

Website Survey

During September-November 2023, On the Move ran an online survey for around 6 weeks to find out more about how users access the OTM website and its resources. The survey was communicated through OTM newsletters and social networks.

There were 93 valid responses from users based in 41 countries. 74.2% of users were in Europe, 10.8% in Africa, 10.8% in Asia, 3.2% in Americas, and 1.1% in Oceania. 34.4% of respondents identified as artists, 34.4% as culture professionals, and 22.6% as both. (The remainder selected 'other', but mostly were culture professionals.)

Around half of respondents said they visited the website either daily or weekly, with the rest visiting less frequently – either monthly or a few times a year. Only 28% of respondents had been a user of the OTM website for less than a year. 26.9% had been users for more than 5 years.

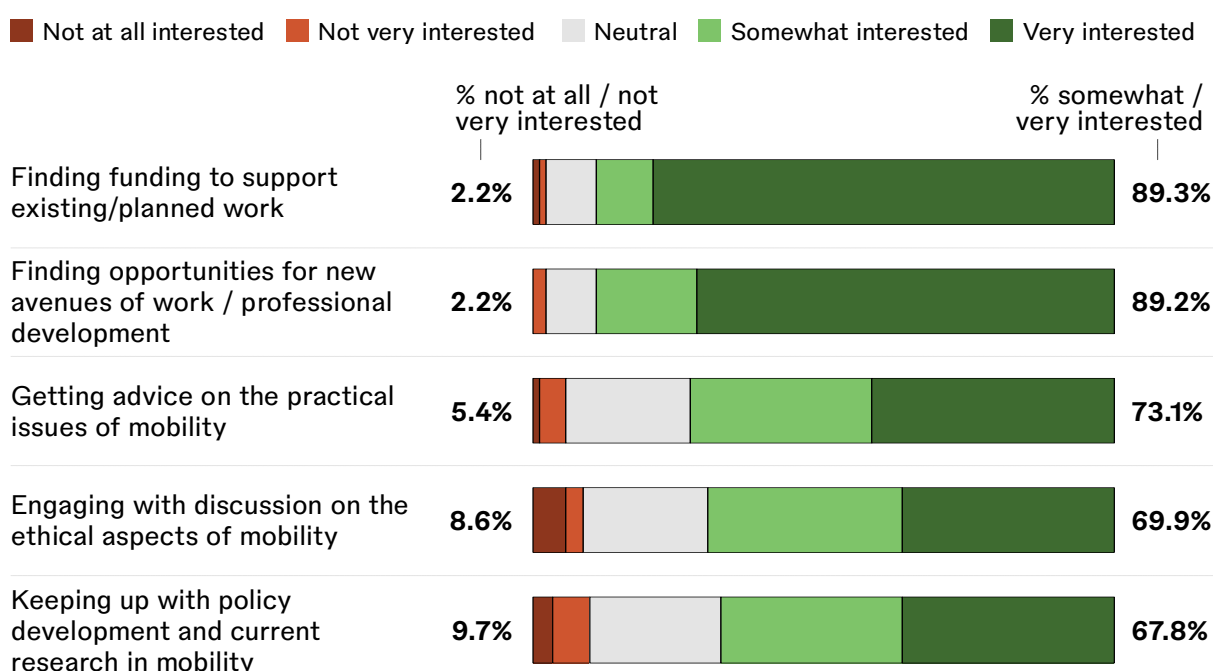


Website activity

Asked which sections of the website they had used in the past, 95.7% of respondents had used the news/opportunities pages, and 72% the cultural mobility funding guides.

Survey respondents were also asked about what kinds of resources / website content interested them:

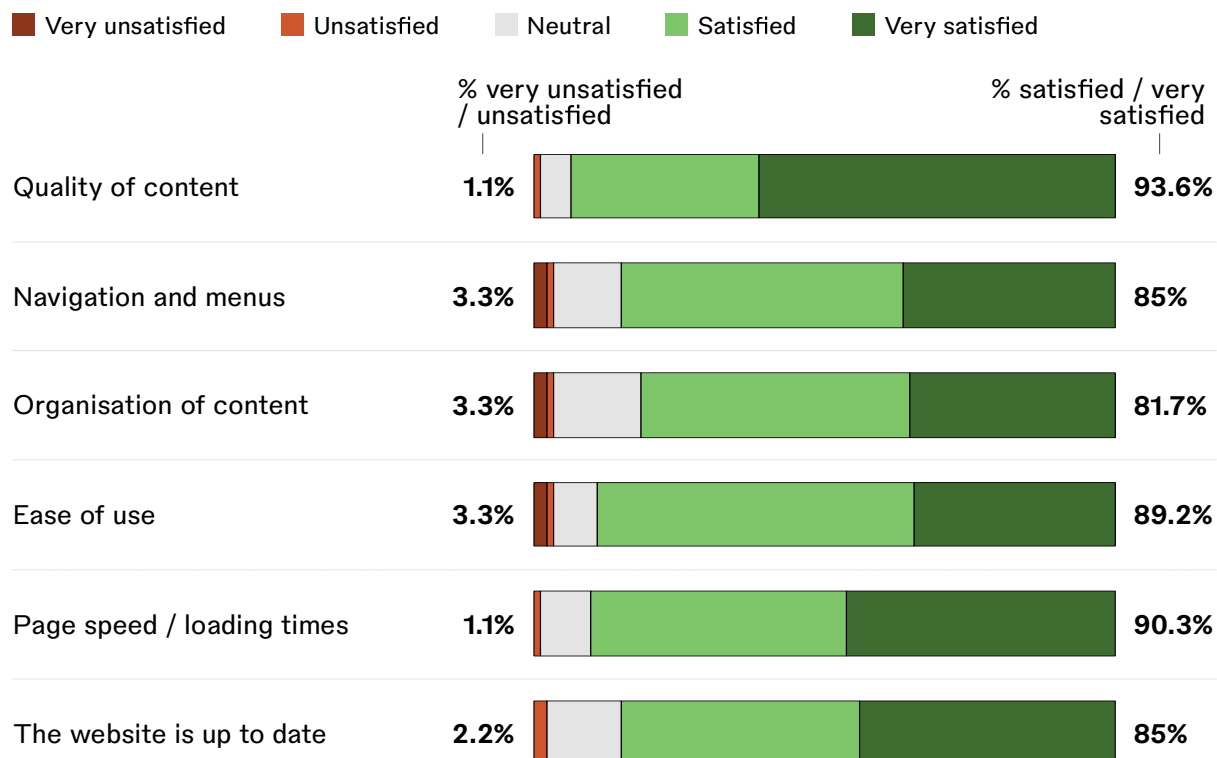
Please rate how interested you are in the following activities as a user of the On the Move website.



Survey respondents showed the **greatest interest in funding and opportunities**, with around 9 in 10 respondents either very interested or somewhat interested (to be expected given the majority of OTM's content, by volume, addresses this with open calls and funding guides). 73.1% were interested in advice. 67.8% were interested in policy. In some ways surveys self-select for people who are highly engaged, but this interest in policymaking is still quite surprising.

Respondents were asked to rate their satisfaction with the On the Move website across a number of different dimensions. **93.6% were satisfied or very satisfied with the site's content**, 85% with the navigation, 81.7% with the organisation, 89.2% with the ease of use, 90.3% with the site's speed/performance, 85% with how up-to-date the site's content is.

How satisfied are you with the On the Move website in terms of the following...



