

The Impact of
Valletta 2018 on the
European Identity
of the Maltese
population



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INTRODUCTION

- In October 2012, the City of Valletta declared European Capital of Culture (ECoC) 2018
- Hosting ECOC requires consistent, accessible and comparable research and evaluation linked to culture. (European Capitals of Culture Policy Group, 2010).
- European dimension a key aspect of the European Capital of Culture (ECoC) programme (European Parliament, 2006).
- Assumption that by hosting a ECoC, feelings of “European-ness” will be enhanced among members of the host community.

INSIGHTS FROM THE LITERATURE

1. “European identity”: an inherently elusive concept, stable in nature and systematic analysis, comparison, and replication complicated by context-specific issues.
2. Studies of European identity traced back to classic studies of European integration (e.g. Deutsch, 1953).
3. Recent, authoritative, large-scale comparative research (Bellucci and Sanders, 2012) envisages identity to be complex in nature resulting from the interaction of three interrelated components:
 - a. Identity, or the feeling of belonging to the European Union
 - b. Representation, extent to which actors that EU provides representation of interests
 - c. Scope, or the degree to which actors would like the EU jurisdiction on policies

INSIGHTS FROM THE LITERATURE

- Although the development of a European (cultural) identity always was a clear goal of ECoC programmes, analysis of their impact on identity mostly neglected. Most such studies analysed as action, discourses, and frames in ECoC.
- Multi-dimensional and longitudinal monitoring increasingly the norm (Richards, 2015)
- A recent pan-European study (Steiner et al., 2014) which did examine the effects of hosting ECoCs over time and across a number of ECoCs finds that this necessarily improve wellbeing in the host country - environmental deterioration, crowding-out of public investments, mis-matched infrastructure, crime, and housing affordability (Steiner et al., 2014).

CONTEXT - MALTA

- Contemporary research on Malta's European identity focused on the impact of Europe on the complex, multidimensional identity of the country (Baldacchino, 2002; Cini, 2000).
- Maltese society relatively lukewarm in comparison to other new EU members (Pace, 2011). Recent studies found evidence of an increased positive image Europe (Carammia and Pace, 2015).
- Ahead of hosting the ECoC, both active and passive participation were generally lower in Malta than in other EU countries with few exceptions (Briguglio and Sultana 2015).

QUESTION AND HYPOTHESES

Key research question: What is the impact of the capital of culture initiative on the European identity of the Maltese society?

- H1. The impact of Valletta 2018 on the European-ness of Malta's society is conditional on the definition or dimensions of European-ness: Impact will be more visible on rational/instrumental and political dimensions rather than on affective dimensions of European-ness (*ceteris paribus*).
- H2. The impact of Valletta 2018 on the European-ness of Malta's society depends on the type of participation and degree of involvement in ECoC. More intense and active exposure to Valletta 18 initiatives will have a stronger impact on the feeling of European-ness (*ceteris paribus*).

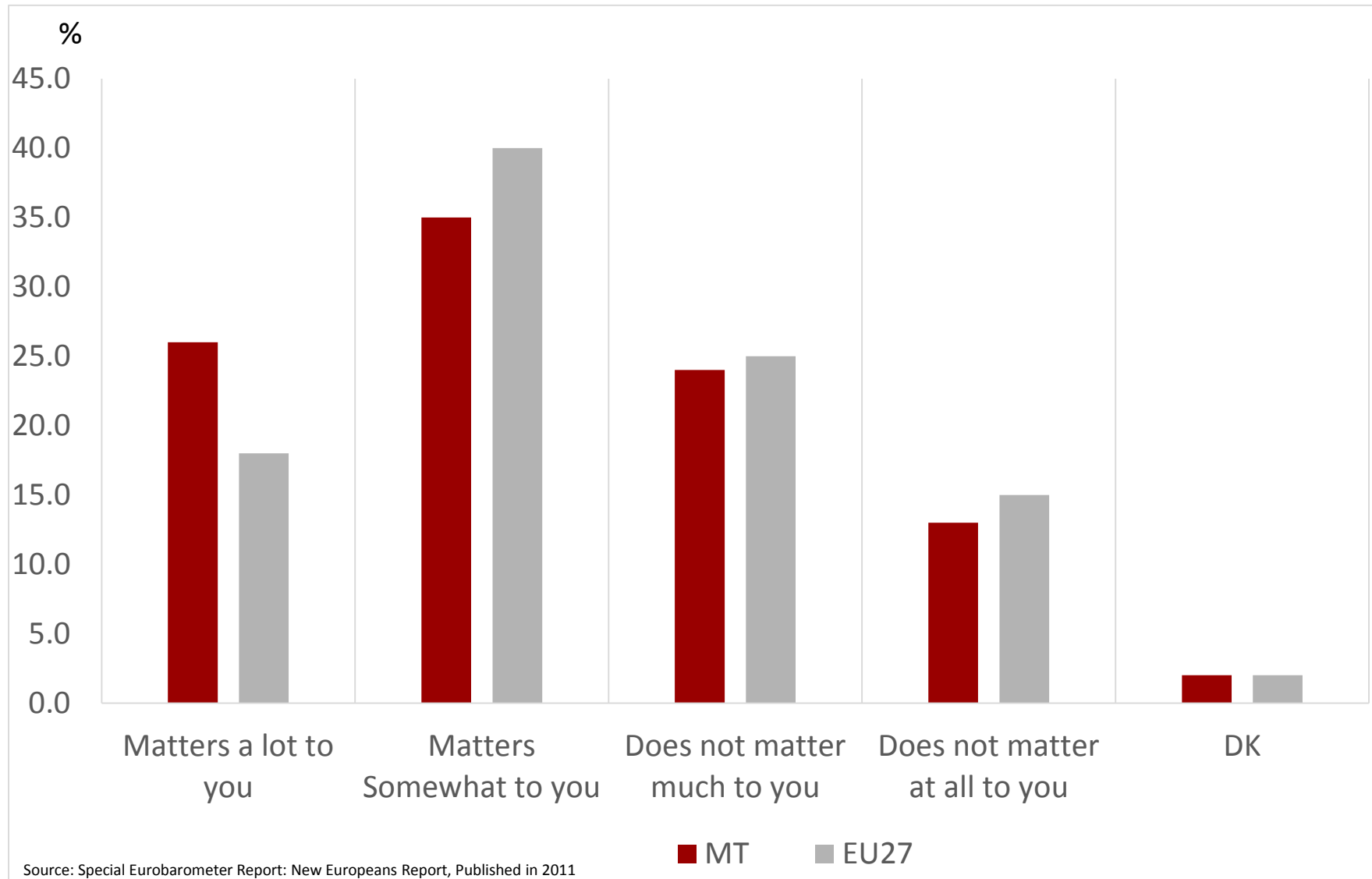
RESEARCH DESIGN

Mixed-method approach spread over a five year (2015-2019)

- 1. Literature review and desktop analysis for context:** Desktop research allows us to benchmark the study and contextualise it within time (trends to date) and space (European averages).
- 2. Longitudinal quantitative survey:** Designed to achieve goals of standardisation, replication, comparability, and robustness using comparable, verifiable constructs
- 3. Focus Group analysis:** To understand the nuances which the numbers may not reveal. The question of feeling European is inherently complex.

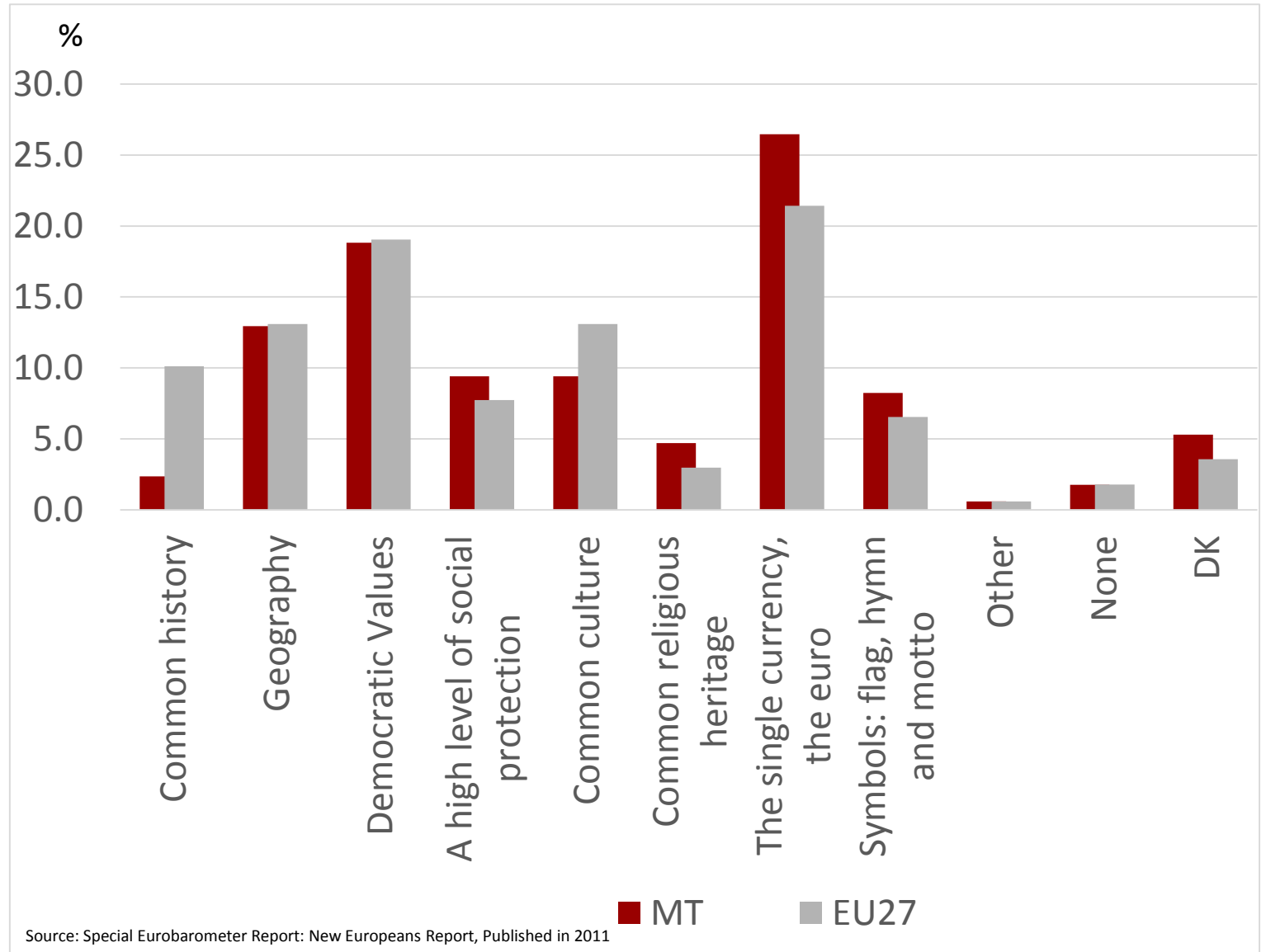
FINDINGS: ON IDENTITY

A higher percentage of Maltese respondents (relative to European Average) who answer that being European matters a lot.



