visiting the Portal

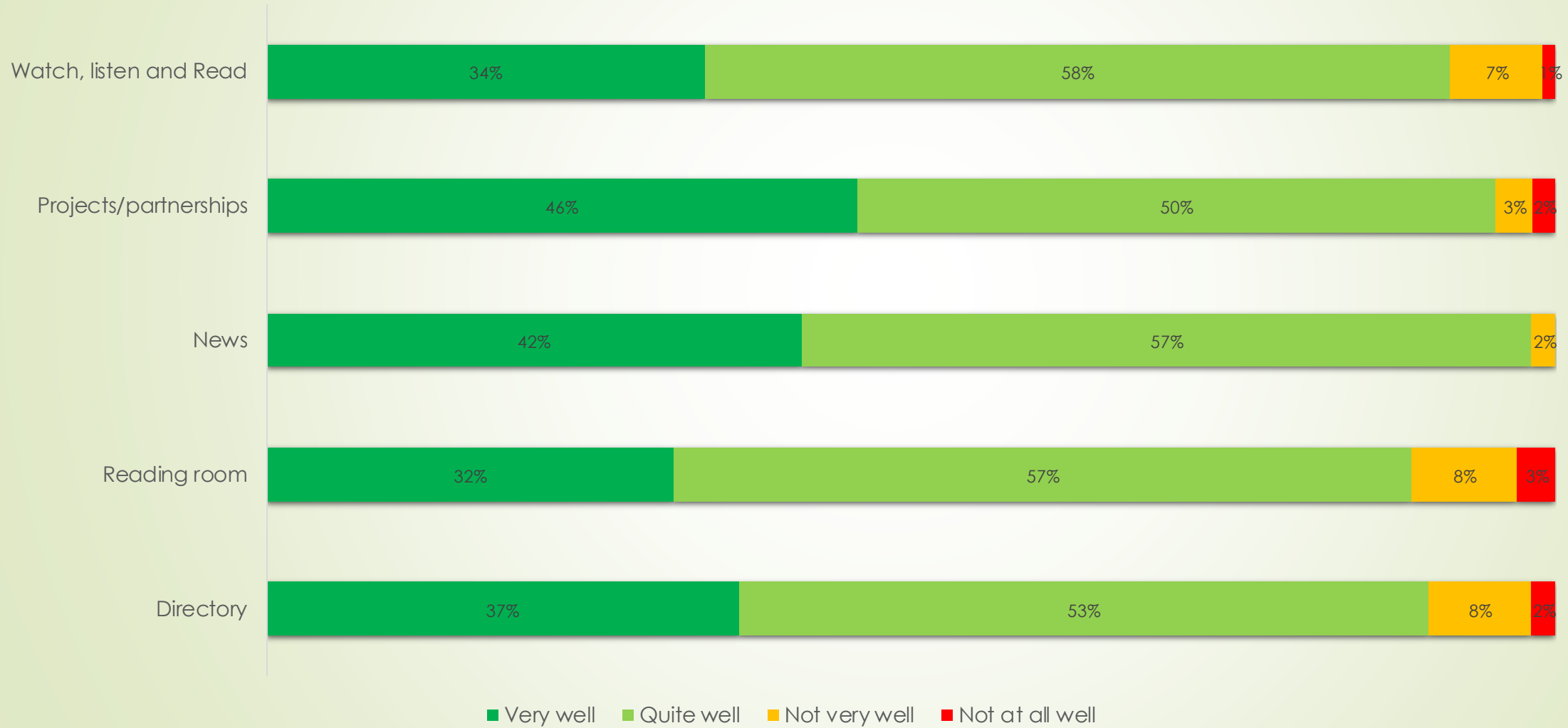
What are your main reasons for visiting artsineducation.ie?



