

## **Transcript: Art Fund Interview with Edith**

Speakers:

Ana Baeza Ruiz

Edith (pseudonym)

Ana Baeza Ruiz [00:06.420]: Okay, so thank you so much for coming to this interview we're going to use the next 25 minutes or so to reflect on your experiences taking part in the MoDA project as a whole. We're looking here for honest and frank reflections, this is an anonymous interview, and there's no right or wrong answers so really it's an opportunity for you to share what you think what your experience has been and working on this project. This will help staff in the future, how they might do different iterations of a project so I'm going to start with the first question, which is a straightforward opener and is: how would you describe your participation in the project?

Edith [00:49.710]: My participation, I think I have been 100% in it, to be honest. I like to be very organized and do my work, my responsibilities, and doing everything with the deadline or maybe before the deadline if it's possible. So yeah I think I did a great thing being there 100%, all the time, participating in a good way, I think.

Ana Baeza Ruiz [01:23.700]: well great to hear that you felt you had such strong involvement in the project throughout, which leads me to the next question, which is about learning and it's: what do you feel that you learnt in this project, and this can be anything from technical to soft skills?

Edith [01:41.670]: I learnt first of all, about rights when I started to get into project, and Sian explained to us what we need to do. I learnt how to narrow down ideas, because many ideas popping in our minds and a little bit not so focused, and maybe confused. And then we understood again Sian's explanation and they were, Zoe and Sian, they were very helpful because they helped us to just narrow down the idea and focus on one experiment and not bring so many things in on one iteration and maybe to split the ideas between the three iterations, so it was very good. [02:31.470] I learnt how the story works and we experimented, like with the hours of posting stories and not only stories content to then we understood that posting regularly it will be more efficient for the for every business. And, and maybe in the morning time again to learn better because we drive live to see what how it will be posting at 12, and how it will be posting maybe at 4pm so of course the experiment with the late hours wasn't so good, from my point of view the early hours were better. We, I learned again about the content, how to work with Canva, how colours and they can attract again new followers or people they are encouraged more to press like or just to follow MoDA, or just to leave a comment. And it was very, very ... like they opened a new knowledge, for me, because I didn't have so many information and knowledge about Instagram. What else I've learnt... doing reels. I never did this before, so it was a quite a challenge for me. [04:04.830] But again, working in the team, so I didn't learn by myself, I learned with my colleagues, I downloaded all the software I you I put a little bit more time and therefore just trying to figure out how to create the real split up the video and put everything together in Canva again. So first time was a little bit like scary, but then yeah it was it was better. And like I said, learning together, and working together, it was very helpful and I really liked the connection with Sian and Zoe all the time we had, we didn't feel alone, and any questions that we have like we were like they were open, you know, we could discuss more freely and yeah it was a nice experience.

Ana Baeza Ruiz [05:08.100]: Great, thanks well I think you've mentioned a lot there and there's one aspect that we've maybe talked not so much about yet, which is about that social, interpersonal aspects of the project. And so I wondered what your thoughts are on the way in which everyone communicated and collaborated during the project. You might be reflecting on your own groups experience or what you sold other groups are also how the project leaders, Sian and Zoe, how they were involved in the project. Just a few reflections on those key areas of communication and collaboration.

Edith [05:44.760]: It was a little bit hard communication, but like I said before, we just created a Whatsapp group together. And then we tried to speak. I can't say that we were very, very organized, we were leaving messages or but the replies, they were late, there was this kind of stuff so we couldn't find an appropriate timing to stay together discussing like I'm discussing with your now, or online, unfortunately no. I don't want to give names, but some of them, they were present; some of them, they were not so present. I don't know how to express myself in a nice way, like you're when you, you will need to do your request, and you'll need to prepare something, then you will need to upload everything to Teams... Again it was a little bit of, I don't know if miscommunication, because I was communicating with everyone, but all the time I was there, trying to let's do that, we need to do that post that, don't forget upload that and I'm doing this, you are doing that... so if I will be like doing everything by myself, I can do everything by myself, I know how I can organize my stuff in my work, but when you are in a group and I noticed, to be honest, I noticed that some of them, they just... I don't know, maybe one day before or Monday morning like "what do we need to do?" so it's like... [07:29.220] I didn't quite like that. And maybe because it was an online experiment, if you were meeting face to face, I think it would definitely be a different in a different situation. So yeah I felt that, but not with all of them just only with one person, to be honest. You asked me about the other group how I have, I noticed how they were working. I think they were working in a better way, the relationship was better.

