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Museums in Building Social Capital

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The article analyzes the role of museums in the formation of social capital in society, presents the possibilities of museum-type institutions in this context for Ukrainian society. The advantages of societies with a high level of social capital are highlighted; the urgency of this problem for our country is substantiated.

Museums are a separate group of exceptional social institutions, the meaning of existence and the true nature of which was revealed and manifested only in the XXI century. Today, museums have gone far beyond their vision of decades past – in developed economies, they are becoming agents of social change, transforming social practices, helping to reduce antisocial phenomena and bringing significant benefits to local communities. We can compare how drastically the interpretation of the museum's mission and the vector of its activity in the era of globalization have changed in just some 20-30 years.

Over the last decade, museums in Ukraine have responded more confidently to social and political problems in society, participated more actively in the consolidation of society, and generated new practices of cooperation with the local groups. The intensity of the media environment, the rapid development of IT technologies help individual museums to more openly broadcast their communicative mission.

At the present stage society is slowly but surely changing. Post-communist transformation, unpredictability of the political future, economic problems and military aggression in the east of the country have led to problems of adaptation of the population to new socio-economic conditions and test the resilience of our communities. All this changes everyday life and requires adaptation to new conditions. In this direction, provided a well-thought-out strategy and appropriate regulatory framework, museums have significant positive potential.

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Key words: social capital, museums, culture, economics, Ukraine, transformation, development.

Панас Наталія. Музеї в справі побудови соціального капіталу. У статті проаналізовано роль музеїв у формуванні соціального капіталу в суспільстві, представлено можливості закладів музейного типу в цьому контексті для українського суспільства. Висвітлено переваги суспільств із високим рівнем соціального капіталу, обґрунтовано актуальність цієї проблеми для нашої країни.

Музеї – це окрема група виняткових соціальних інститутів, сенс існування та справжня природа яких виявилася й проявилася лише у XXI ст. Сьогодні музеї вийшли далеко за межі свого бачення минулих десятиліть – у розвинених економіках вони стають агентами соціальних змін, трансформуючи соціальну практику, допомагаючи зменшити асоціальні явища та приносячи значні прибутки місцевим громадам. Ми можемо порівняти, наскільки кардинально змінилась інтерпретація місії музею та вектор її діяльності в епоху глобалізації лише за якихось 20–30 років.

Упродовж останнього десятиліття музеї в Україні більш упевненіше реагують на соціальні та політичні проблеми в суспільстві, беруть активнішу участь у консолідації суспільства, генерують нові практики співпраці з

населенням. Інтенсивність медійного середовища, стрімкий розвиток ІТ-технологій допомагають окремим музеям усе активніше відкрито транслювати свою комунікативну місію.

На сучасному етапі в українському суспільстві повільно, але таки відбуваються глобальні зміни. Посткомуністична трансформація, непрогнозованість політичного майбутнього, економічні проблеми та військова агресія на Сході країни призвели до проблем адаптації населення до нових соціально-економічних умов і перевіряють стійкість наших громад. Усе це змінює повсякденне життя й вимагає адаптації до нових умов. У цьому напрямі за умови добре продуманої стратегії та відповідного нормативного поля музеї мають суттєвий позитивний потенціал.

Ключові слова: соціальний капітал, музеї, культура, економіка, Україна, трансформація, розвиток.

Панас Наталя. Музеи в деле построения социального капитала. В статье анализируется роль музеев в формировании социального капитала в обществе, представляются возможности заведений музейного типа в этом контексте для украинского общества. Освещаются преимущества обществ с высоким уровнем социального капитала, обосновывается актуальность этой проблемы для нашей страны.

За последнее десятилетие музеи в Украине более уверенно реагируют на социальные и политические проблемы в обществе, берут активное участие в консолидации общества, генерируют новые практики сотрудничества с населением. Интенсивность медийной среды, стремительное развитие ИТ-технологий помогают отдельным музеям все активнее открыто транслировать свою коммуникативную миссию.

Посткоммунистическая трансформация, непредсказуемость будущего, экономические проблемы и военная агрессия на востоке страны привели к проблемам адаптации населения к новым социально-экономическим условиям и проверяют устойчивость наших общин. Все это меняет повседневную жизнь и требует адаптации к новым условиям. В этом направлении при условии хорошо продуманной стратегии и соответствующего нормативного поля музеи имеют существенный положительный потенциал.