# How well the area titles reflect their content



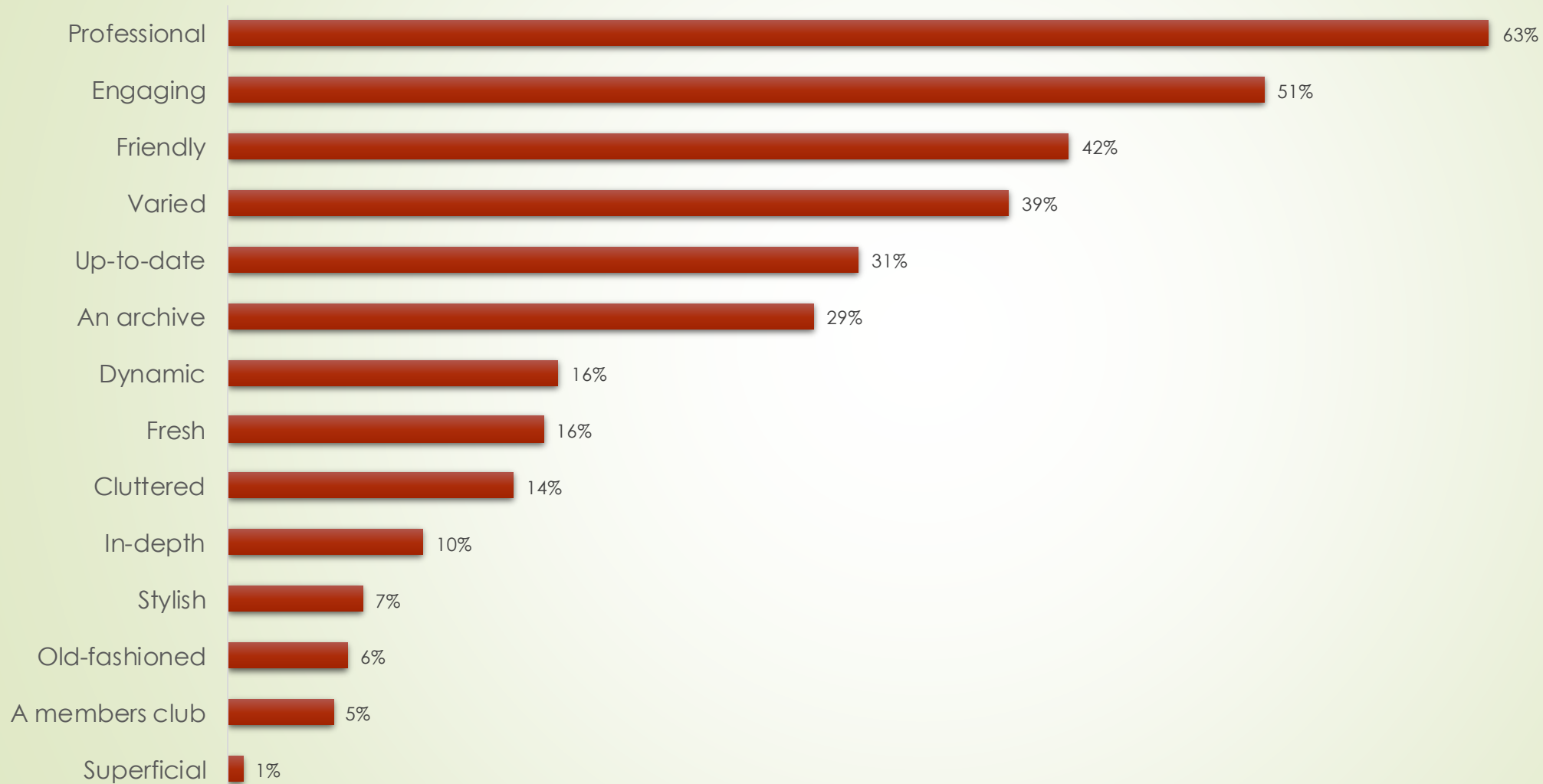
How well would you say these area titles reflect their content?



