

Transcript: Art Fund Focus Group 1 (recorded 11th February 2022)

Speakers:

Ana Baeza

Claire

Anne

Charlotte

Gabriela

Ana Baeza [00:01.979]: Okay. We are recording. Can you see that it says recording yeah okay? Okay, so I'm just going to read something to introduce what we're going to do and... which is yeah for the purposes also recording this, so we are on the 11th of February 2022 and we're doing a focus group discussion around the project that you're taking part in collaboration with MoDA, and this is an opportunity for you to reflect on your experience of taking part in the project, so far, what have you learned, what is surprising or challenging. What is going well and what's not going so well, so you know really here we're looking for as honest reflections, as you feel comfortable sharing there's no right or wrong answers.

[00:49.200] And it's really just about knowing what you think so that then staff that are involved in the project can think of how they might do things better in the future, and also can input into the very design of a project, right now, as its ongoing. So, all of this will be anonymous, as I said so we've renamed you and I think we can start having said that. I didn't say I think I said about myself that I used to work at MoDA, so I've worked closely with Zoe, Sian and other members of the team. And so, I'm being brought into this part of the project, because I guess I'm not directly involved now so I'm as it were an external face that, hopefully, you can feel comfortable to share some things that sometimes can be a bit more difficult, with people that you're directly working with.

learning from others

[01:34.020] Okay, so we're going to start with the first area which is around learning with others, and this is because part of the thinking of this project is how important and valuable it is to learn with and from others, so the first question that I like to start asking you is how are you finding working with students that are in different courses, that are in different institutions. And, are there any challenges that you have faced in particular with regard to this and how have you tackled them so far? Would anyone like to go first, anyone feels they want to share something, otherwise I might nominate one of you to start. Claire!

Claire [02:19.530] I'm so when working together with students in the beginning, what can I say it was a little bit difficult. Am I allowed to say or how many we are, in my team, or how many of us, we are in my team?

Ana Baeza: Yes.

Claire [02:41.130]: We are three students, two from Middlesex, another one from another university. I'm quite open person, and I really like to talk so I'm not afraid of speaking or try to connect with different people from different parts, various [?], and so on. Just in the beginning, the first time, was a bit difficult, because somebody needed to be the leader, if I maybe can say like that. So, from this point of view, I have been in that position, so I have started to speak with them, I created the group.

[03:23.220] Trying to work together, but sometimes yes, I found it difficult, because some of them, they couldn't meet in the day that we decided to meet and this kind of stuff appeared... So, then we will we just decided to, now, how can I say to share our responsibilities and when we have everything ready to meet or to speak, or just to leave messages and that's it, so yeah this was for me...this was, in my case.

Ana Baeza [04:03.690]: It sounds like through those challenges, then you were figuring out ways of moving forward and how to work through those challenges, I wonder if that speaks to some of the experiences

others that you've had? Also, you're very welcome to comment on what has been positive of working as a group. Would anyone like to share their thoughts on that?

Gabriela [04:26.130]: umm, so for me, I would say that my group is quite positive, we're like always.... sorry I'm trying to like not to say too much. [laughs] So we're always I'm on the same page usually, but I would say, because some of us - one of us - is like more visually inclined, the other one is not, I'd want us to kind of, you know, try and switch the role, sometimes? But I think... is just like we've had that conversation and, like my group is like happy doing exactly what they're doing, but as I would want to like experiment we'd like different things.

[05:21.330] But in terms of like their personality and stuff like I'm completely fine with how we work, we meet really, like we meet in the middle all the time, we have scheduled meetings as well, so everything is fine, in that sense, I don't I don't feel like, like Claire mentioned someone trying to be the boss, like in our group, everything is quite equal, so I will ask if they have to say anything, they will ask me, so that's fine for my opinion.

Claire [05:59.610]: I just want to rectify! No one wants, no one wanted to be the boss! This was the thing, and this was like the first meeting, but after that like in your team, we were talking on our WhatsApp group, helping each other, letting know what we are doing so, we will not interfere or repeating the work and this kind of thing. It was just difficult to schedule a face to face or online meeting or these kinds of things, so well yeah no no bad stuff!

Gabriela [06:37.230]: Maybe it was just at the beginning, because sometimes people can have quite strong personalities, they might come across like they're trying to be leaders, when actually it's not the case, they're just trying to get the work done. But yeah...

Charlotte [06:51.030]: Yeah I guess when you put in with like a group of strangers you kind of have to break the ice a bit, they're always has to be that one person who just shows a bit of like initiative to kind of like ease into it a bit?