Ana Baeza Ruiz [08:09.570]: Thank you so much for that honest response. I think it's not always easy to convey that but it's definitely useful. And I think you picked up on a lot there that maybe would have been different if you had more time together face to face, so I think there are challenges, obviously with working online. And I want to move on to the next question which is around the model that has inspired this project, which is the Let's get real model as an experimental kind of trialling different ways of doing things, so I'd like to hear in your own words, how would you explain this model and this way of working and experimenting and then, how did you find it doing it yourself, and do you think you'll take something from that for your own work.

Edith [09:00.840]: Definitely, I think it was a good project, even the other one, the previous that they have done it and even this one. But again, I will just repeat myself, just to highlight the importance of wanting that we really need to understand from the beginning what we need to do, or what we need to find out through this experiment. And this is the most important thing, because the ideas are coming in our mind like brainstorming, everything is coming, and narrowing down the idea and organizing yourself. And thinking about all your three iterations, and what you want to find out and checking all the time the analytics, the insight and everything, then of course you will find out what works what doesn't work. [09:50.880] And of course I can talk, for our example for our group, what worked what didn't work so well. And we were thinking in the in the first iteration, for example, like: Oh, my God reels and videos we are sure will work and will engage more with more people, and we have more reach and we can grow the audience. But no, we were very surprised to find out that didn't work so well, and people were more attracted by our carousel posts, because of colour, because of content, because of how we created the template in a story way... so we really found out made many things that I'm sure they will help Sian and Zoe, and of course I understood, then I learned learn a lot, but how can I say I really liked this experience, because you can organize your mind, and you are understanding [10:58.680] the way this experiment works, and then you can end the experiment with a better idea how what I can improve in my business or my Instagram, or how can I attract more people. So the way this experiment was created, I think it was created in a good way and very, very clear so yeah for me definitely made me understand make me understand how Instagram works from behind. I'm sorry, I'm trying to use simple words, I can't express myself so good, but like do the work behind the Instagram...

Ana Baeza Ruiz [11:47.460]: Yeah I think that makes a lot of sense, and I think you've given a very rich response so yeah I think from your own experience, that specific example that you use was really helpful. Obviously you've been working as groups, but then also each individual member contributes their specific set of skills, their ideas so I'm wondering how was your input valued and incorporated in the project, and if you could give one or more examples.

Edith [12:20.790]: So, again I don't want to be like...sometimes I feel bad to say that "Oh, I took the lead", or like "I created that and that", because yeah I'm not that kind of person and I don't know how to communicate to not sound like I'm the most organized person or I was the one that cares about everything. But being honest and not sounding rude, I created templates for us, I was sharing the templates with them and trying to decide which one they liked, because - like I said - they weren't there when I said "let's communicate", or "come online" or "let's call each other", they unfortunately they didn't do that. So I liked creating templates, I study photography so I really like playing with the templates and working colours, so I created [13:22.980], then I called them again let's speak when you have time just, please let me know, but all the time I was like "do you have time do you have time, let me know when you have time". And I managed you to just copy the links from Canva and send them to Whatsapp, and asked him what a liked. I think they were very happy with that because I was trying to prepare everything in advance and being a little bit more organized and not leaving everything from the last day. [13:56.160] Another input, I think, about the group experiment planner, again I've tried not to take everything like "oh Edith you are doing everything by yourself and you're not involving us". It's not true, I tried to again to communicate with them and then, if I was writing something like because, like, I told you, I don't like to doing, I would like to do everything in advance. So I was sharing my screen, I was letting them know, please read, let me know if it's something wrong because my English is not so perfect and let's complete the following steps together. So we did that, together, and then another colleague of mine who was very helpful was doing the other part, the review part. But again, together and step by step. And the reels, I created to the reels and I think, from my point of view, I did a good job, thinking about that I never done that so yeah I think this was my input.

Ana Baeza Ruiz [15:12.930]: Sounds like an input in lots of different aspects of the project. Which also, I hope, with were areas, then you were developing other skills in, and maybe we'll get to that later on, but before that there's a question that I want to ask about the speakers that have come to you. So there's been a number of guests, because from a variety of institutions, how well do you think this worked as a way of bringing in different perspectives?