Ключевые слова: социальный капитал, музеи, культура, экономика, Украина, трансформация, развитие.

Introduction. The concept of social capital in general refers to the relationships between people. These connections are largely based on norms and values – specific beliefs about what is acceptable and what is not, and a sense of what is important. In turn, these norms and values allow people to develop trust, build cooperation and save time and effort. In times of difficulties for society, social capital can provide greater resilience of people to and faster recovery from shocks, promotes self-organization and self-regulation of society.

Due to its properties, social capital is an important prerequisite for effective socio-economic interaction, as well as the formation and maintenance of institutional stability of society as a whole. Today, the insufficient level of social capital in Ukrainian society, especially not in cities, but in oblasts, is one of the main challenges in cultural industry. After Ukraine's independence, all its socio-economic and cultural achievements have been based largely on individual entourage and assignment of people from the professional spheres without the purpose of involvement the possibilities of social groups. The issue of social capital has not been given enough attention. The further development of our state, if we see the future in the development of the potential of different social communities, is to expand cooperation between them, rapid exchange of information, their knowledge, encourage creativity, encourage initiative and entrepreneurial innovation. An increase in the social capital reserves of the cultural sector, especially of museums can contribute to this.

For example, the practice of using museum resources for educational programs of schoolchildren and students is quite obvious and when developing the appropriate regulatory framework can be easily implemented in many museums in major cities of Ukraine. Some museums in Lviv have been actively using their spaces and funds for this purpose for several years as part of international grant programs and have excellent results. Such an approach would give a significant impetus to the social integration of our youth and increase public confidence in museums. The use of exhibits for learning, the possibility of direct communication with the elements of the exhibitions, the creative environment contribute not to the formalized acquisition of knowledge, but to the living, practical development of the research topics. The issue of social adaptation of people who received psychological traumas during the Russian aggression (employees of the Armed Forces of Ukraine, local residents) also remains open for us – and museums have a huge potential in this. Art therapy practices, communication with volunteers and elements of interaction, providing opportunities for emotional experiences and artistic pleasure from the exhibits – all these methods help reduce social tension, form additional social ties, which will be especially relevant in the post-quarantine period and in general.

Theoretical Framework. The issue of social capital of the cultural sphere is partially covered in foreign historiography. Bourdieu, as one of the co-founders of the concept of socio-cultural capital in the 60s of the twentieth century, expressed the opinion that there is a direct causal link between museum visits, frequency of cultural practices and level of education, noting that the level of human education is not always depends on her success in school; socio-cultural capital of the individual includes a network of his social contacts (Bourdieu, 2002, p. 67). Already in the late 80's, Coleman expanded his understanding of this concept, bringing it from the orbit of science and education in the plane of economic benefit and profit (Coleman, Hoffer, 1987, p. 43)¹. American researcher D. Holden notes that due to its concern for the public, the museum can achieve such public benefits as building trust and mutual respect among citizens, expanding public suffering, ensuring greater communication between people and enjoying the experience of exploding explosions. R. Putnam believes that stable connections and constant cooperation guarantee feedback and preservation of culture (Blok, Golovin, 2015, p. 106), which is certainly important to emphasize when considering the role of museums in the formation of social capital (Putnam, 1993, p. 38).

The role of museums and cultural heritage in its multiplication was also considered by foreign authors D. Folga-Januszewska, S. Mann, G. Black, E. Dawson, P. Basu, S. Daly, M. Murzyn-Kupish, J. Dzialek, D. Podmenik, F. Adam and others. Peculiarities of social capital are considered in the works of such Ukrainian scientists as O. Gugnin, M. Lesechko, O. Sydorchuk, V. Stepanenko, V. Chepak, M. Zubar and others. In most studies, the concept of social capital is interpreted as a rule with an emphasis on value or economic components, and the tools developed for certain specific purposes do not cover the full concept. Despite numerous empirical studies on social capital, there is still no systematic analysis that would allow us to reliably consider interethnic similarities and differences in its perception of social self-organization. And a very small number of publications concern the museum environment and its impact on social or cultural capital.

The Purpose of the article is to analyze the activities of museums and their capabilities in terms of their potential for the development of social capital of society.