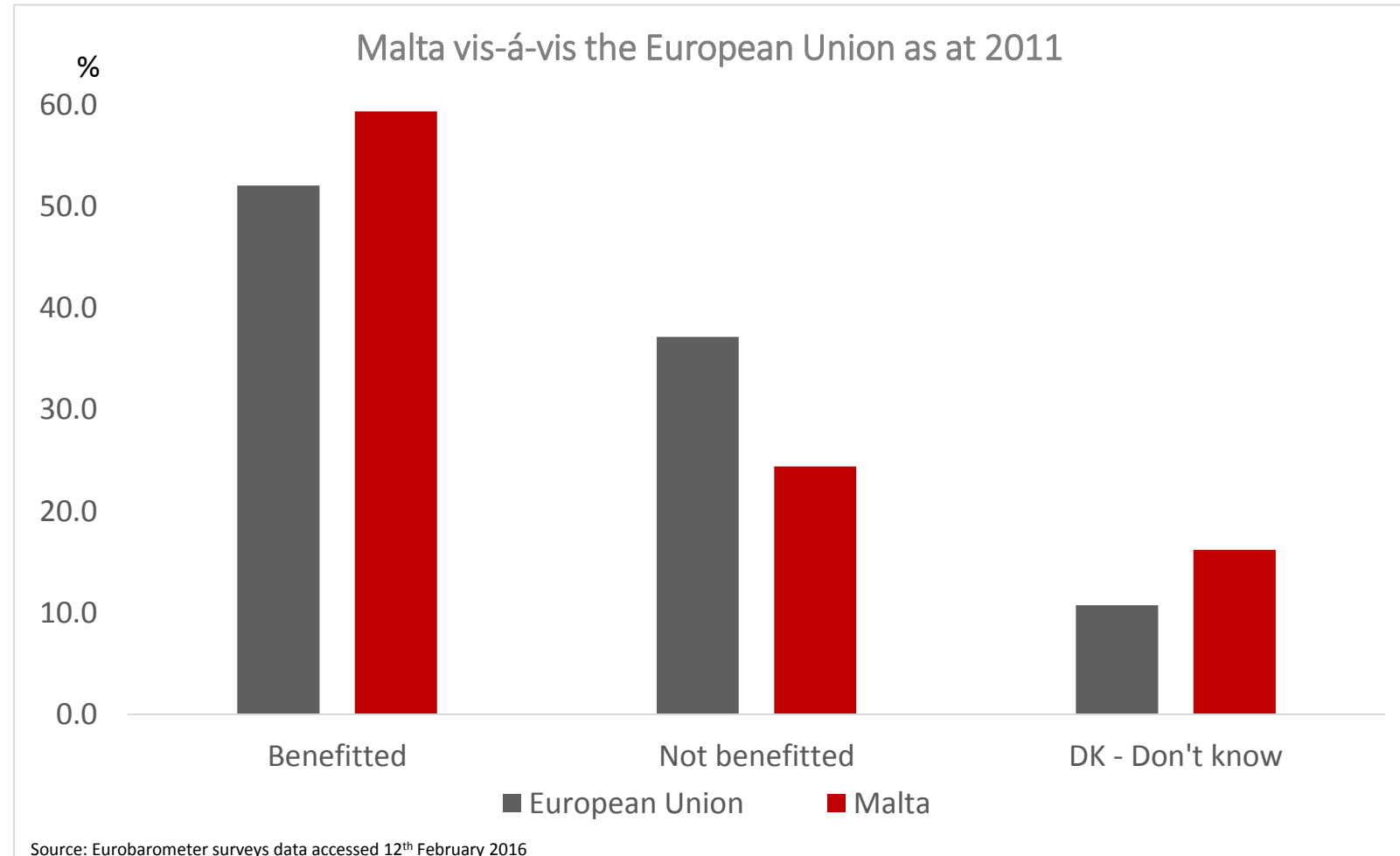
FINDINGS: ON IDENTITY

The factor which has strongly determined European Identity is the common currency in contrast with other determinants like a common culture or symbols.



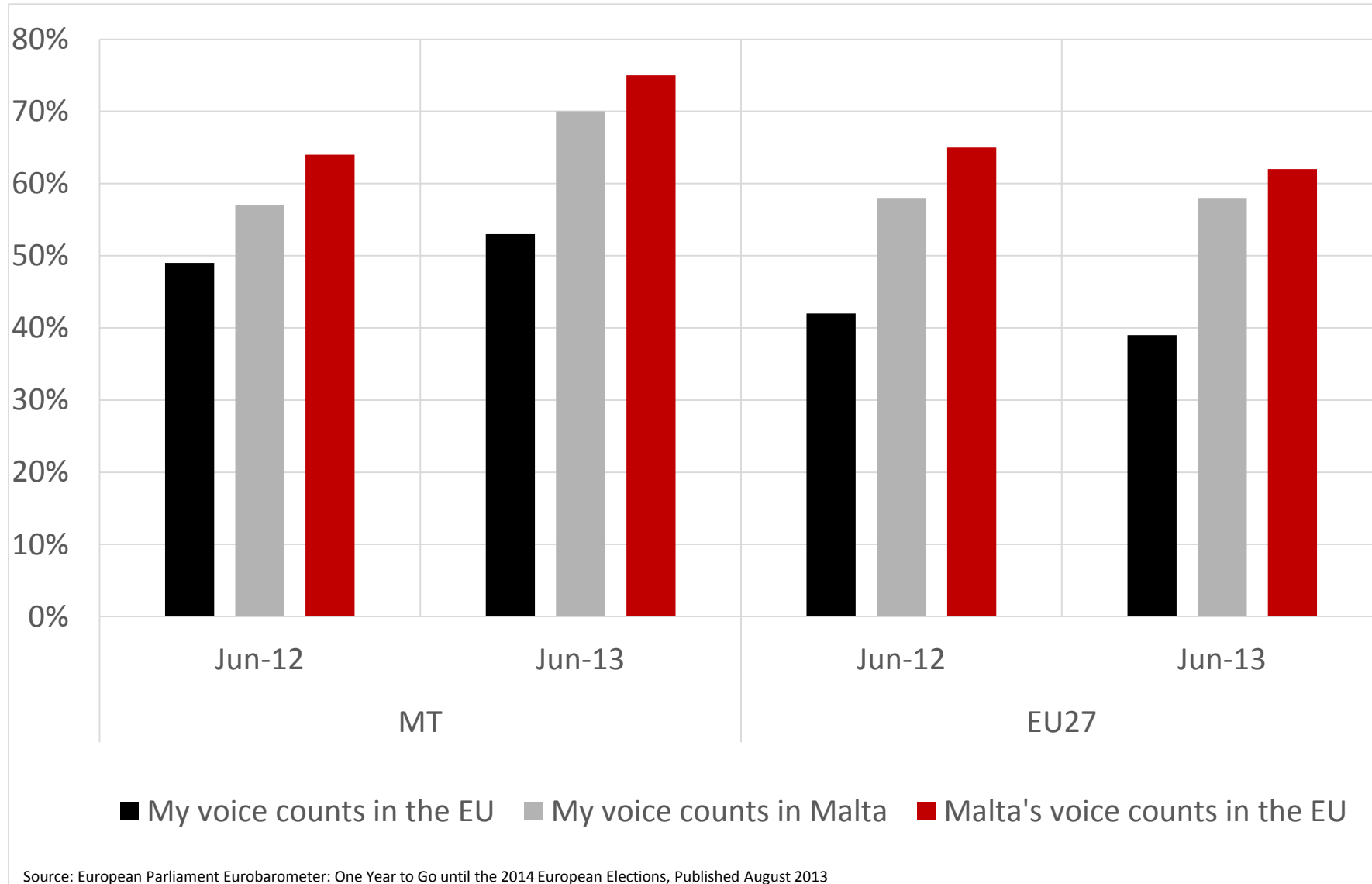
FINDINGS: ON REPRESENTATION

Only a minority of Maltese people feel that Malta's membership to the EU was a bad thing, and fewer than EU counterparts. The majority feel that EU membership was of benefit to Malta. They also feel that they benefitted personally.