# Words used to describe the feel of the Arts in Education Portal



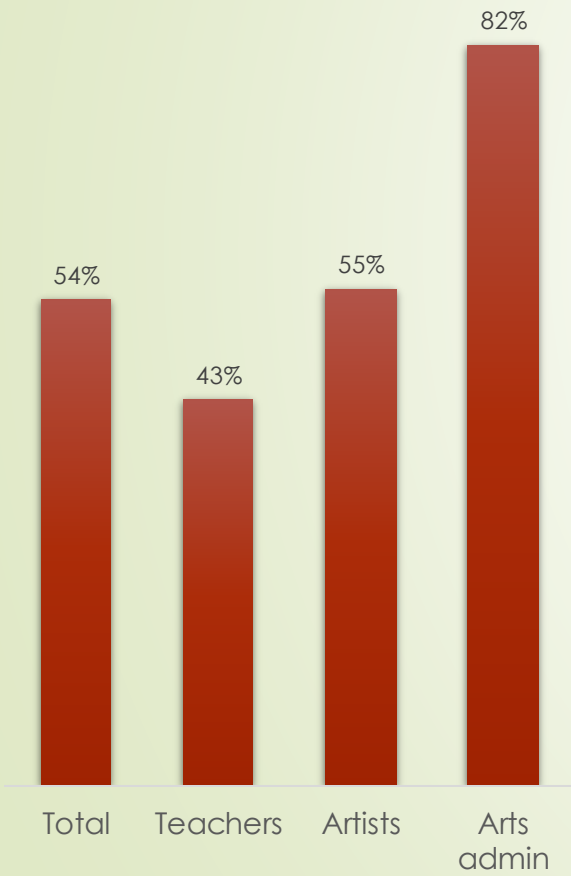
Which of these words and phrases would you use to describe the 'feel' of the Arts in Education Portal?



# Arts in Education Portal Events

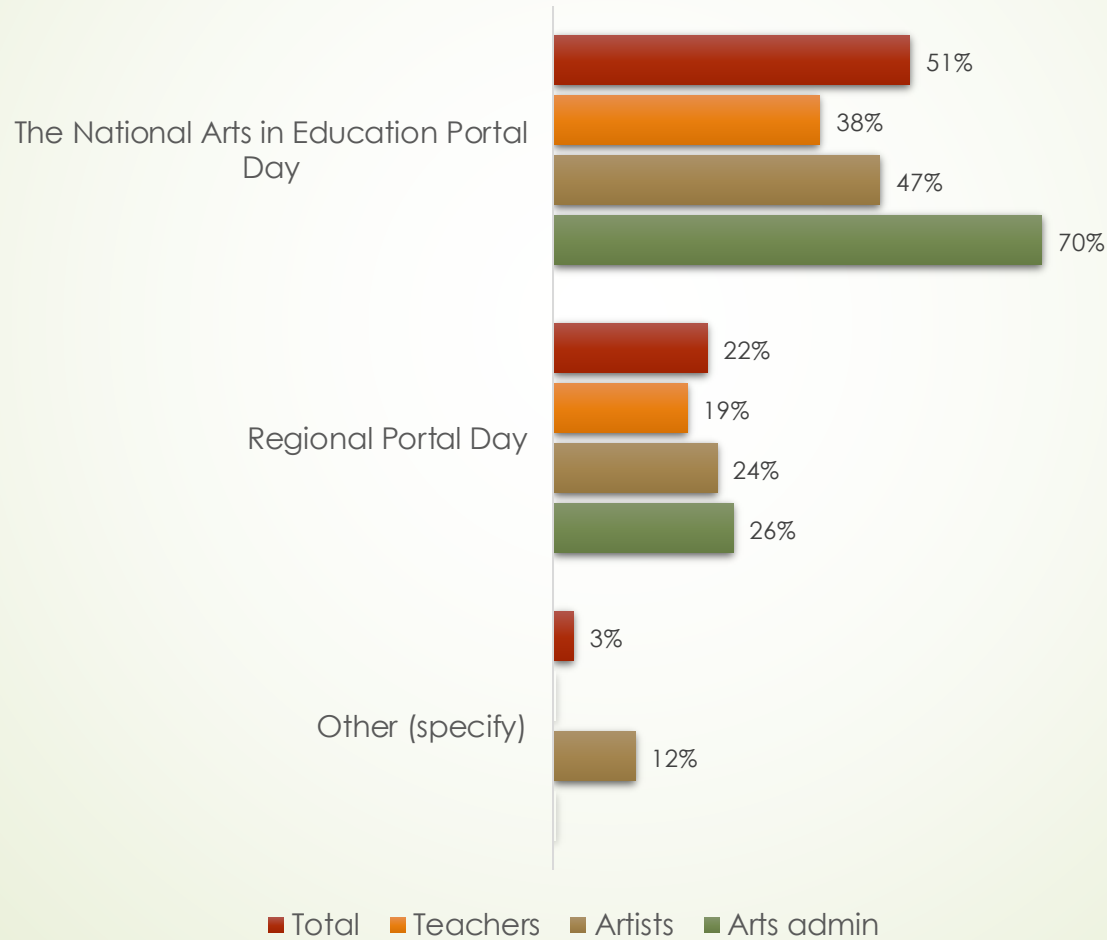


Have you heard of the National Arts in Education Portal Day?