The **Principles of Research** used in the publication are based on general theoretical and specific methods of scientific knowledge, including: historical-systemic, methods of analysis, synthesis and statistical.

Results and Discussion. Museums and cultural heritage undoubtedly have some potential for the development of social capital in society. They can help attract tourists, generate income, revitalize the local economy, promote social inclusion, stimulate cultural diversity and acquire a territorial identity (Kuzmuk, 2010). European countries such as Germany, Netherlands, Belgium and others have been using these assets in cities and regions for decades to use cultural heritage as part of broader strategies for their economic development. It has become increasingly clear that museums, as the main representatives of cultural heritage, have a number of instrumental advantages - they can experiment with new roles in society, as well as act as agents of economic and social change, expanding their traditional functions.

In the United States, for example, visiting museums and their exhibits is an extremely popular way to spend time with family and friends, a form of family and other relationships. According to the American Museum Association, more people visit museums each year than all professional sports events in the United States (Mann, 2012). Moreover, visitors of different backgrounds, races, education and economic status can have significant experience working in the museum - to increase the level of tolerance and diversity in the country. It is worth noting that the appearance of museum premises also plays a significant role – some museum buildings are one of our most beautiful buildings in many US cities. Design and spectacle became the central elements of their demonstration. In this way, they can provide a sense of connection, security and stability. Museums were mainly created to increase cultural awareness and education. Over time, this goal is also complicated by encompassing learning and lifelong learning, not only for indigenous peoples but also for immigrants and other marginalized communities. Museums are used as places for inclusion, health and well-being, they can promote the integration of the unemployed, marginalized and at-risk groups by increasing trust and self-discipline (Mann, 2012). In many countries, they also provide platforms for intercultural dialogue and the integration of migrants, and create new ways to facilitate the well-being of people with disabilities.

Museums implement educational programs for schoolchildren and adults, contributing to the preservation of national identity, the formation of tolerance in society and the acculturation of national minorities. To

¹ See also draft on <https://files.eric.ed.gov/fulltext/ED197503.pdf>

improve the work and attract more visitors, museums in Western countries make extensive use of the latest technologies, innovative forms of exhibits, as well as introduce changes in the system of organization of museum affairs (museum associations) (Kuzmuk, 2010). Along with social, museums make a significant contribution to their economies through cultural tourism and the sale of a variety of tourism products and services.

According to researcher I. Karpova, social capital «allows to provide services to the population in the field of education, culture, health care, provide all types of social protection, helps reduce information inequality, reduce antisocial phenomena (alcoholism, smoking, drug addiction, etc.), which has a huge impact on the level socio-economic development. In addition, social capital improves the quality of human capital and, which plays an important role in preventing anti-social phenomena» (Karpova, 2014).

F. Fukuyama is convinced that social capital is a form of materialized trust, which is why the problem of social capital and its product – public trust – is especially important for the post-communist space, as comparative studies of social capital indicate a significant gap between post-communist states and other European countries. He notes that the policy of Marxism-Leninism was deliberately adapted to deplete social capital, because the party and the state were the central organizational structure of society, they deliberately disrupted existing ties that held together unions, businesses, various private organizations and replaced these horizontal ties between ordinary people with a vertical link between citizens and the state itself (Fukuyama, 2006).

Ukraine has a strong historical and cultural potential, as it is one of the leading countries in Europe in the number of historical and cultural heritage sites. According to official information, on the territory of Ukraine there are about 130 thousand objects of cultural heritage which are on the state account (Concept of state policy..., 2017).

Historically, the ideologization of all spheres of society in the USSR, which understood the importance of political propaganda in institutions that preserve the collective memory of the whole nation, in addition to the leisure function, could not stand aside from the museum sphere. This destructive ideology «preserved museology for many decades, preventing the organic development of this science». The work of museums was absolutely necessary for the formation of the necessary values of the population. The beginning of the new millennium was marked by crises in the industry, as there were many unresolved issues that were ignored and unresolved in the 1990s, because at that time cultural issues were secondary, funded and administered on a residual basis.

The last 20 years have been marked by the process of restoration and the search for new ways to develop Ukrainian museums. Comprehensive changes in our country, as well as the import of professional practices of foreign colleagues have become important factors in these processes. «Adapting these ideas to their situation or are taking momentum Ukrainian Museum found new forms of intellectual import this often proved really appropriate and effective» (Karpov, 2016, p. 105).