Gabriela [07:02.190]: Yeah.

Charlotte [07:04.140]: But like I don't think there's um, yeah I think once you've kind of like gotten to know them and it's a bit more relaxed than like there's no like leader role, it's all quite collaborative.

Gabriela [07:16.620]: Yeah.

Ana Baeza [07:18.450]: So, I'm interested in this question around collaboration versus more leadership roles and maybe we can reflect on that a bit more. Charlotte, perhaps you want to expand on that...is there something that you feel helped the process of collaborating? Charlotte or anyone else... to be to be equal, were the things that you did that helped you get there?

Charlotte [07:44.910]: I think the most important thing at first is deciding like what platform you're going to collaborate on. Otherwise, especially because, like we're working online so um you know it's very easy to just like go off and do your own thing, but I think if you have like a shared platform to work on together, then it helps kind of like bridge that gap, where like we don't know them and we don't know like how they work. So, if we can kind of like oversee each other's work and, like kind of always like keep tabs on each other, it kind of lets you know where you're like what you're working towards, as a group.

Ana Baeza [08:27.390]: I see, the way in which you might have common goals, but also, I think we say about that common platform that is agreed is important. I wonder, Anne whether you want to come in here and add anything from your experiences, whether it's been positive, challenging... some thoughts?

Anne [08:43.890]: Yeah I was going say before that it's been positive, and I think what's good about it is that I don't know about other people, but like in my course I tend to always work with the same people. I'm third year now so by this time we kind of have like set groups which is great, obviously, but it's not realistic, because in the actual working environment we will be working with people from different backgrounds, people with different working styles and, as I think it's like a good opportunity to kind of yeah... maybe also like things like I'm a leader, am I not a leader, I can work collaboratively because you're facing people with like different habits. So, but it's been like really positive for me.

Ana Baeza [09:35.580]: Right and of course, in the process of coming up against different ways of working or different styles there can also be challenges, as we've been discussing, that come up. And for that sometimes having support and feedback from those people that are, you know, with you in the projects in this case will be thinking of Zoe, Sian, the team is important, or maybe from other peers,

so I wonder [10:04.500] if there are things that you feel you could have had more support on if you felt supported generally, if you've generally just sorted out yourselves within your teams, or do you feel there's been that support feedback system that you can go to or rely on if it becomes necessary.

Gabriela [10:25.260]: I think that we've had support. And I think that, you know, when it was like the beginning of the project, I personally felt a bit, not confused, but it didn't it didn't lay out everything to the detail that we are going into right now, for me personally that's how I found it. But when I feel like they slowly eased into it and they're very helpful, like especially like Sian is really helpful, I would think.

[11:00.930] The only thing I think that wish may be could have been changed, was the groups. So maybe working with like different people, so switching out the groups a little bit, but just so then we get to know, like all of us, get to know each other. But does nothing to do with Sian or Zoe. Maybe it's just the scheme of the project.

Ana Baeza [11:32.040]: Okay, what about anyone else has anything they want to say about being supported or any additional support that you might have benefited from, or that you could benefit from?

Anne [11:49.380:] The few times I spoke with Sian it was like, I think the online setting makes it really easy to ask questions and get answers quite quickly. But, in general, like the support like during the sessions and out of the sessions has been great, like we even when there was a bit of confusion and in the end it was all clarified, and I think at this point like we are on the right track, and we are understanding like what kind of project it is, and kind of the rules that we have to follow. Because at first, I felt I don't know if everyone but I felt like it was maybe a bit more like we had a bit more freedom, whereas now we realized that it's a bit more almost like a scientific approach. But they are certainly very like keen to help us understand this, this format.

Ana Baeza [12:51.840]: Okay, great, interesting, that scientific approach. I wonder what others think of that?

Claire [13:00.240]: I feel the same as both of my colleagues, to be honest, from the beginning I felt the same as Gabriela she said that we were all of us a little bit overwhelmed. We were thinking 'oh so many ideas!', and then Sian and Zoe, they were they were so friendly and kind, and they have high patience with us to be able to understand exactly what we would need to do with this project. So, they were very, very helpful, they give us a lot of materials, websites, references and even if they weren't like during the week, they were saying to us all the time, please do not be afraid to ask a question, just put that in the chat or in Teams, and we will answer it. And even checking you know with our content if we were like [13:57.240] a bit worried that we are not on the right track, Sian was there just to confirm that, yes, it's okay go for it continue, everything is fine. So yeah they are very nice people and friendly and, how can I say... you can have a nice conversation, and you are able to understand, of course, what they are teaching us. We are working together; you don't feel like a pressure or something like that.