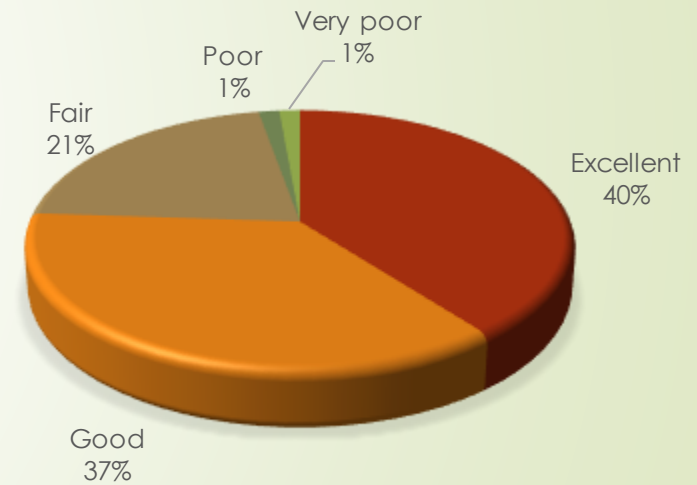
N=155

Have you ever attended an Arts in Education Portal Event?



N=80

How would you rate the last event you attended

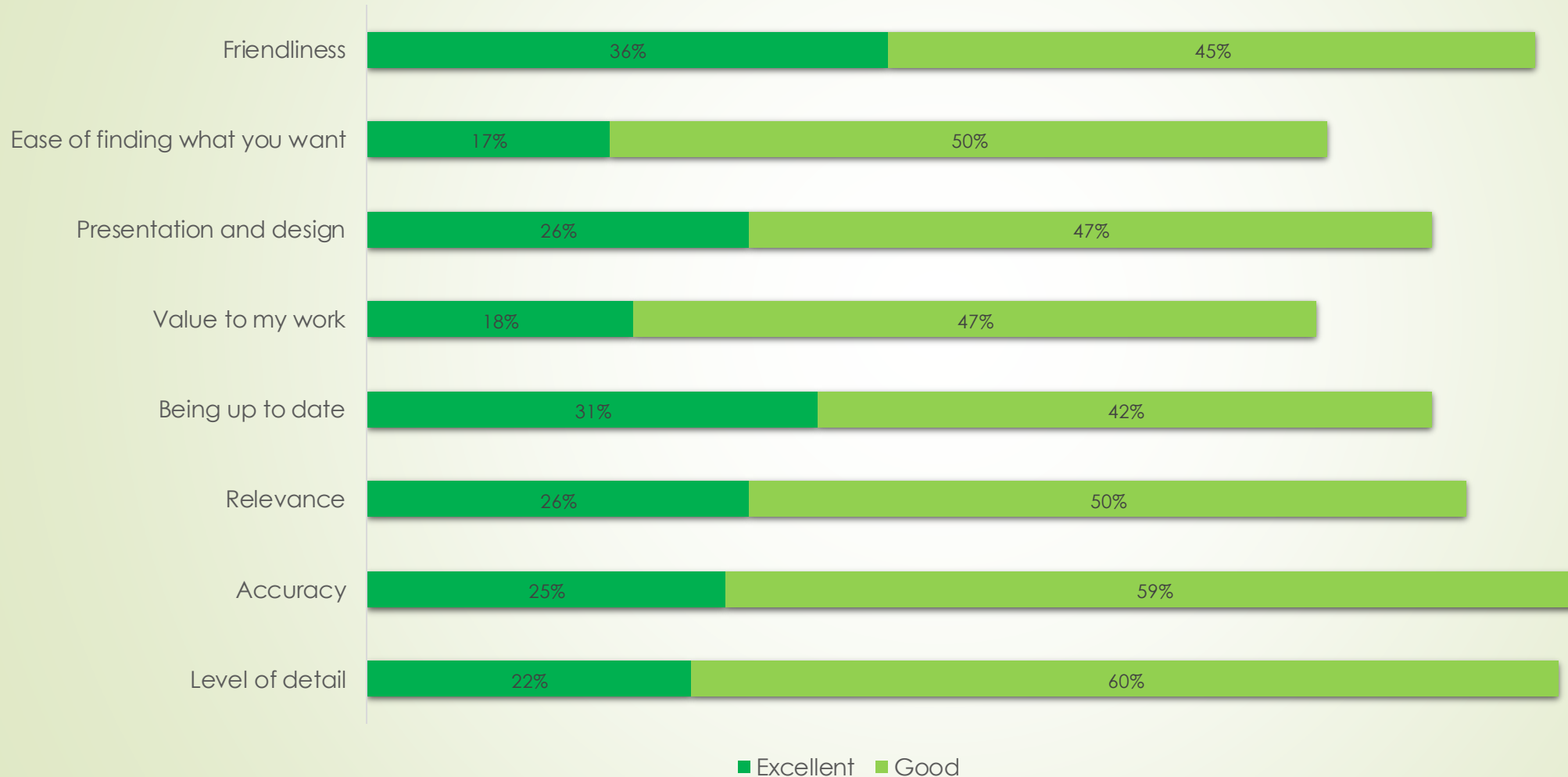


N=79

# Rating the experience of artsineducation.ie



How would you rate your experience of artsineducation.ie?