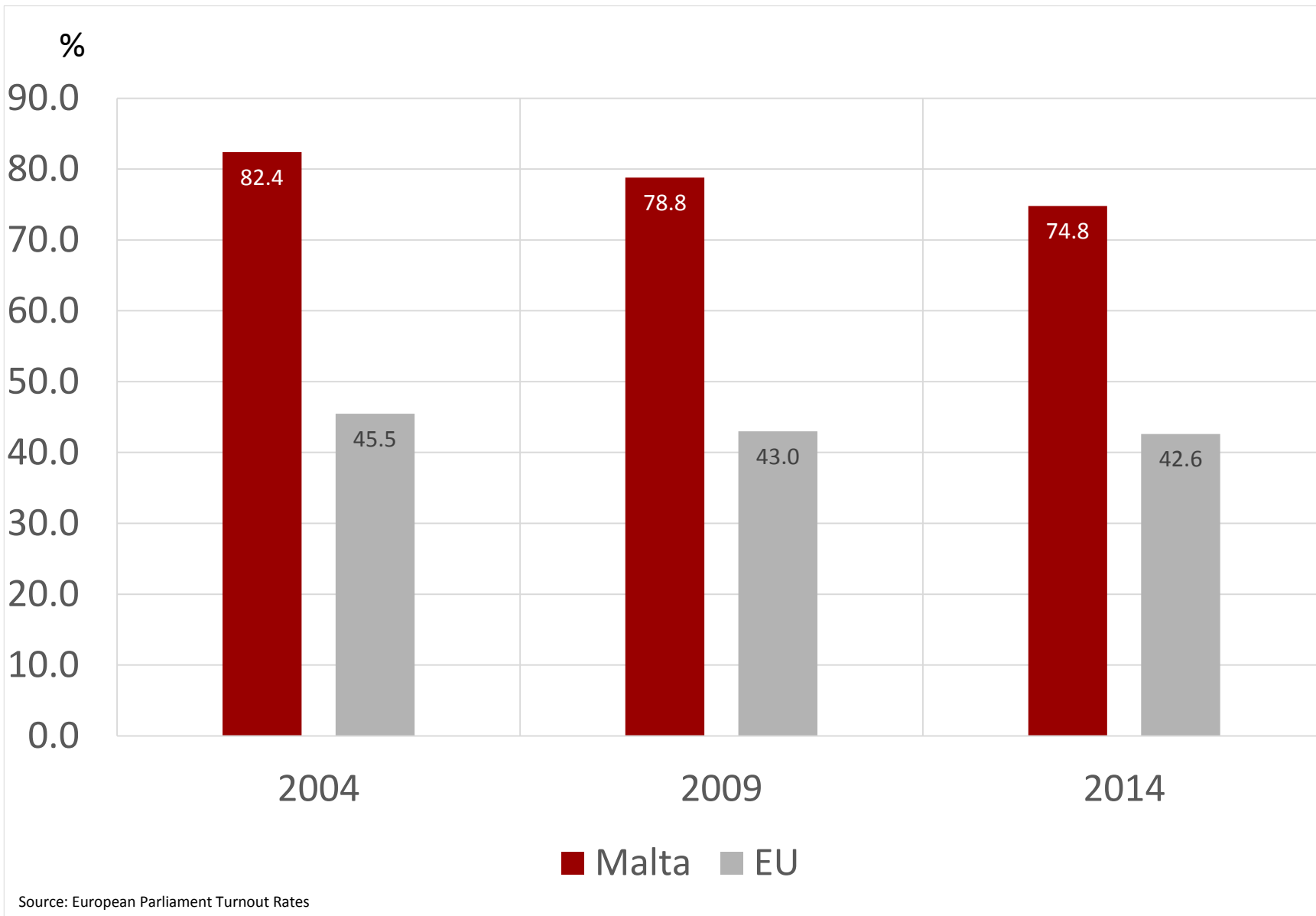
FINDINGS: ON REPRESENTATION

Maltese people feel that their voice counts more when compared to the EU average.



FINDINGS: ON REPRESENTATION

Voting for EP elections: Malta has a higher turnout rate when compared to the EU average. This is on a declining trend as is the case for the EU average.

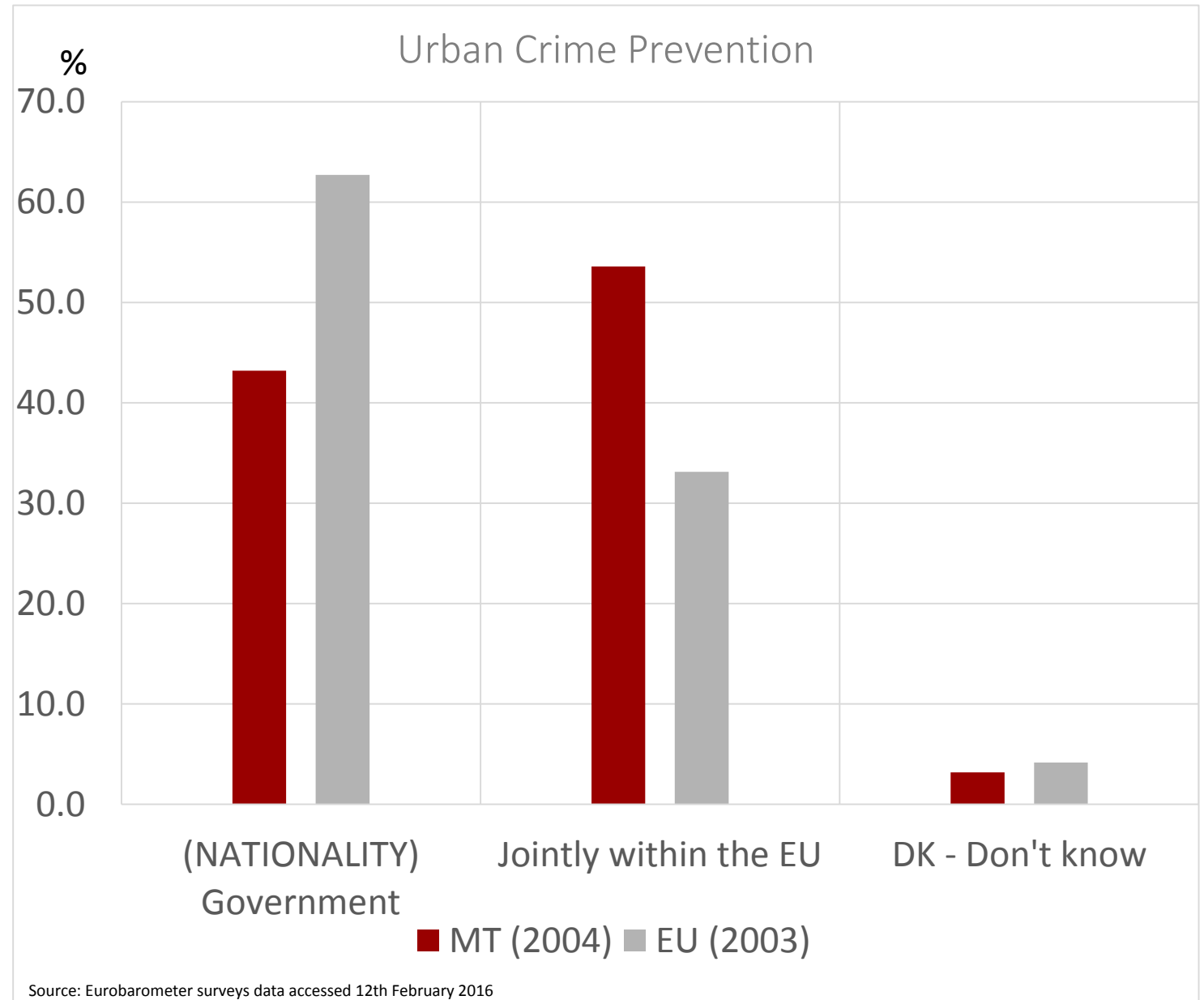


FINDINGS: ON SCOPE

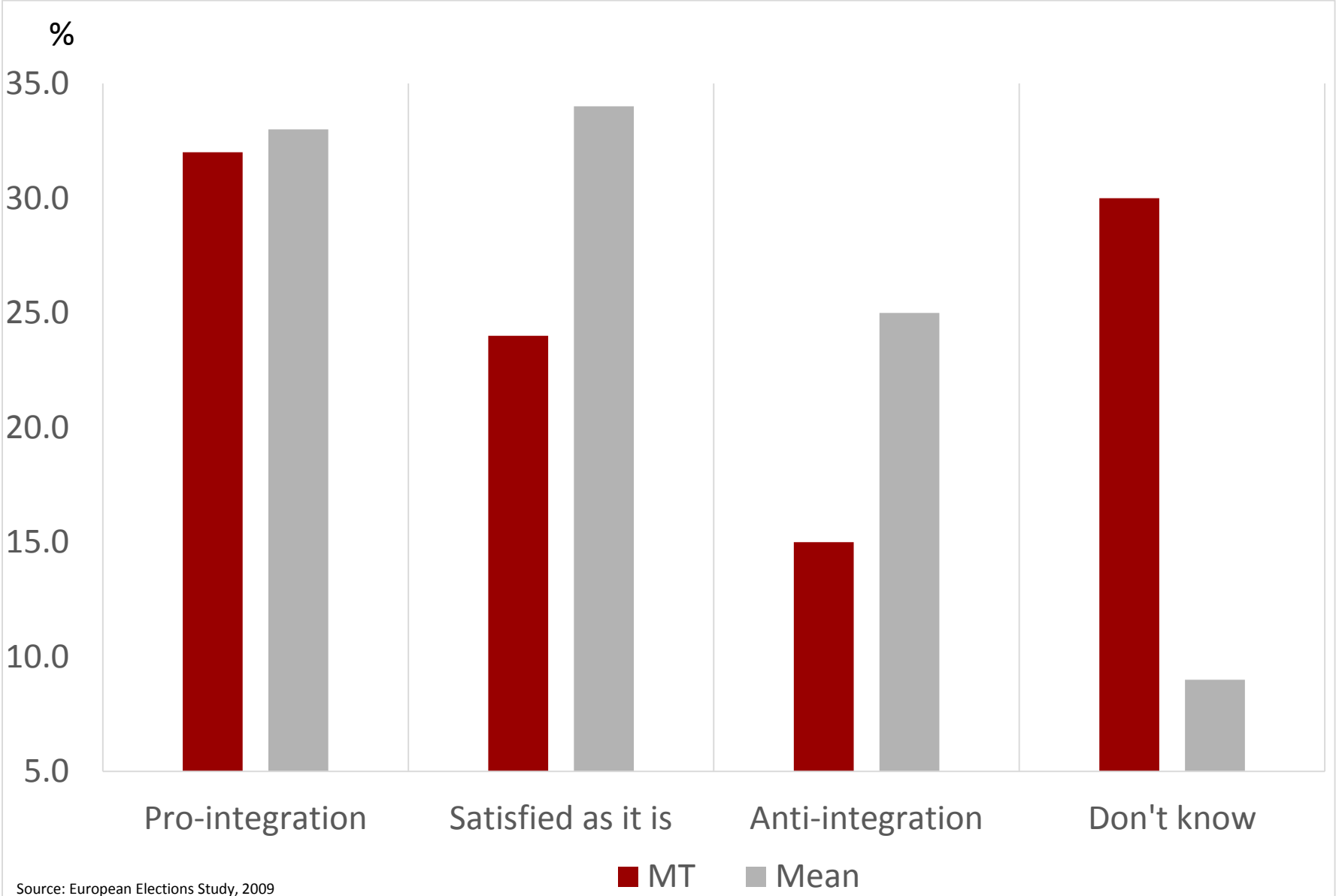
The Maltese believe that national government should remain responsible for unemployment policy and for health and social policy (just like their EU counterparts). On agricultural matters, the Maltese tend to expect sole representation.

On environmental and on urban crime matters, the Maltese expect joint responsibility.

In contrast many more Maltese expect the EU to intervene on migration.