Ana Baeza [14:31.950]: Okay, so that's interesting, so it suggests the idea that you feel there's a partnership between, not just within your teams, but also with the museum colleagues. Would you, would you agree with that, that you are kind of co-partners in this this... would anyone, I see that you're nodding, but that will not be registered in the transcripts. So maybe, if you want to just... say a few things on that.

Gabriela [14:58.620]: Yeah like I agree, but when there is time to be critical, they are critical, which is good. So, like if we if, for example, my group would do a presentation and they're like 'well how you're going to register that' or how you're going to like it's good that they keep asking questions and they don't just, they don't just play nice. Like, they actually want to get to like where they want to get to and they'll ask us questions and be critical about the way we approach things so it's nice to know that they are critical, yet they still make us feel like we can still approach them. So yeah...

Claire [15:35.820]: Critical, but in a constructive way. Sorry Charlotte...

Charlotte [15:41.310]: Umm yeah I was just about to agree, like, I think it took the first couple of sessions to kind of get our heads around that this is an experiment and there's a certain way that they want this to be done, because I think, I don't know if this was the case for anyone else, but when I applied, I thought we'd have a bit more autonomy in like how we would go about like the social media strategy, and then I think in the first couple of sessions, they kind of laid out that they want this to be an experiment, to find out like what works, and to what degree.

[16:14.040] So, but, I think after that, like, I think it's pretty clear and I feel like we know how to like to go about it in the upcoming weeks. So, like Gabriela was saying, like when we have presentations and like they always, you know, give us like subtle reminders to kind of like keep our frame of thinking within like the framework of the experiment.

learning by doing

Ana Baeza [16:41.940]: Okay. Excellent Okay, I think, because I'm mindful of the time move on to the next set of questions which is around learning by doing. Now, one aspect of the project is the idea of learning by doing, and this is related to the Let's Get Real experimental model that you all know about. So, my question is, how are you finding that experimental model? Maybe Anne you can go first cause you spoke a while ago, if you don't mind.

Anne [17:14.340]: ummm... Yeah so as I was saying, like the scientific method, it's interesting because, like as part of my degree I've done things in that sense, but maybe not to this degree. And I understand that is because it's part of a bigger research and I just find it like really interesting that like, we have to work, considering this kind of this like framework, these like structures that we have to like be able to follow to have the right data in the end to analyse. But it's like, you know, the learning by doing I think it's, yeah it's, I'm trying to think about what I want to say... yeah it's a good experience, I guess, to be presented with a brief and following it and that get criticism and act on it and kind of like, yeah work to like following a set of rules. Yeah I'm not sure what else I want to say about this, maybe I'll come back in a moment.

Ana Baeza [18:38.550]: Well, I guess, one thing to maybe reflect on is how have you seen yourselves developing through this experimental project, do you feel that their skills that have been developed, whether it's around how you work with others, whether it's specific digital skills. Do you feel there's something about this model that has equipped you in a way that you wouldn't have if you hadn't taken part in this project?

Anne [19:04.680]: So, in that sense, like I think they yeah working collaboratively like it gives me the opportunity to work with people that I wouldn't have the chance to work with, as part of my degree or as part of like other projects. Also, maybe like digital skills I can't say that this project has given me more

because of my background, but then, specifically because it's linked to an art institution that's something that I haven't done before and that's given me skills like researching the material, learning about, I don't know, copyright, issues to consider that's like yeah it's a good experience to get kind of an insight into a specific, because social media marketing or social media content can be about anything and with this project is giving us the opportunity to work in this like in the arts field, and understand like what works what doesn't, and yeah kind of the relationship between social media and a museum and art institution.

Ana Baeza [20:19.830]: Right, would anyone else, thanks Anne.... yeah Charlotte go head.

Charlotte [20:23.550]: Yeah I think that in terms of learning like social media strategy has been really interesting to learn by doing but it's also a bit strange doing it in accordance to someone else's way. So, I feel like kind of breaking us off into small groups to do like develop our own little strategies it kind of neglect certain things that like also make social media platforms quite successful, and that kind of like consistency in posting, and the style of posting, and all these different aspects like.... you know, sometimes like the post should go hand in hand with stories, but then you kind of have to concentrate on one thing at a time when I feel like sometimes those...