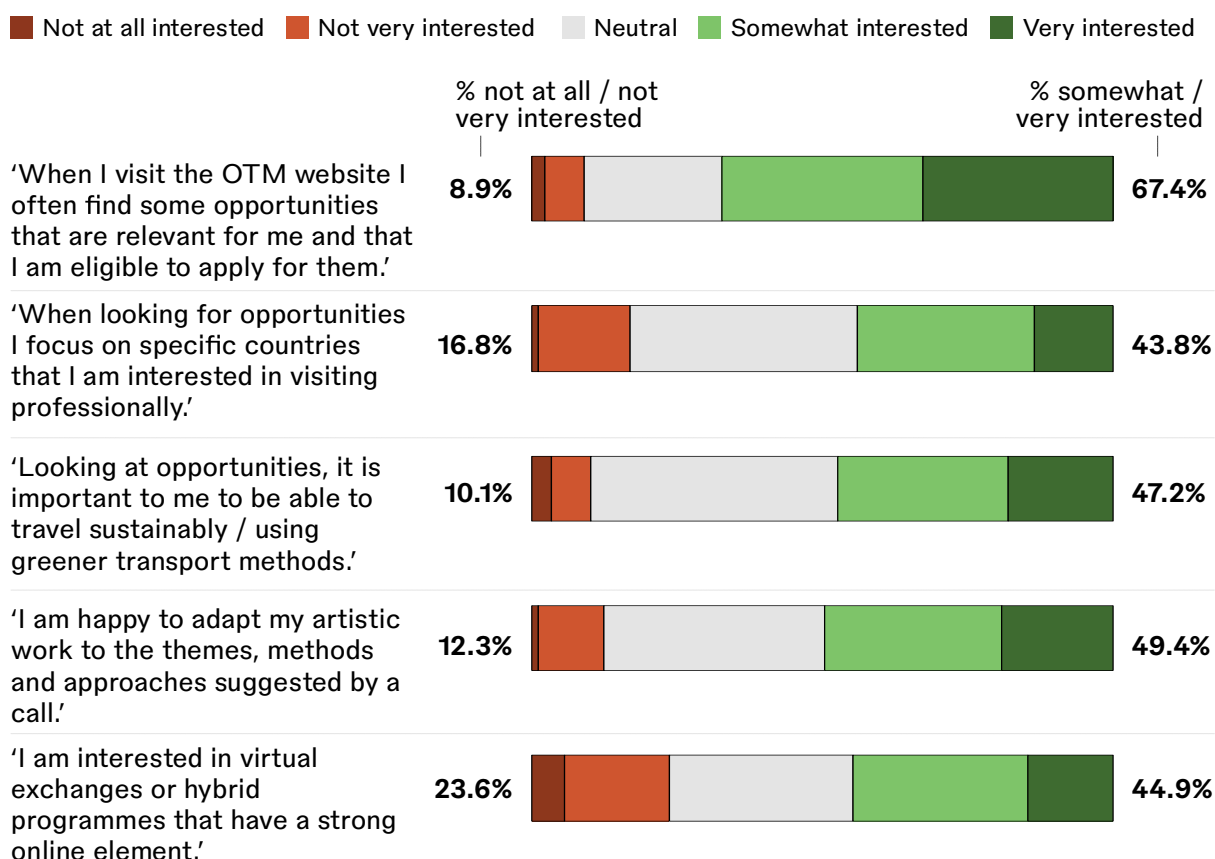
News and opportunities

63% of respondents had applied at least once for an opportunity they found out about through the OTM website, with 66.1% of respondents finding the opportunities applied for through the website's news section, 3.4% through a Mobility Funding Guide, and 11.9% applying for opportunities through both. (The rest indicated they could not remember where they found the opportunity.)

Looking at the subset of respondents who had applied for an opportunity, **42% of these had experienced at least one successful outcome.**

Survey respondents were asked to rate to what extent they agreed with a series of sentiments about how they searched for news:

Please indicate to what extent you agree with the following statements...



43.8% of respondents agreed that while looking for opportunities they look at specific countries they are interested in travelling to / working in. 47.2% agreed that green travel is important to them, though the largest block was neutral.

The thematic background of calls was important for 49.4% of respondents. 44.9% were interested in virtual mobility. In general with these responses the neutral block is largest, and 'mild' responses ('not very', 'somewhat') outnumber strong ones.

If there was strong support (or not) for some of these sentiments they might have been used as guides to refine how opportunities are presented on the On the Move site and how calls can be filtered and searched. Instead, the responses seem to show that there is a **diversity of interests and perspectives, and that many users are in a reactive mode: not searching with specific parameters so much as just searching in general.**

The survey also invited respondents to share other websites they use to find open calls for international mobility. Most of the sites shared are known to On the Move and already part of our information monitoring. Websites commonly mentioned included [Transartists](#), [Res Artis](#), and [Culture360](#).

At the end of this section of the survey, respondents were invited to leave any additional comments about On the Move's coverage of opportunities in the news section and funding guides:

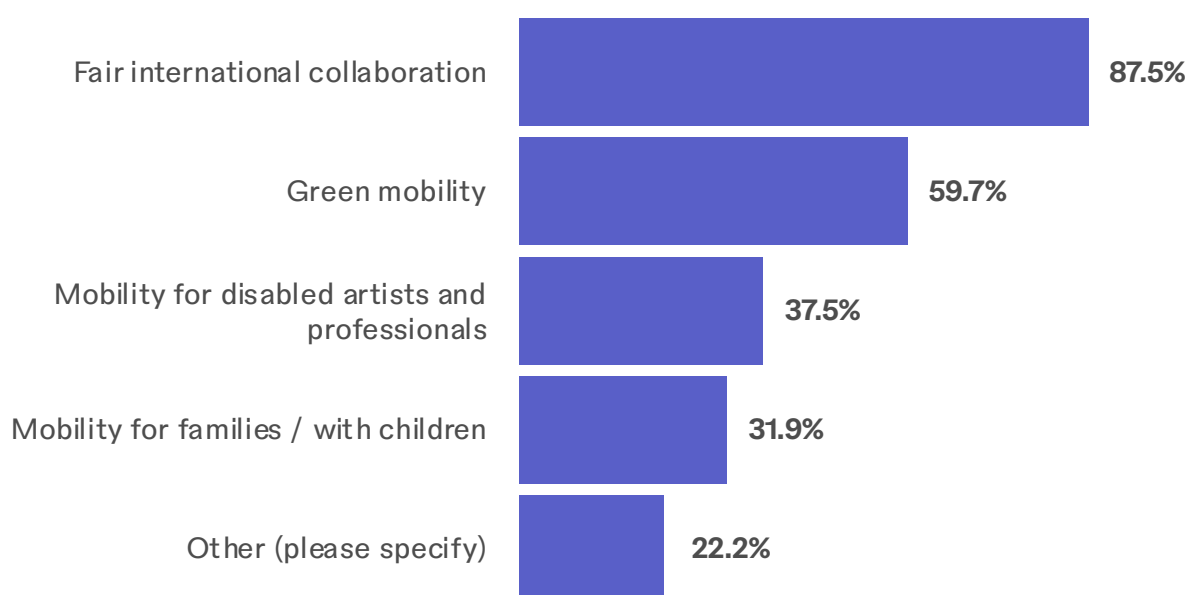
- 'OTM is the only [website] that publishes properly funded calls. Other sites sometimes publish interesting calls but some of their calls are not funded or partially funded.'
- Suggestions included updating the information in the funding guides; 'more coverage of academic opportunities perhaps related to the arts'; 'more job opportunities (at present OTM focuses more on those that operate in cultural mobility or at least have a strong international dimension)'; 'coverage of national opportunities'; 'more coverage of non-English opportunities'; 'Clearer eligibility criteria so you don't have to read through lots of opportunities that you aren't even eligible for.'
- 'For the rest I don't have anything to add. OTM is an amazing resource for me, I am happy to use it.'
- Some comments related more to distribution of opportunities/funding than to the coverage itself: 'More coverage of opportunities in Africa/open to Africans would be welcome'; 'maybe more opportunities for Non-European artistic mobility can be added to list of open calls'.

Research and resources

Respondents who had engaged with On the Move resources in the past, or who expressed an interest in doing so, were asked about the topics and formats they found engaging.

Which of the following topics are you interested in seeing covered in future on the On the Move website?

% of respondents interested in the topic



Fair international collaboration emerges as a striking focal point, with 87.5% of respondents indicating their interest in the topic. But there was also significant interest in topics of green mobility, mobility of disabled artists and professionals, and mobility for families / with children. Invited to suggest other topics not listed, respondents mentioned subjects including training and retraining, equity, gender, and technology and AI.

Respondents were asked to pick up to 3 preferred formats for engaging with content. **Online articles and PDFs** were the most common choices (selected by 32.8% and 29.9% of respondents), followed by **podcasts** (16.1%), **recorded video** (13.8%), and **video livestreams** (7.5%).

Asked about the impacts that On the Move's research and resources had had on them personally and professionally, comments mainly reflected on how they expanded horizons and perspectives:

'It is always inspiring. Even when I know the topic well, I always discover some new information, contacts, or views.'; 'The information from On the Move is helping me to be more connected to the artistic and cultural world. It impacts my professional path through giving me the needed data for training or creative processes.'

At the end of the survey, respondents had the option of leaving general comments about the On the Move website and its content. Comments included:

- 'Would be great for OTM to host regular round tables and conversations via twitter spaces, LinkedIn live to engage audiences and cultural stakeholders.'
- 'Would like to see more content on Instagram and twitter beyond open calls such as features on different open calls, interviews with cultural centres and operators, discounts to events and even appearances and different conferences and events.'
- 'I do find all the funding-info extremely complicated and I really wonder how an artist is ever able to apply for funding... it is the same throughout all pages on funding by the EU – a terrible labyrinth and almost not understandable for normal artists.'
- '... the question of language – whilst things can be translated easily online, insights come through other means. For OTM to be more visible or the topic of mobility to be more discussed, some parts on other languages could be good, or working with people from different parts of the world as infopoints / relay for OTM.'
- 'Thank you for this space... it's been helpful for me coming from a farm community in the Philippines... I get to work on the ground while having the opportunity to connect to international fellowships and grants by following your post... fantastic!'
- 'The funding guides in PDF are hard to navigate when viewing from a computer. It would be great if all the "structural" funding opportunities that are listed in the guides could also be in a dedicated page on the website that is easier to navigate. This could be developed into a tool that allows the user to search for specific funding opportunities via filters.'