FINDINGS: ON SCOPE

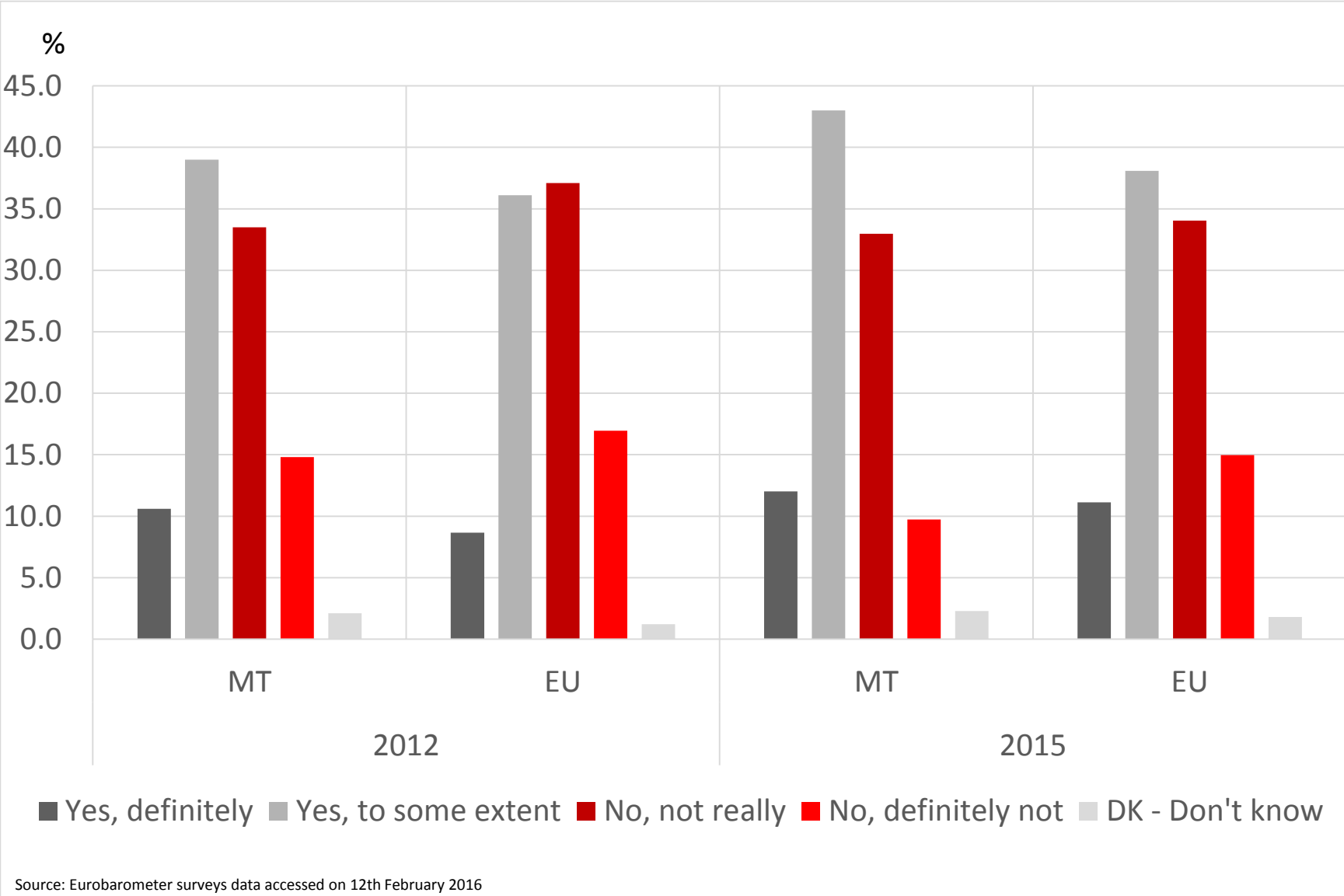


A higher percentage of Maltese respondents did not answer the question on further integration, when compared to the mean. When compared to the mean, Malta has a lower share of people who think that the EU should remain as it is.

Source: European Elections Study, 2009

FINDINGS: ON EU AWARENESS

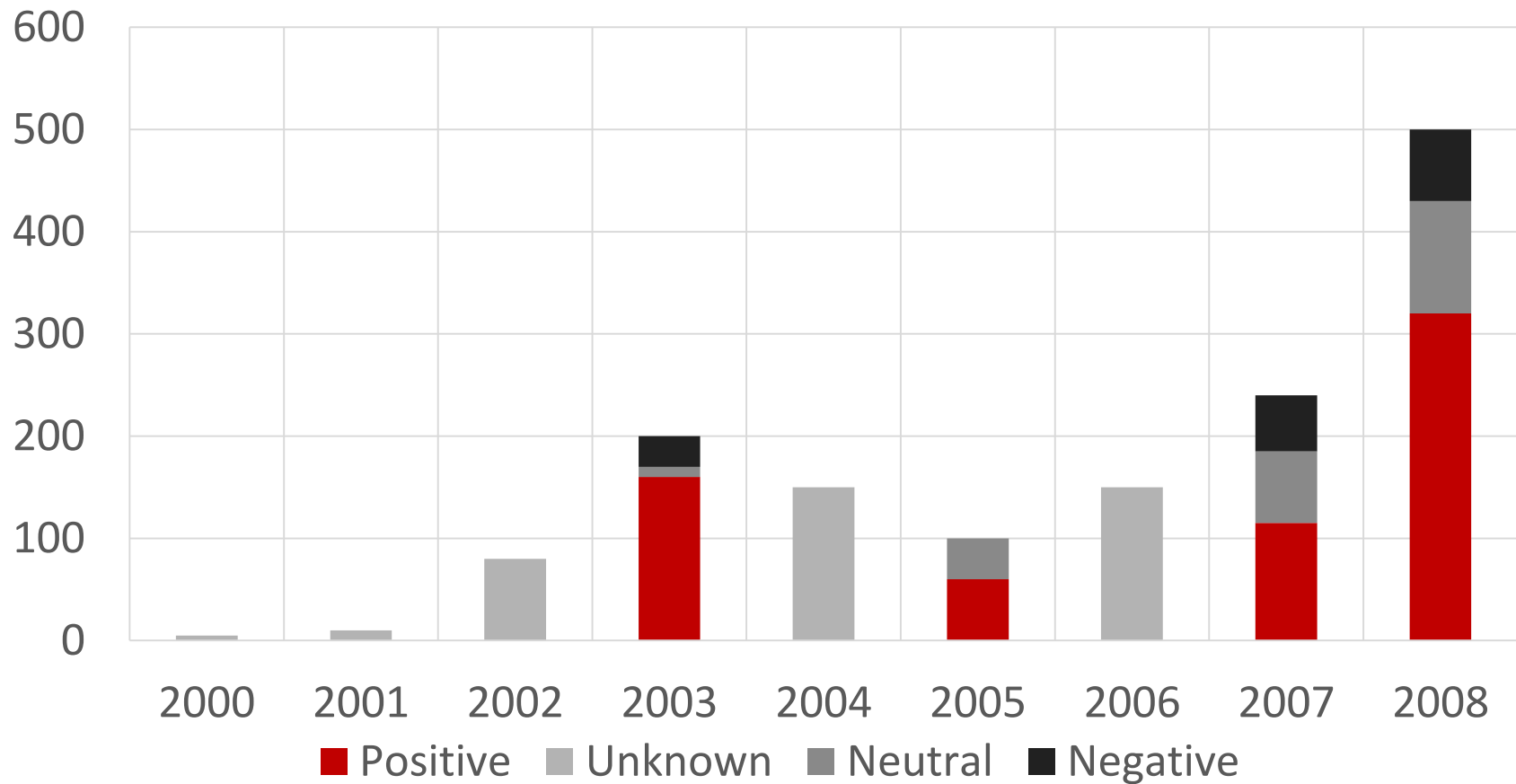
An improvement in knowledge observed between 2012 and 2015 for Maltese respondents. In 2015, Maltese respondents felt more knowledgeable about their rights as EU citizens when compared to EU counterparts.