[21:12.510] all those things need to like work together in order to increase engagement. But obviously we're trying to figure out like what they're, like we can only like have one variable at a time, to actually figure out what's working and what isn't. And so, like I see why the experiment is happening, but I think it's also not going to gauge the kind of results that you would expect, if you kind of went all in. But also, in terms of like just engaging with like the museum collection as well, I mean like I'd study art history so like I kind of want to work within like galleries and museums in the future. So, I think this has been a really like good opportunity to kind of like get that experience like working with like museum collections kind of like [22:05.580] being able to take that and like make digestible content from it as well, like I'm like very yeah, I'm glad that I'm getting to do that.

Gabriela [22:16.470]: I completely agree with Charlotte. I think like being focused on one iteration at the time, understand like what they are, they're trying to basically get data from that and then in the future, perhaps use that data to how they approach their posts. But actually, you have to use everything that social media gives you. And I think as well, because we are not all working together it's kind of like at the moment, I know that this is all an experiment, but in the future if they were to be working like this you just like completely ruin their like brand identity and like because everyone has such a different way of like creating content. And like vision like styles and stuff, so I think at the moment when you look at their like their Instagram page is just not really working visually.

[23:13.380] I understand that this is an experiment, so it doesn't matter at this point in time, but in the future, I feel like if they weren't having a team like this, they would need communication between, by everyone, making sure that everything aligns.

Ana Baeza [23:31.590]: That's really interesting, I think the tensions that some of you are pointing out between, I guess, what you could say the institutional brand identity and then the kind of subjective vision of different groups and how this might not go hand in hand, or how to have some coherence, so I think it's something that I'm sure the team will then consider, some of these reflections, in terms of what they might do in the future. Now we haven't heard from Claire yet about this question of learning by doing is there anything that you'd like to share around the skills that you have developed or what it's been like to practice this learning by doing.

Claire [24:08.580]: Yeah so first of all, I'd like to say that I really agree with Charlotte and Gabriela, because I asked them the same thing in the beginning. I couldn't, I couldn't separate my thoughts, and I didn't understand why we cannot share for example a post in a story, because I see them all the time together in my mind. And then Sian was very, very kind and she explained that this is an experiment, so in order to do that we need to understand from the beginning what works better, and she gave example, it is [?], and again depends on the collection what we like to use what kind of the content, so I really understood, but I

really agree with Charlotte what she said that if we are, if you want to mix this together, they will definitely engage more people looking also on different kind of Instagram social medias from different museums galleries and so on.

And I learned that, to be honest, I learned how to, I learned more about analysing the insights [25:22.470] to be honest, I didn't I didn't know about that, where to check, so Sian was very kind and she explained to us. I learned how to work with Canva, I know I'm a photographer student, but I work more in InDesign and Photoshop, and a different kind of software. So, for me Canva is 'oooh, okay let's have a look'. And again, communication with my team, trying to respect each other, helping each other. So, like I said in the beginning was a little bit strange, but after that, on time, we will double check or [?] let's see if I'm doing something bad or what is your opinion about my post, or my content, do you think it's working we think it's not working, should I change something, because I'm not [26:10.410] a native person, my English sometimes cannot be perfect, so I prefer to speak with somebody that has more experience on that. And learn again more about the copywriting, about the hashtags, how you need to think about them and how... which kind of content in which kind of audience um, you need to have that in mind, all the time in the beginning, when you are trying to attract more people so yeah I can continue...

Ana Baeza [26:45.600]: It sounds like a very rich learning experience Claire, and I wonder if anyone else wants to add anything around some of the skills, for instance, that Claire has been talking about they feel they've learnt, specifically learnt, from this project.

Gabriela [27:04.920]: I think I just need to...because at the moment as Claire said, because of like my background, my background studies, I'm quite comfortable with the software I'm using at the moment, so I think it's a personal thing for me to have to branch out to Canva, for example, because they have given us the opportunity. But it's just a personal thing where I know how to work my software's and I'm not ready to let it let that go...I just yeah... [laughter]

Ana Baeza [27:39.390]: Anyone else?

Charlotte [27:40.980]: Yeah I think ummm, I mean it sounds like umm, a lot of us are quite familiar with the things that we're already doing on this project, and I think it's like it might be because, like well I applied to this job because, like it kind of played to strengths I already have, because obviously like when you want to apply for like paid work experience, then you kind of like you want to draw on the things that you know that you're already good at, and so um I think like using Canva and like Teams and it's like all stuff that I'm already familiar with, but I guess it's just it's good practice. And it's also I think it's also like really nice to have like paid work experience in like the museum sector which isn't very common.