Edith [15:48.000]: I think it worked really well, to be honest. Because I had the opportunity to see different kind of, well people with different kind of skills and path careers. And they were explaining us how they got there, what they're doing for every job, I really like the lady that she was working for Google Arts and Culture so she was a social media lead. So she told us that she used to learn law so she graduated in Law at university and didn't have any experience in this field. But she really felt that she is a creative person so she just went for it and I just really liked that because, all the time I had that feeling inside myself like oh if I'm not so good for that position or can I do that, so she was a very powerful example. Then we met the social media content manager from the Royal Academy of Arts and again, I really liked the talk. I met Laura from Leeds university, and she was a marketing and gallery assistant, and she really explain how Instagram works, how she's creating the content, how she's using Twitter, Facebook and what she's putting, like the content is different from every on social media and how she's learned, how she's using the matrix. [17:31.980] And again, the most powerful feel for me it was like because she told us there that you really need to care about what are you doing, and trying not to take it so much personally, and just give your heart over there. So again, I really liked that. And then I had another, I'm not sure which one, but I know the Digital Analyst that I met from the National Museum of Wales (?), the job was a little bit like you really need to know how to learn analytics, and analysing in the correct way. So we have seen that part to that is not so creative, it's more like organizing, you know how to prepare everything. But the guy that worked for the National Museum of Scotland was digital media content manager and I think his name was Russell. I really loved his interview because, again, she pulled that you will need to be true to yourself, you need to love the job that you are doing, you need to know the domain, or if you are interested in the heritage or what the museum is offering for the audience, and trying to think about original content, even if it's hard, because so many people are doing that, and again he said no to take personally if somebody will just say to you "this is not so good or, this is not perfect", just continue go for it and try to do the job as best as you can and, of course. [19:19.650] And he said that sometimes being online and working online, you can't finish at five o'clock and go home sometimes you need to put an extra 15 minutes sometimes for other people is not so good, because it is a job, you will need to take your own time. But for others, I don't know, if you love it and

I already told Zoe and Sian that if you love what are you doing I think sometimes you know I don't know, for me, you can invest more time so I really enjoyed all the guests. I learned a lot and they give us many insights about this cultural field, it is not only about the museum, it opened my mind about or you know I can do even something else I don't need to be a photographer, maybe I can work in a gallery or maybe I can work in a library, so it opens so many options for me and I learned more about the cultural heritage, and my dissertation was about that, in my final project... It was lovely, to be honest yeah.

Ana Baeza Ruiz [20:36.240]: Great well, I think this is leading to the next question already, which is the idea behind this project, as with other work experience project is to increase your knowledge of the world of work and also, ideally, to enhance or ideally enhance your confidence when you're applying for those sorts of jobs, so do you have some comments about how well this aspect of the project has worked for you. And you could keep it just brief, because we are, we do need to finish, probably in the next six minutes and just one final question...

Edith [21:08.070]: Yeah again I learned about me more confident and focus more like when you are having an interview, when you are applying for a job, and you're invited for the interview trying not to be so descriptive, you will need also to explain what you did, what was your input over there, like you asked me before what value did you bring to that experiment what to learn everything and give explanation, all the time. And what work worked good or what didn't work so well, because when they asked us to do the presentation, my presentation wasn't so perfect because I had emotions, so I just spoke like I was preparing the least, and I learned that in that, in that, but this is more, I think the most important thing, like when you are going to a job interview is just also to explain like I said before, what was what you managed to do, and what was your achievement, or how what did you realize there. And it's very important to give proper examples and yeah This is like they learn from both of them, Zoe and Sian.

Ana Baeza Ruiz [22:30.570]: Excellent okay well we're going to finish with one final question as you might know this is a project that MoDA might want to run in the future. So if MoDA were to run a similar project again next year, would you recommend it to your friends why or why not, this is the first part of the question, and the second part of the question is, are there any changes that you might suggest?

Edith [22:54.720]: Yes, I will recommend the project to my friends, and I've already tried to speak with my colleagues, and to be honest, not everyone knows about this museum and what the Museum has inside, so I think it is very important for everyone to find out what the museum is doing, how they can help them. And what to change. To be honest, when I applied and I didn't know that it will be only online, in my mind, I was like yes, I will meet there with all of them work together we've changed ideas, communicating in a different way, so in my mind I had that. But after that, yes, of course, I understood their point of view...What else like this, and again I understood what Sian told me about that we will need to use only the content, the content that they already have in the museum, so I don't know if someone is more creative than me perhaps or they have different ideas about how the photograph or how a video can be done I will do that too, but it takes time and again I understood why they don't, it takes time, we need to work with what we have in a better way, so now depends it's a balance and how you can balance all things. But definitely great experience in I will recommend it to everyone.

Ana Baeza Ruiz [24:34.950]: Amazing, thank you so much, I'm going to stop recording now.