Source: Eurobarometer surveys data accessed on 12th February 2016

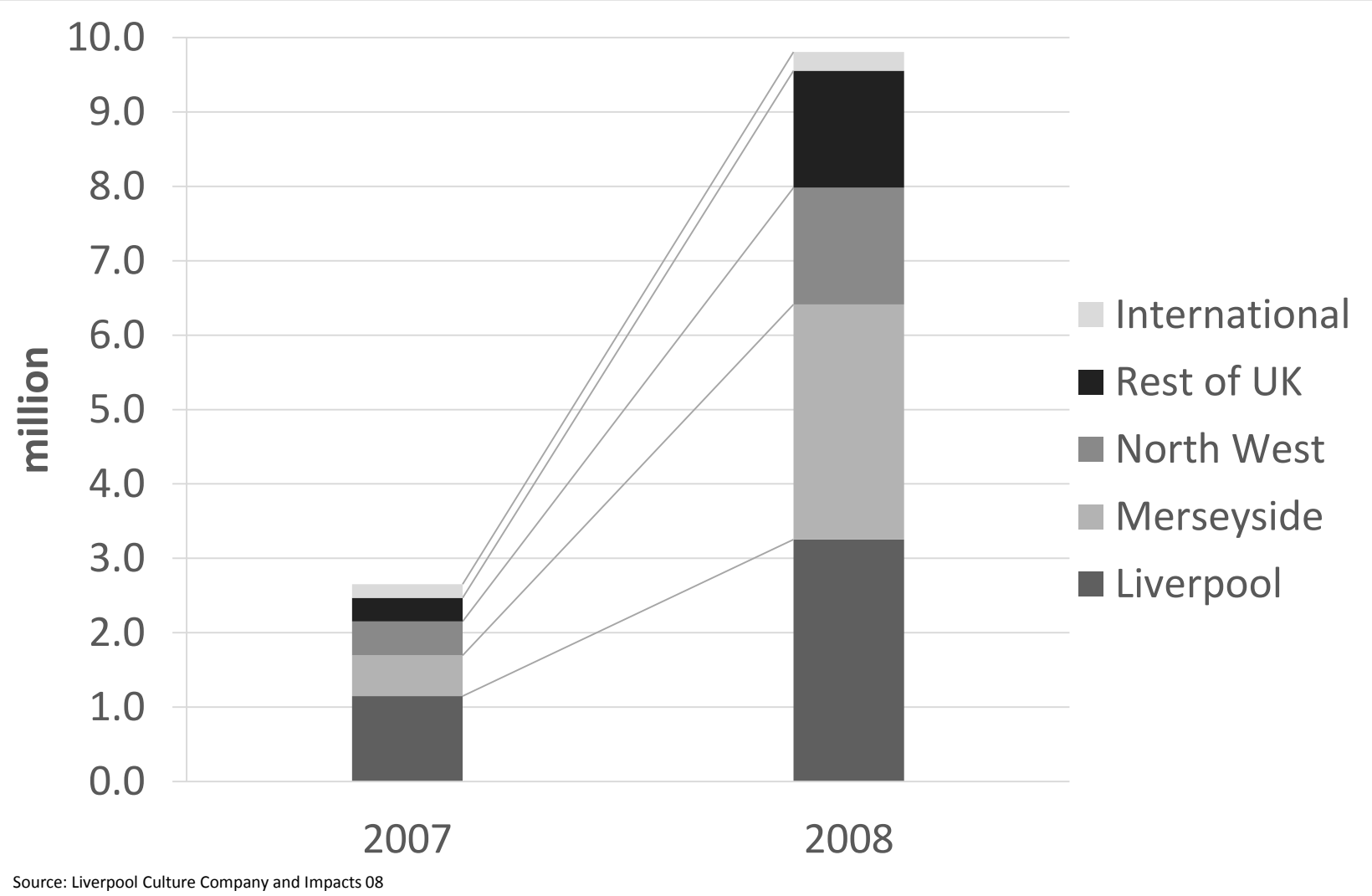
FINDINGS: ON ECOC EXPOSURE

Number and tone of national press articles mentioning the Liverpool ECoC



Liverpool: Increase in the number of positive articles on Liverpool as the European Capital of Culture. In 2008, the share of negative article to total articles declined significantly when compared to 2007.

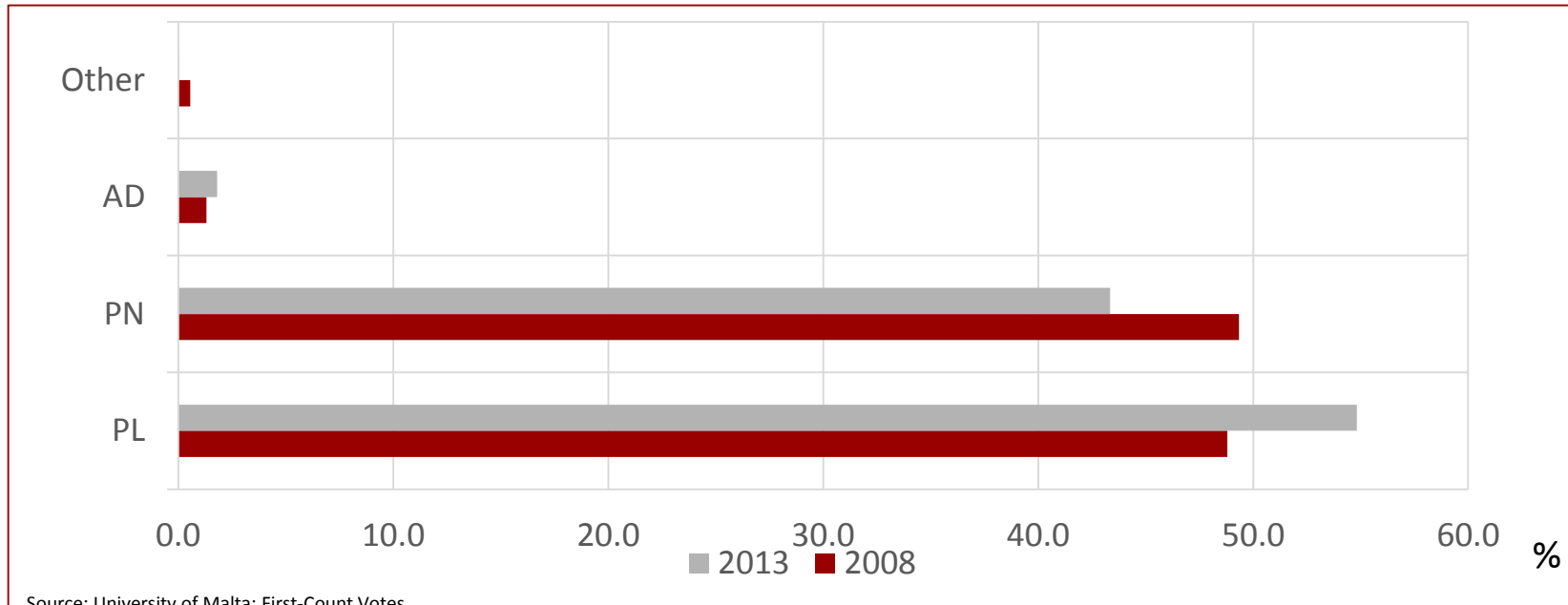
FINDINGS: ON ECOC EXPOSURE



10 million was the audience attending Liverpool ECoC events in 2008. Other reports published at the end of 2008 referred to 15 million people “attending a cultural event or attraction” in 2008. This involves activity beyond the official ECoC programme.

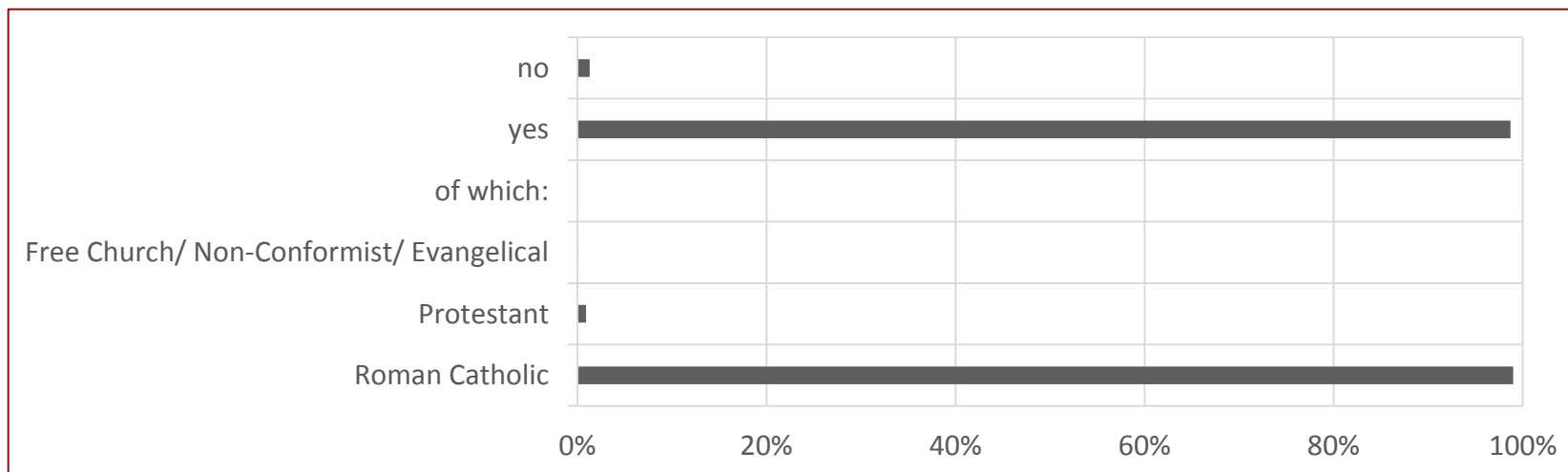
Source: Liverpool Culture Company and Impacts 08

FINDINGS ON: PREFERENCES



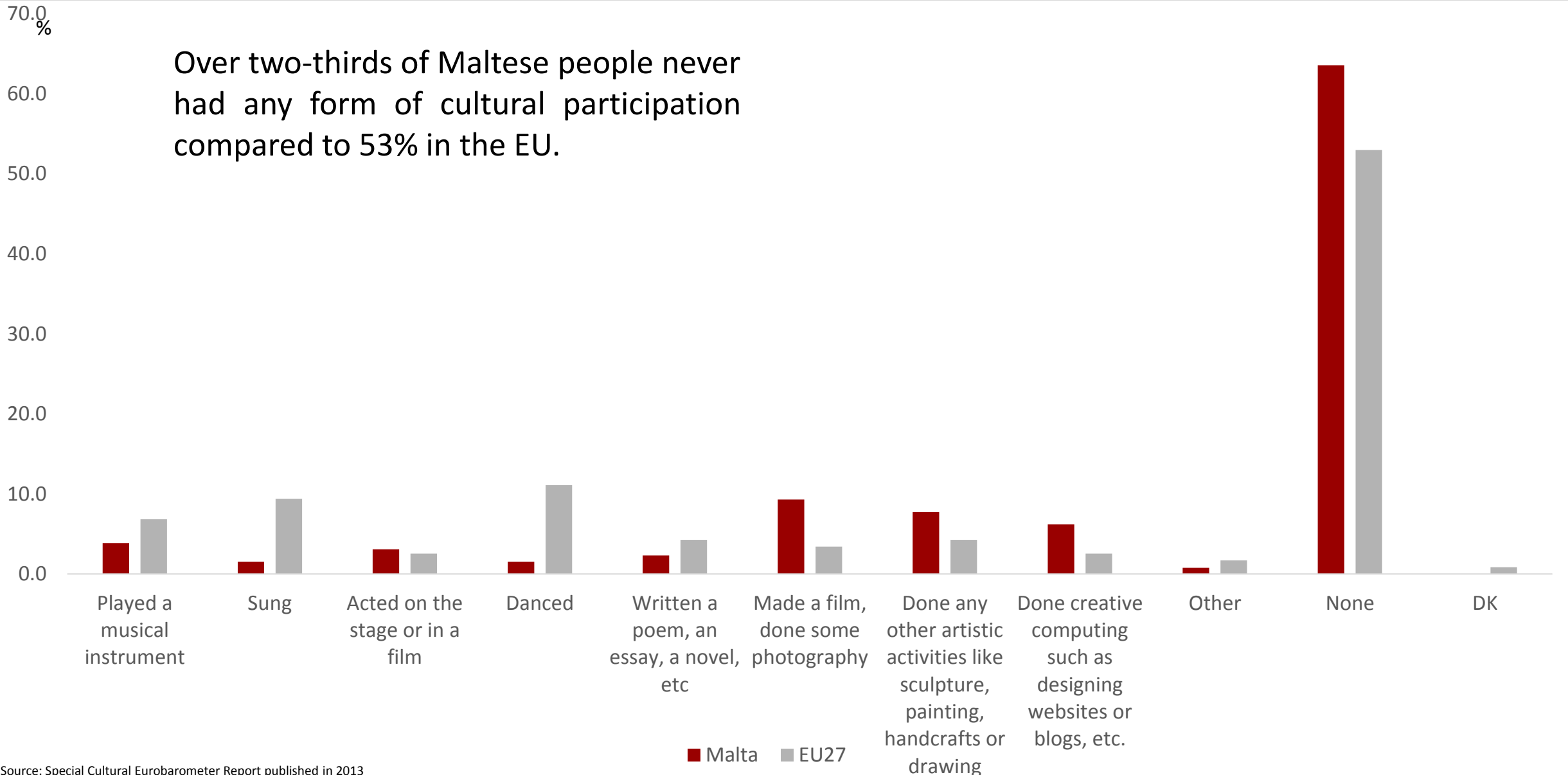
Political: Highly bi-polar. General and European elections have highest turnover rates across the EU.