Ana Baeza [28:36.300]: Yes, that is correct, it's very rare. Okay before we move on to the next set of questions I just wondered if you could all think of one word that comes to your mind when you think of the experimental model LGR. [wait] And you could share it, in terms of what that experimental model has meant for you just one word. Or two, I mean if you can't express it in one word. Huh tricky?

Gabriela [29:15.630]: I would say focused.

**Ana [29:17.700]: Focused.
Anyone would like to...**

Claire [29:26.790]: Develop?

Ana Baeza [29:30.240]: Develop; development.

Anne [29:36.240]: Rigorous.

Ana Baeza: mm hmm.

Charlotte [29:45.660]: Maybe regimented.

active participants

Ana Baeza [00:29:48.420]: Regimented. Okay, great, so not so far from rigorous perhaps there is some kind of structure. Okay great well let's move on to your role as learners in this because let's not forget your you're employed to do this, but the idea is that you're also learners and that as we've said, you are getting these new skills so one of the things that project has sought to encourage is that those of you that are...

Claire has turned off for video, but I hope she's still there? Okay great you're still there.

[00:30:22] is that you, is to what extent you feel that you're active participants. So, how does this - if you reflect on other ways in which you've learned in the past - how does your involvement in this project compare to that. Would you say that it's encouraged you to think of yourselves differently as a learner, whether it's as a more active learner? Anyone has any thoughts they would like to share? [30:57.930] Is the question clear?

Charlotte [31:03.210]: I think it's taught me to like to reflect on my output, I think so like I'm saying like I am familiar and have experience with content creation, but rarely do I look back on that and, like survey like what went well, what could be changed in the future. So, I think that's something that this project has like helped me learn to do.

Ana Baeza [31:30.600]: So almost something about evaluation. We could say how are you evaluating the project as you go along. Okay, great. What do others feel about their role as learners as you for you. Do you feel you've been a passive learner in this project?

Anne [31:56.520]: No, I think I've been an active learner. And I think it's about like yes, we probably all come with knowledge already in some sort because we probably all are familiar with social media in some sort of way, whether it's like at different levels. But I think it's about like learning to work in a different way. an we are used to, like following different structures. Yeah I think that would be like kind of like coming with this is what I know how to do, and this is what I think this project should go on, but then also adapting to a different style.

Ana Baeza [32:47.970]: Thanks Anne. Yes Gabriela, Gabriela?

Gabriela [32:52.620]: I would say that for me, I really like the fact that we are producing work and then sharing it to them, because to me, from my field, from my point of view it's really going to help me in the future, because I see them as clients so it's quite good that we meet up on one day and they're just like 'okay, so what have you done', and you could kind of have to sell them what you've done. Yeah, so learning how to kind of compose myself, taking criticism as well, yeah...

Ana Baeza [33:37.260]: Excellent. And do you think this project has allowed you to do that in a way that other courses that you've done did not allow to the same extent?

Gabriela [33:53.130]: Because obviously when you're in a course you kind of get familiar with your teachers, your tutors. So, you don't really you don't really see the pressure, sometimes. Whereas because I didn't know Sian and Zoe and I still don't feel like I'm like super friendly with them, it is more of a professional... I see them in a professional manner. When we do have meetings, yes, I do feel like I have to work on the way I speak to them.

Ana Baeza [34:25.830]: Yeah, okay thanks, thanks for clarifying that. Claire would you like to add something to what's been said?

Claire [34:34.740:] Yes, for me, yeah it was an active learning. I'm quite organized to be honest, and I really like to get involved in something that I really like so that's why I applied for opportunity. For me, to be honest, with Instagram yes, I work on my Instagram. But working for them I'm so sorry my dogs... working for a museum and it's a different museum is not a physical museum, we need to think about strategies or way of attracting people in a different way, because they have more an online part, so we need to focus on the other part, so this was for me it was good, because, again, I will gain more experience and more understanding how I can do that, how can I achieve that.

[35:35.910] And for me, it is more about connection, and about how you can reach people, and how you are able to choose a good content for your audience, if you will know your audience from the beginning. And try to understand them, try to think from their shoes, what they would like to learn. So again, connection, development in how you can increase the knowledge. Yeah it's not just all about posting on Instagram, create content about everything you want from the from their catalogue... : I really like that, because it helps me again to understand in a bit the way how you can reach that audience and create again a connection, and I think this is important not only for [36:26.310] organizations that are working online, but also the ones that they have physical space, they need people to come in enter.