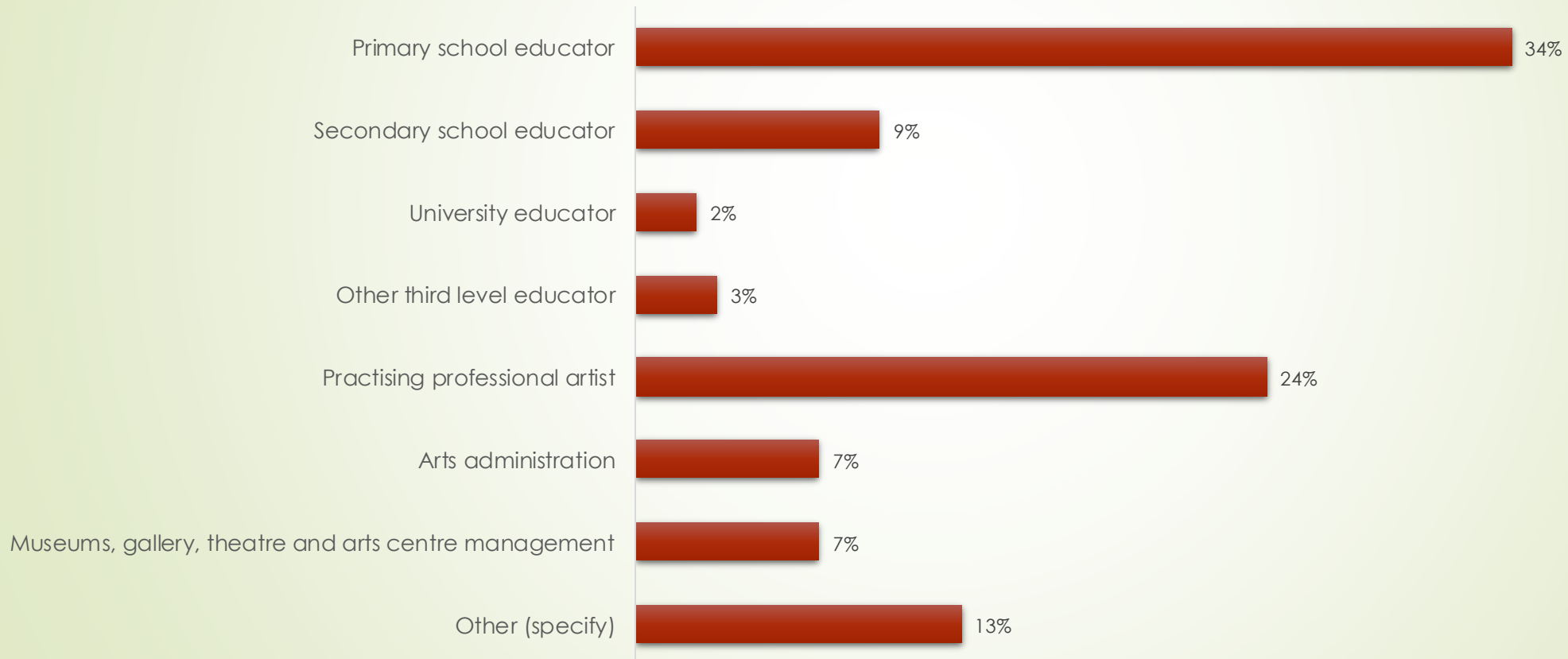




## The job roles of respondents

A third of all respondents were primary school teachers and one in four was a practicing artist. Arts administrators and managers of museums, galleries and arts centres represented 14% of the sample, and half of this segment was represented by 'other' roles.

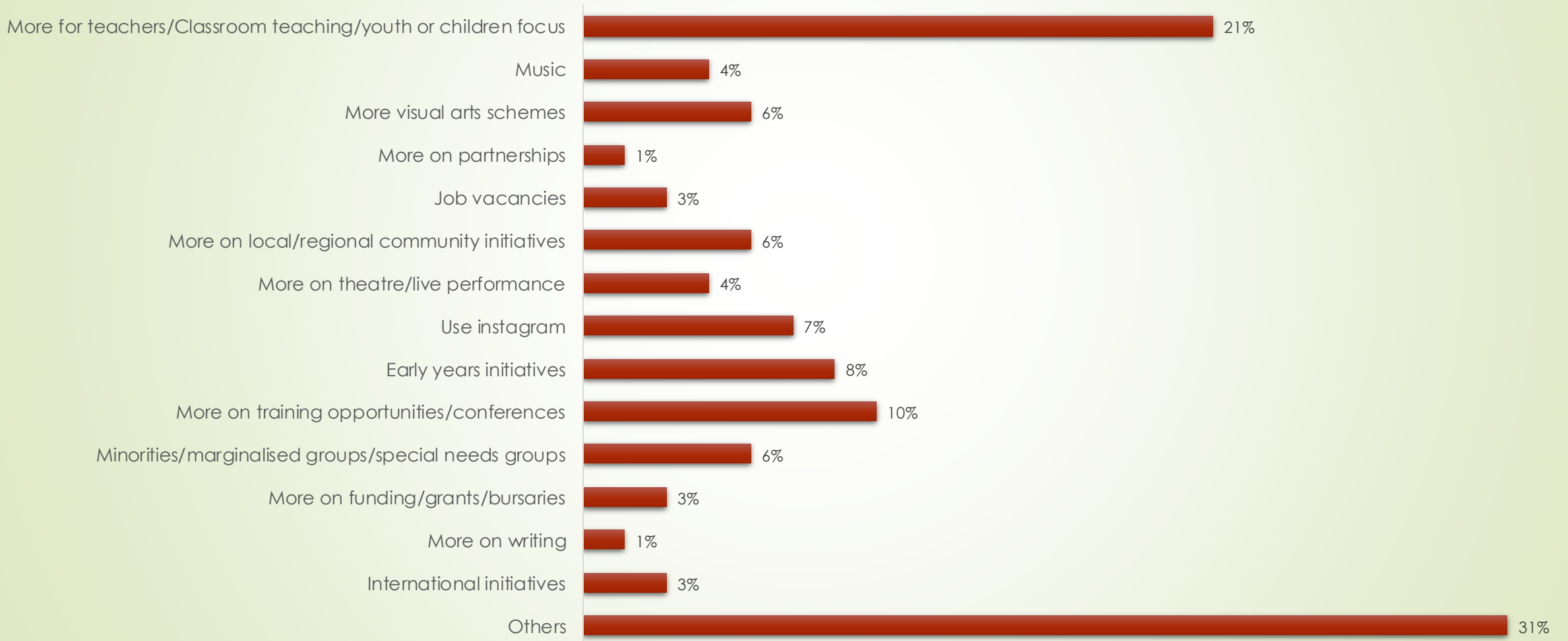
In which of these roles do you work? If more than one, please choose the sector which represents your main role?



## Additional coverage and new formats sought



What topics and coverage would you like to see added to the Arts in Education portal? What, if any, arts media/formats might be added?



See appendix for full transcription.