Religion: The majority of Maltese people do engage in religious practice and are Roman Catholic.

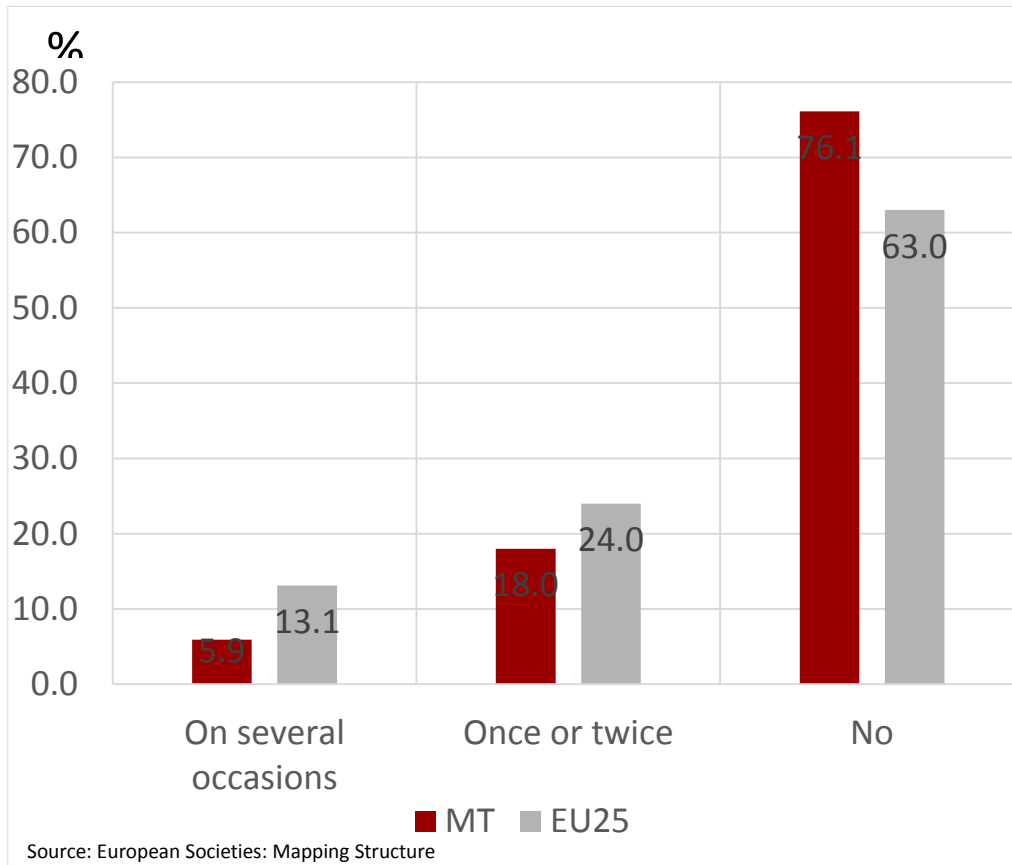


FINDINGS ON: CULTURAL BEHAVIOUR

Over two-thirds of Maltese people never had any form of cultural participation compared to 53% in the EU.

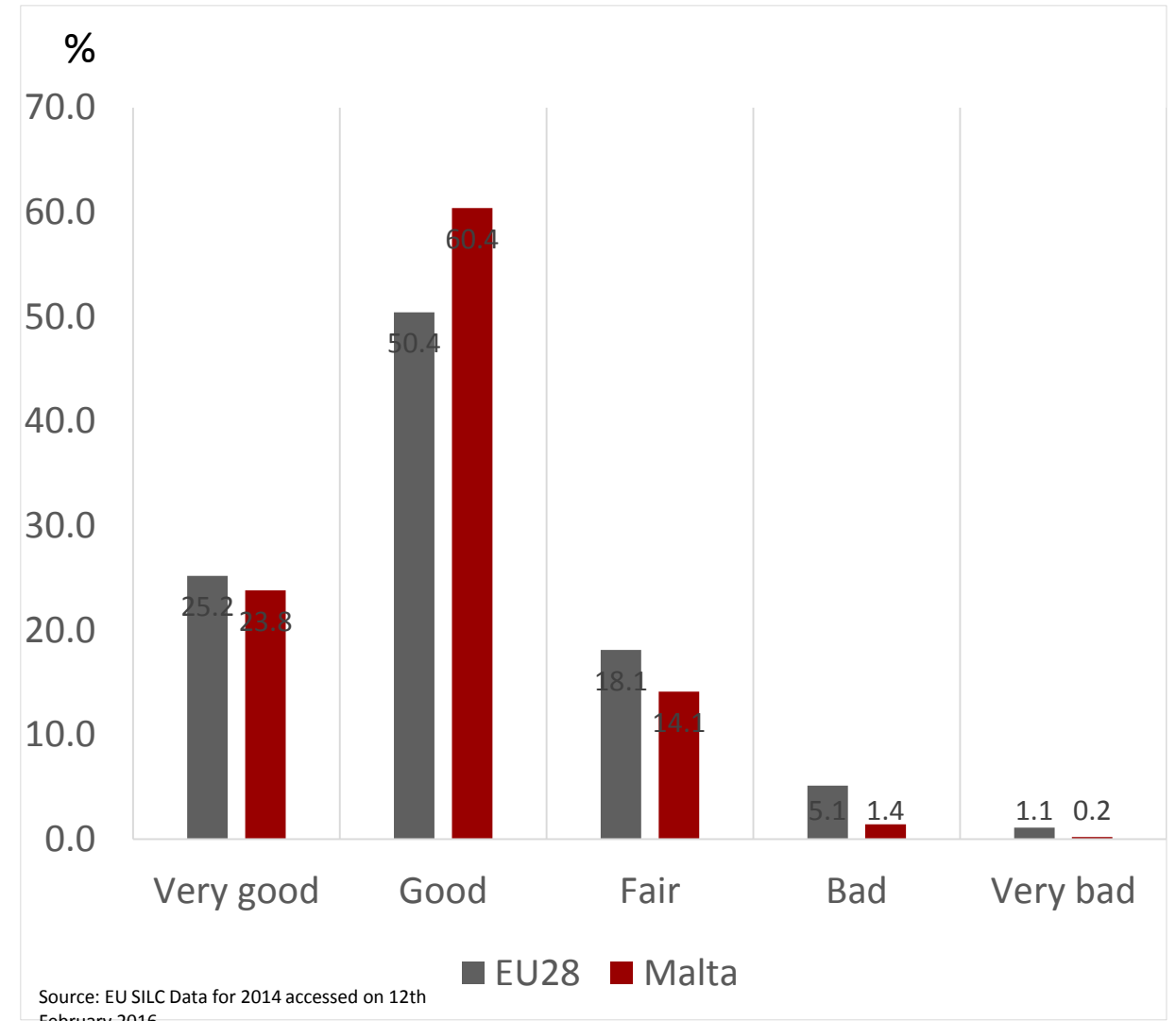


FINDINGS ON: LIFESTYLE

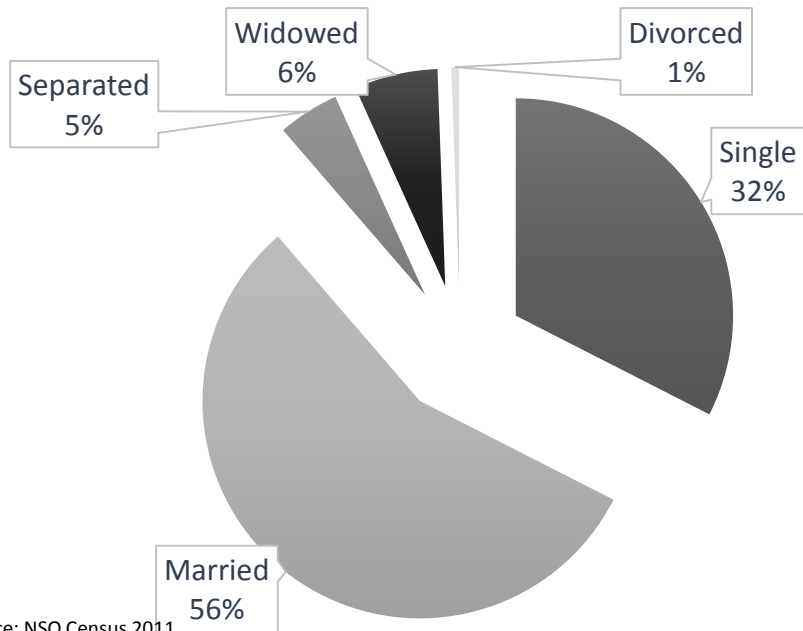


Travel: Maltese people tend to travel less when compared to the EU25 average.

Health: People in Malta tend to have a better self assessed health status when compared to the EU average.