Ana Baeza [36:42.060]: Thanks that's a full answer, Claire, and I think yeah this there's lots there. Well, I think, where we've got just over 10 minutes, so we're going to move on to the final question which is around transferable skills. Now, you've already talked about some of the skills that you feel you've been gaining, some of them you already were familiar with, using the software. But I think there's links to something about Gabriela was saying just a while ago, which was thinking more about how this might equip you for the future. So, the question here really is, do you think that you've been learning skills that you'll be able to take into other areas of your undergraduate course or into future employment?

[37:25.170] And, if you think so, would be good to hear what those skills might be and how you see implementing them in the future. And if you think not, also it'd be good to know why not, what's not working.

Charlotte [37:44.010]: Well, I think, by the end of this project, I'll be able to show potential employers in the future like, you know, I'll have evidence of like being able to like to interpret a museum collection and then turn that into some sort of output according to, you know, what the employer wanted. And so, I think that's a useful skill that I've learned through this project.

Ana Baeza [38:16.410]: Great, thank you, and I think yeah an important one, as you say you are basing this on a real-life work, I mean it's working with that museum and directly with the collection. So yes, but is there something about this project that is unique, do you think, to the way that that MoDA has set it up that working with another museum, maybe would have been very different? Just if you could expand on that Charlotte...

Charlotte [38:46.140]: Well, I think what was unique to this is like the emphasis on what we thought would be successful so, um, you know that independence of like looking around seeing like what you know, like other museums were doing with their social media and like developing our own ideas. I think they're, you know, although, like we did say earlier it was a bit, the experiment is quite structured and so it doesn't allow us to do certain things I mean, I think there is also an element of freedom that we're allowed to do for this project as well, which you might not get elsewhere.

transferable skills

Ana Baeza [39:29.670]: Right. Brilliant, how do others feel about the skills that they've been learning, and how you might be able to apply them in the future in other jobs that you might do, or that you think there haven't been that many skills that you didn't know already?

Gabriela [39:48.330]: From my view we've had a session where they've showed us a video and it's about like how your content needs to basically be made according to what your user audience is. So, for me, I think it's not something new, but it's something, it's the same concept as my course and what my future career is about, it's all about, but taking into social media, so it's nice how I already have some knowledge and how I can transfer it to social media and maybe later on, I can transfer it to something else. Because I think there's like the same way of thinking can be really, can lead to an output in different fields. So, it's nice to see how this is working out for me personally.

Ana Baeza [40:44.370]: Thanks. So that would be the main thing that you would highlight, the way in which you've been encouraged to think about uses audiences as one of the main transferable skills that you can take to other areas of work, Gabriela?

Gabriela [40:59.160]: Yes, that and why I mentioned before, just seeing Zoe and Sian as a client. Yeah those are skills that I need.

Ana Baeza [41:13.860]: Brilliant, how does this resonate with you, Anne, Claire? Similar, different experiences?

Anne [41:24.420]: I think, it's like the idea of like, I think I kind of said this before, but like the idea of like working, like if we think of MoDA as a client, each client will have like different expectations, different styles of working. So, kind of being able to, especially in like social media marketing which might be one of my possible career prospects, the idea to like adapt to different, different clients, because it might be that I would have to work in like different fields, so each field would require different strategies, because it would have like different objectives. Social media marketing in general is very broad and then so like to be able to work in such a structured way gave me like the ability to learn to follow a brief, to follow a set of rules to then produce what the client wants. There will never be total freedom, this is what I'm going to say, this is what I meant to say.

Ana Baeza [42:50.130]: Do you feel the client relationship that you've all had has been a realistic relationship, if you think of how real relationship with future clients might be.

Gabriela [43:00.360]: Personally, no, I think, like they're kind of clients, but as you like, for the sessions, they kind of become tutors so you kind of feel quite like familiar to them. So yeah...

Ana Baeza [43:17.220]: OK, so maybe slightly different to what you will encounter in the future, but with more support, as opposed to what you might have in a real client situation.

Gabriela [00:43:25.170]: Yeah.

Ana Baeza [43:26.520]: Okay, and do you think that's helpful? Do you think that way of approaching is helpful, do you think it would be more helpful if they took a more client position?

Gabriela [43:35.940]: Well, I mean because it's an experiment I think what they're doing right now works. Because if it were more of a client thing, maybe we wouldn't even understand exactly what they're looking for. But, yeah, I think what they're doing right now for what their aim is working.