The impetus for these changes was the deepening of international professional cooperation in the cultural sector, that provided the opportunity to study and exchange foreign specialists abroad, the receipt of funds from international grant programs, the active access of foreign museums to the global Internet and, sadly, the almost critical state of museum affairs in Ukraine in the late 1990s. The agony, which required immediate decisive intervention at all levels, was stopped thanks to the dedication of our museum staff to the profession, their self-awareness and professional responsibility. This background becomes a source, starting material for building new programs. However, many issues remain unresolved, postponed from year to year, the most important of which, in particular, is the proper funding of the industry and the development of a regulatory framework that meets modern realities and challenges.

The rapid growth of digital technologies and the development of communicative social practices have accelerated transformations in the cultural sector. Ukrainian museums have developed new forms of work with visitors, new methodological approaches to building exhibitions and presenting cultural heritage.

Fukuyama calls trust the leading value of social capital, which he equates to the most important factor, because trust is a key characteristic of a developed human society, which is manifested at both individual and social levels (trust in social institutions and the state in general). Based on the researcher's approach, we can assume that the museum environment in Ukraine should achieve a higher level of public trust. And in order to create trust in these crucial social institutions, it is necessary to increase its presence in the virtual and media

space of the state. Achievements of Ukrainian culture on the websites of regional state administrations are not presented enough. The information posted on the website is mainly of a reference nature about cultural institutions subordinated to the Department of Culture and Tourism, and does not take into account modern realities and cultural traditions (Kuzmuk, 2010).

Extremely important in this context is the coverage of museums in the media and the creation of museums' own magazines. «Regarding domestic museum magazines, we can name the magazines “Museum Portal” and “Museums of Ukraine”... Some museums publish their own collections, but usually in small numbers and not regularly» (Karpov, 2016, p. 14). Unfortunately, there are very few mentions of museums in the media. The most famous of the network media projects in support of museums, covering the problems and prospects of museum work in Ukraine are «Dynamic Museum», «I3 – idea, impulse, innovation», among the organizations involved in this field – Ukrainian Center for Museum Development, Ukrainian Cultural Foundation, Development of Ukraine Foundation. The current situation requires greater initiative, self-actualization and marketing strategies to achieve these goals.

Ukrainian museums are underrepresented on the Internet. Of the total number of museums, only about one hundred and fifty are equipped with their own sites. Most museum sites have Ukrainian and Russian versions and do not have an English version, the presence of which would significantly increase the flow of foreign tourists to Ukraine (Karpov, 2016, p. 15).

The issue of professional training of specialists in museum studies and monument protection activities in sufficient numbers also remains open. The lack of a clear financial perspective, unsold state policy in the industry makes this area not very attractive for the influx of new fresh ideas from young professionals.

Conclusion. The accumulation of social capital directly and indirectly depends on the nature of the functioning of public authorities aimed at ensuring public welfare. At the present stage, the development of the museum business should become one of the main priorities of Ukraine. Museums can contribute to local development as drivers of social change, directly or indirectly triggering this development process. Government and local policies should use the power of museums for economic development. The economic benefits of the arts and heritage include employment, tax revenues and costs for local communities. In addition, museums add attractiveness to places for talent and high value-added firms. They promote innovation and the creation of new goods and services through cross-cutting channels with other sectors. Building or renovating a museum can stimulate the regeneration of cities and bring new life to areas that are losing their traditional economic base. Museums are also places where people can build social capital between them at a time when many traditional meeting places or joint events are disappearing.

We believe that Ukrainian museums are moving in the right direction – they freed from the features of elitism, moving away from the classical concept of previous centuries, museums sought new ways to present museum material, developed non-traditional programs of cultural and educational activities, created special museum structures, trained staff for cultural and educational work for children and adults. In light of the implementation of the law on decentralization in Ukraine, this process becomes particularly topical, as this component of the regional development policy provides for the creation of infrastructure for public interaction of community members (open public spaces – as locations for discussions, permanent representations of public organizations, trainings, etc.) and for the organization of a network of such sites it is offered to involve the available infrastructure – houses of culture, museums. The consequences of decentralization and the strengthening of financial constraints, according to the expectations of the executors of the law, also provide for the emergence of new partnerships between museums and local authorities.

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