FINDINGS ON: DEMOGRAPHICS

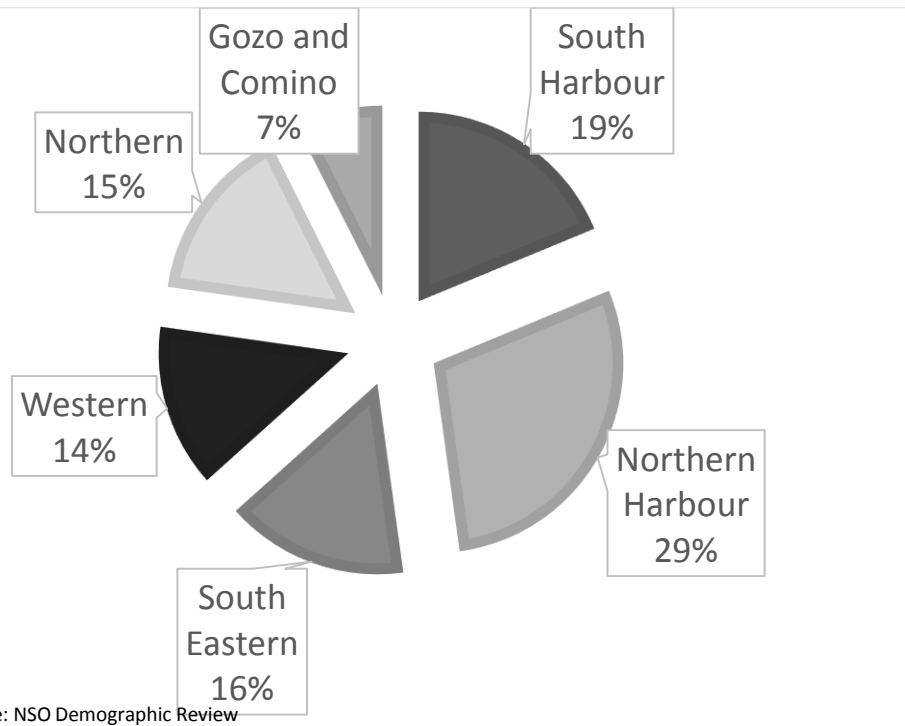


Source: NSO Census 2011

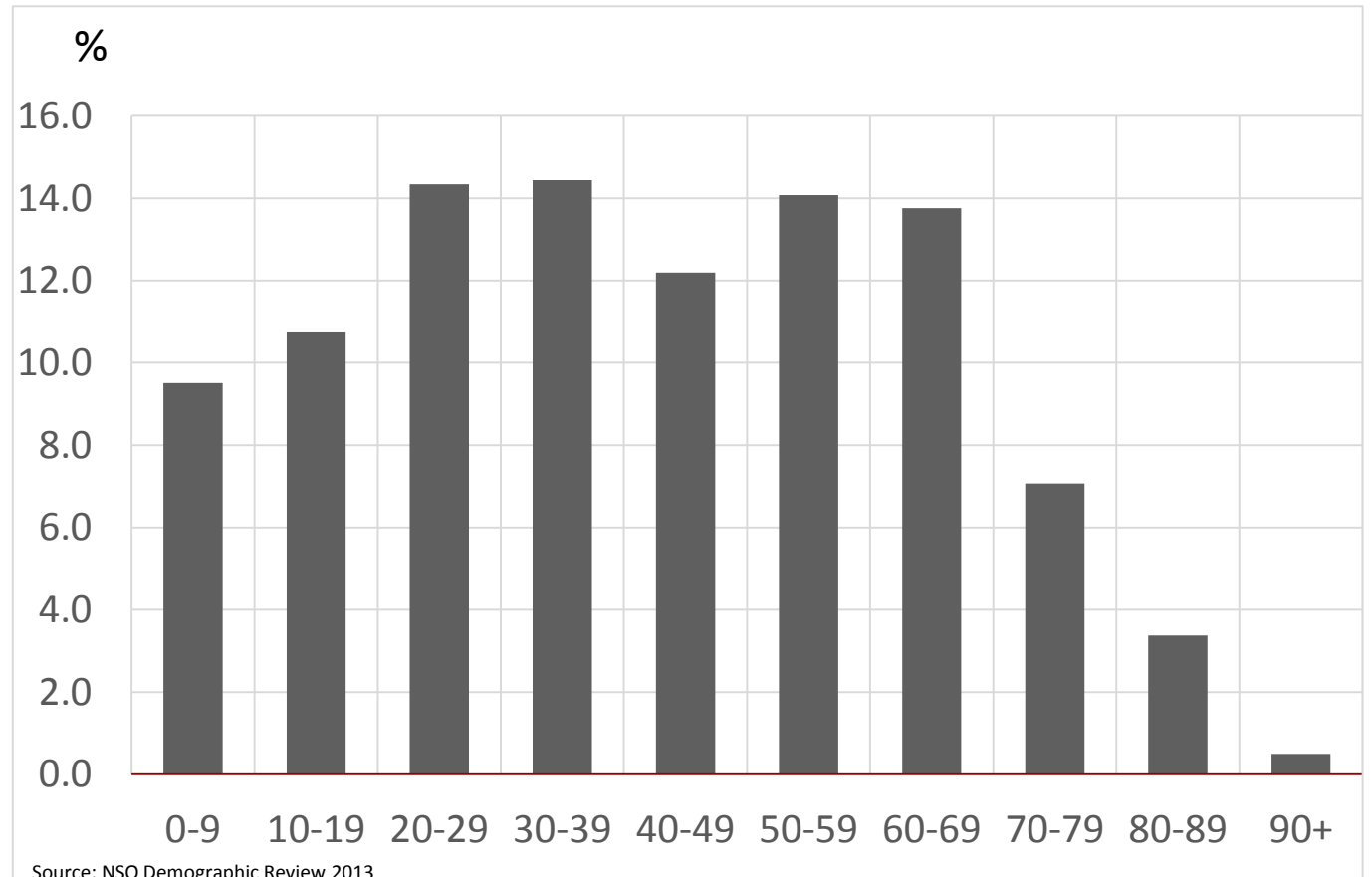
Age: Inverted pyramid, large number of aging

Status: Majority married or single.