Ana Baeza [43:58.110]: I think I'm going to turn to Claire now to see if Claire would like to chip in.

Claire [44:05.010]: I don't know, for me, because I do not have so many experiences, like all of my colleagues. Yeah I'm coming from a different field, even if I'm doing social media for myself only, I do not have so much knowledge about that. So, being able to enter in this experience, I was again able to learn more and understand more about this, and like I said for me, I don't know, maybe it will sound crazy, I'm not thinking of them about my client [?]. And I know Gabriela why you're seeing it like that, because this is your career, this is your job, gaining clients. But it's more about the which kind of clients, what kind of their

culture organization they may have, this is connected with what you may feel inside yourself. I don't know if make sense, what I'm saying, but you really need to feel again a connection with them and understand what they are asking, and their requirements and the structure.

And, of course, from the beginning, like I said, [45:15.900], you are not free to do whatever you want. That's why from this position that you are offering something, a service to that specific client, you will need to understand from the beginning their requirements. If you if you agree with them, and if you agree with them Okay, you can go in and help. But, from my point of view, again, for me, everything and in every job I'm doing it's about the connection with people that I have, so this is the most important thing with me because... I am not saying like I can really read people, but I can feel them, so it is important. And also, like again like Gabriela what she said about the video that Sian showed us everyone from many museums, they were speaking all the time about [46:12.840] how to increase knowledge and how to make it more personal. So, I think what I'm saying makes sense because people need to connect with each other, so yeah I hope I was not so like crazy, and you understood something from my words.

Ana Baeza [46:32.790]: No, I think that's a very interesting perspective Claire and I guess the question would be do you think this project has enabled establishing that sense of connection, do you think there's been in the way that it's been structured and how the kind of contact you've had with Zoe, Sian, with your team members. Do you think that it's been an easy to establish that sense of connection, or do you think there's been challenges there as well?

Claire [47:03.210]: No, yeah it was a connection from the beginning, to be honest, and I know, because I met Zoe before in tutorials, so I really like Charlotte I didn't study history. And I love books and I love this kind of stuff and when I when my tutor presented the MoDA museum and this position came along, I just felt something, I just need to go and have a look, if I can be part of that team so again, I will just go with it. And yes, it was positive, and helpful, and I'm glad that I did.

Ana Baeza [47:54.330]: Fabulous, great - okay we're coming to the end now, and I'm aware that Gabriela has to shoot off on the dot. And so, I just want to end by asking you for some final reflections on this discussion we've had, on your experience in the process, anything that you felt that has been left unsaid, and that you think, whether it's a positive thing or a critique. You know, something that you think would be important to take into consideration for future projects like this one, with other students. So, I'm probably going to hand over to Gabriela first and then Gabriela if you want to go, feel free to go and then maybe we can just go round with each one.

Gabriela [48:40.500]: Ummm, so what works what doesn't.

Ana Baeza: Just some final reflections on the discussion we've had so far on the project, anything that you feel maybe you wanted to say you and you haven't said. [48:54.180] So, you know, it's up to you, it might be something critical, it might be something that you found especially useful; it's up to you, it's a space for you to offer a final kind of summary reflection.

Gabriela [49:08.190]: Yeah I think well when I started I wasn't really understanding the depth of the experiment. I don't know if it was from my behalf, but I didn't really understand that we had to be quite focused, but once we go into it, this... it's nice to do things from a different perspective right because we're following their agenda, their planner, and it's nice to you know try something new. So yeah maybe I wanted to elaborate as well on what I said about the user. So, for example, because I do like... in design, for example, you design a house, because the user needs to move here and there, and whatever; so, from social media aspect okay, will the user who might react to this this this? So, it's nice to take the knowledge I already have and put into social media, and I feel like training that knowledge, then, can make me more suitable for our jobs in the future as well.

Ana Baeza [50:18.660]: Excellent, thank you, thank you Gabriela.

Gabriela [50:21.780]: Thank you so much.

Ana Baeza [50:24.000]: Thank you, it was lovely to meet you.

Gabriela [50:27.120]: Yeah it was nice to meet you okay bye.

Ana Baeza [50:29.760]: Bye, take care.

Ana Baeza [50:32.880]: Okay, so who would like to go next with some final thought, a sort of conclusion of what your experience has been throughout? We will probably meet again in some months' time, as you finish the project, so there will be no more time to reflect on the coming weeks, obviously you you're still in the in the midst of this project, but would you like to just let's finish off with some, yeah, some things you want to say, and you haven't yet. Charlotte?

Charlotte [51:04.950]: um I mean I think in terms of it being an experiment, maybe there could have been a bit more transparency and what that would entail or what it is, like in the listing or like during the application process. But I think once you get into it, it is very clear what it is and how it's supposed to be done. And also like in terms of being, you know, like a paid job I think it's been quite a nice like in between, for university students who were like still the stages of developing roles that are going to be useful for when they're seeking employment. So, Sian and Zoe have been really useful in kind of having this like client-based role where you want to, you know, meet their requirements, but also giving a bit of like some guidance and a helping hand in the process of that so we're learning at the same time as working.

Ana Baeza [52:04.290]: Great, thank you, so more clarity in the actual job spec for the application, perhaps, that would be one of the things to think about. Okay, great! Anne, Claire... whoever wants to offer some thoughts, final thoughts?

Anne [52:23.100]: Yeah I agree on that, that it's a good experience to, that it kind of feels like in between university work so work that you do to present to your lecturers, and you know, has a little bit of confidentiality because maybe you're in your third year so it's, I don't know, your lecturers know you it's not, it's not a client relationship. And then, this project is with MoDA it's kind of in between that and a client relationship, because obviously it's still kind of a learning environment, it's still linked to university. But it's like a good transitioning role that we can still use as part of our portfolio, because it, it gives like different skills, whether it's like more specific skills in terms of digital media and social media content creation, but also transferable skills as in like working with people you don't know, adapting to this style, and yeah also working for an art institution. But still, yeah kind of it does feel like there is a little bit of a... like when I when I expected to know everything, and the learning is quite like obvious.

Ana Baeza [54:03.120]: Great and he felt that, in not expected to know everything you had support in that.

Anne [54:09.150]: Definitely, yeah.

Ana Baeza [54:11.940]: Okay, excellent, thanks Anne. We'll finish with you Claire.

Claire [54:16.710]: So, I agree again with Anne, I feel the same like her. And for me it was and still is a nice experience, because I just wanted to be part of it. And I really liked to understand again the way thinking behind everything, because I used to work before (in the past) in my country, like not on Instagram because it wasn't around that time, but it was a different thing. So, although I understood how you can work behind a website, for example, or how you can attract more people.... But from this point of view, like a museum, or the cultural organization of this specific museum, for me, it was, what can I say, like something opened and it became more like attractive because Zoe said in the beginning, 'maybe some of you, you do not have experienced so much or you never worked for a museum, or this can be something new for you that you may be will enjoy you're not'. [55:29.940] And yeah, like I said, I really enjoyed. And the learning process

again like Anne said, is not stressful. You know, if you feel like something you don't know something, you definitely first of all, to be honest I'm going to ask my colleagues: 'how can I do that', or discussing through each other. And then we if we, in case we don't know the answer, then we'll go to Sian and ask Sian if it's all right or not. So again, we have that support all the time, so we do not feel exactly like we are the employers [*meant employees*] and they are our, you know, that pressure on our on our shoulders. It's more like teamwork. Of course, in the beginning, I asked them: 'can we come, can we meet, can we work together? I am this kind of person'. And they said 'oh, but everything needs to be online'. I said, 'oh ok'. In the beginning, I didn't understand why.

And [56:38.520] I don't know you they said from the beginning if we need only to focus on their materials that they already exist. I understood that, after a few discussions, because in my mind was all the time I go I can go there, I can photograph, I can create nice compositions, different ones that maybe will attract people you know. But after that they said we already have that; we need to work with what we have. And then I understood, and then I changed, you know, I was trying to understand how can I do that, how we can work with that? And again, I mean, I'm sorry for repeating myself, but we were going back to the audience. And I think this was the most important thing, that we needed to start from it, to know who your audience is and then you are trying to create the content that they make them press the button, or just follow your page or just contact you, yeah.

Ana Baeza [57:47.700]: Thank you, thanks Claire. Well, I think we've come to the end, and we are just almost 10 past five, so I think I'm going to let you go unless anyone else wants to say anything else. Otherwise, just to thank you all for taking part and, as I said at the beginning, this will be anonymous so whatever is handed over to Zoe and Sian to have a better sense of the project and how they're leading on the project, will not implicate you in any way. Just wanted to state that again so that it's clear. Do you have any questions, is there anything that you'd like to ask before we finish? In that case, I'm going to stop recording.