Region: Northern Harbour and South Harbour trend

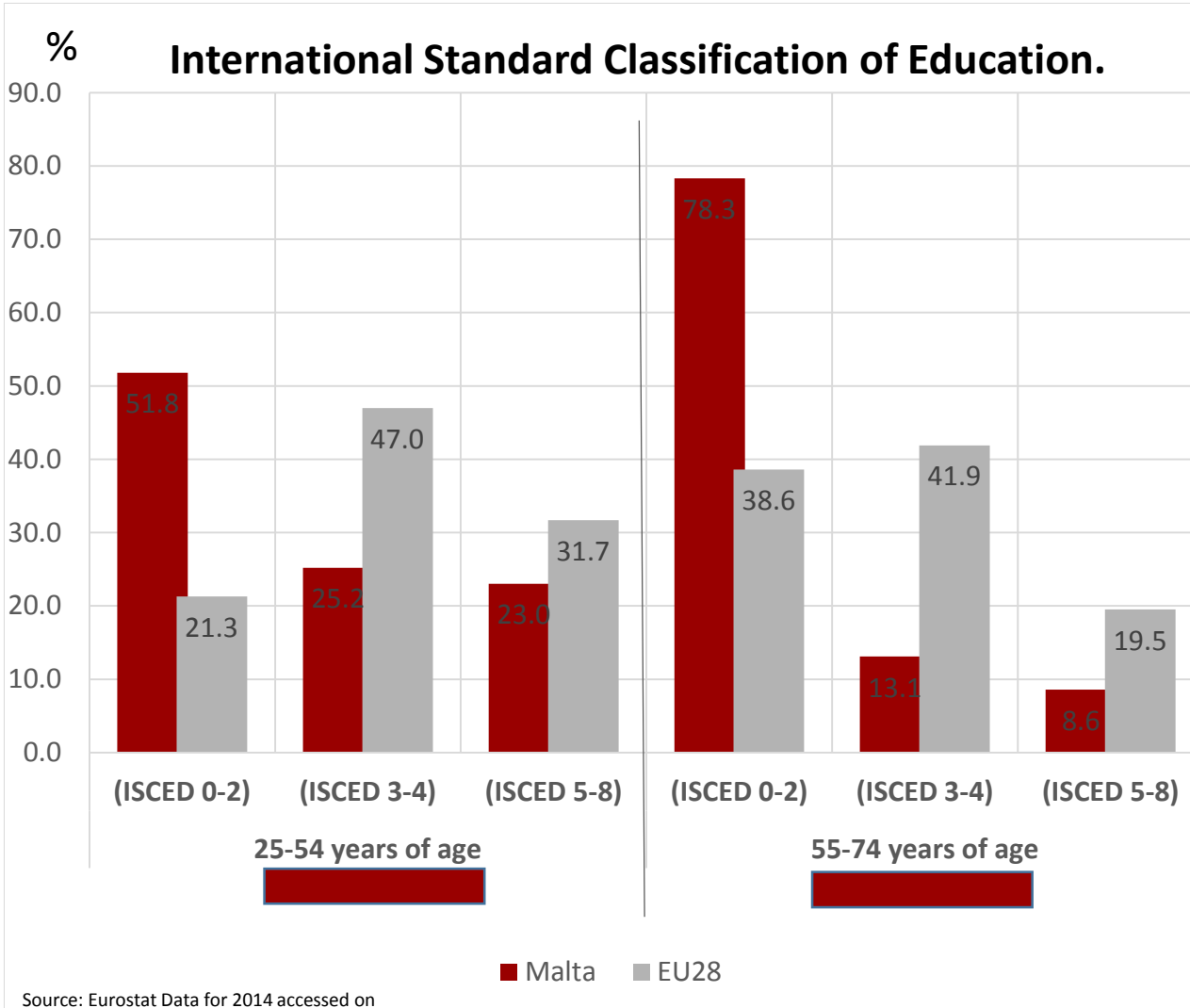


Source: NSO Demographic Review



Source: NSO Demographic Review 2013

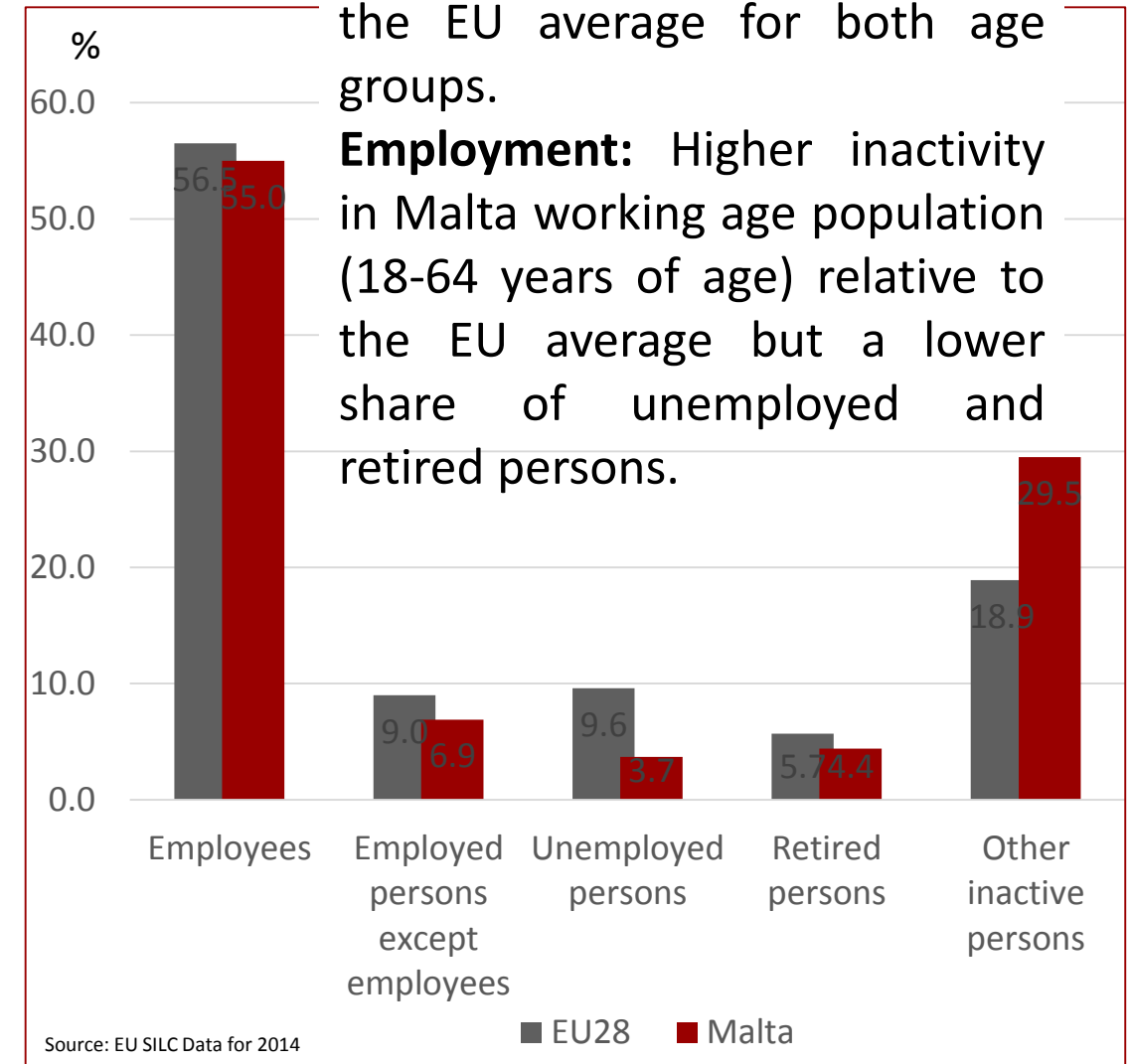
FINDINGS ON: DEMOGRAPHICS



Source: Eurostat Data for 2014 accessed on

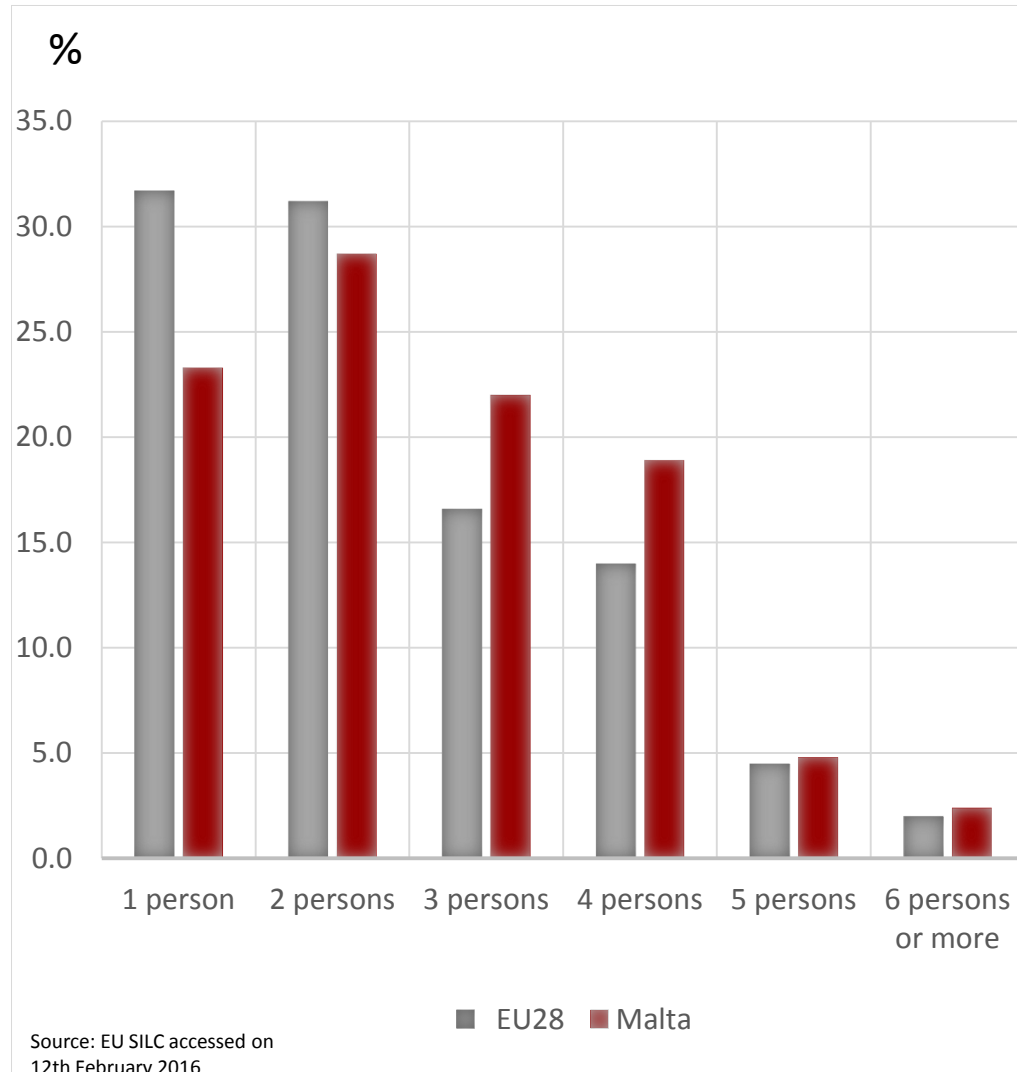
Education: Lower educational levels for Malta and those for the EU average for both age groups.

Employment: Higher inactivity in Malta working age population (18-64 years of age) relative to the EU average but a lower share of unemployed and retired persons.

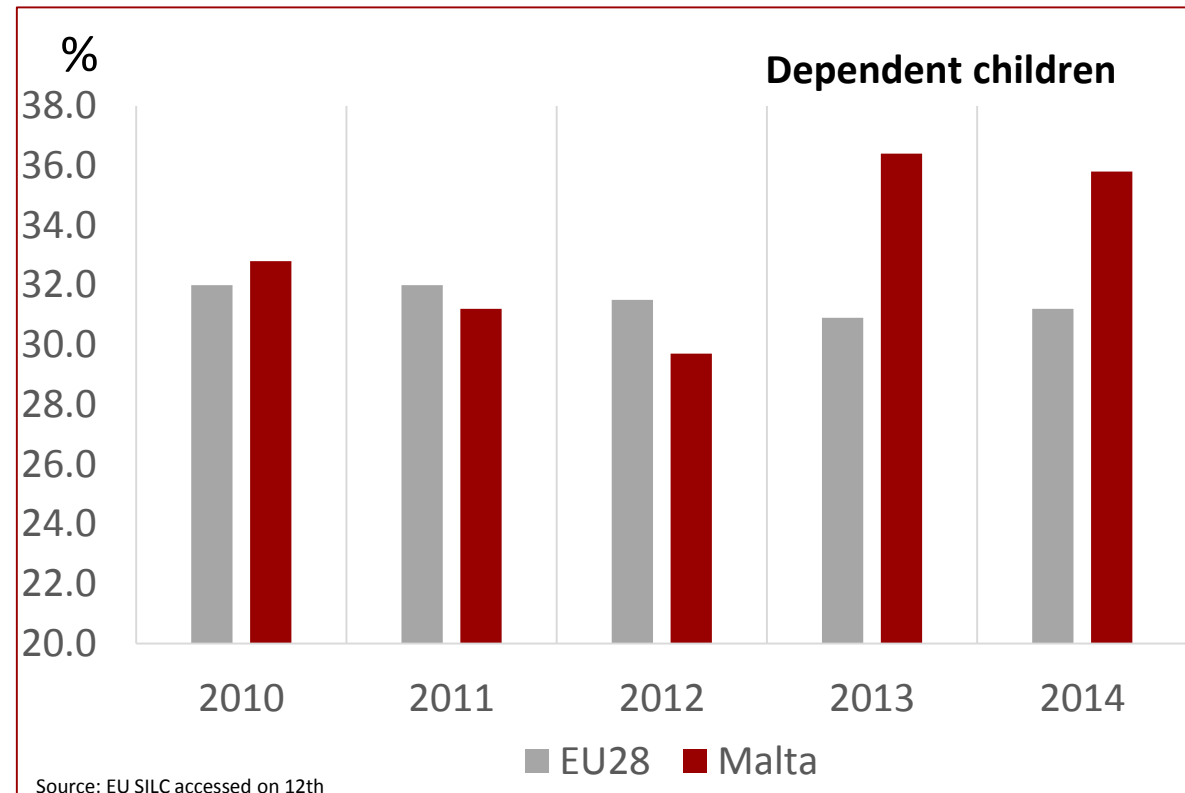


Source: EU SILC Data for 2014

FINDINGS ON: DEMOGRAPHICS



Dependent children: Larger number of dependent children
Household size: larger households in Malta



NEXT: SURVEY 2016

- Draft survey interview, reviewed, piloted and revised
- Generation of a fully representative sample, with added power from Valletta (n=800 and n=200), providing the necessary data for comparison with the next wave at the end of 2018/9
- Collection from 7 December 2015 – 10 February 2016, afternoons and on Saturdays (mornings), 14 interviewers, average of 7 interviewers a day at 21 minutes per interview. Sampling was based on stratified random strategy (fixed margin of error for each stratum).
- Stratification/cluster variables included sex, age group and district.

Range of robustness tests to verify reliability, correlation analysis

Model identity and undertake systematic regression analyses to investigate Find the causal relation and net effect between the two sets of factors



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