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Stakeholder Analysis In Social Research. The discourse of the actors involved in Local Development (Ecuador)

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ABSTRACT

The stakeholder analysis is at the core of a large number of studies regarding local development processes. This approach was used to obtain and analyze qualitative data through 32 semi-structured interviews conducted to a sample of social, economic and institutional stakeholders, linked to the starting up and operation of Villonaco Wind Farm (Province of Loja, Ecuador). MAXQDA is a valuable tool to implement this methodological approach in order to analyze the diversity of discourses in terms of territorial origin and activities of the interviewed stakeholders. It also helps to identify the topics that concern the most to the stakeholders as well as their positions on the local effects of this wind farm. It has been especially useful when looking for connections, comparisons and coincidences that lead to the interpretation of stakeholders' discourses.

OBJECTIVE

This poster aims to show the methodological process conducting the stakeholder analysis through MAXQDA, implemented in the case study of the effects of Villonaco Win Farm on local development.

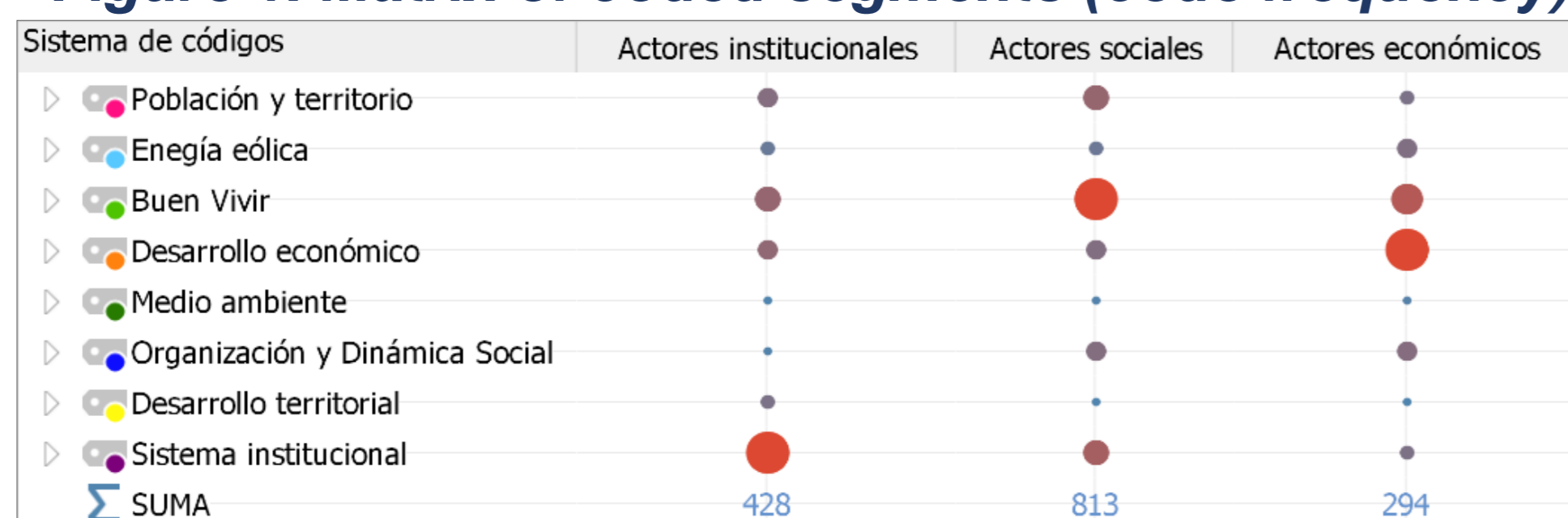
RESULTS I

The code system constructed from the information obtained from the interviews (8 codes and 74 subcodes), was the basis for data systematic analysis.

The type and relevance of the topics in the discourse of the stakeholders

Through code matrix the type and relevance of the topics in the discourse of each group of stakeholders' has been identified and visualized.

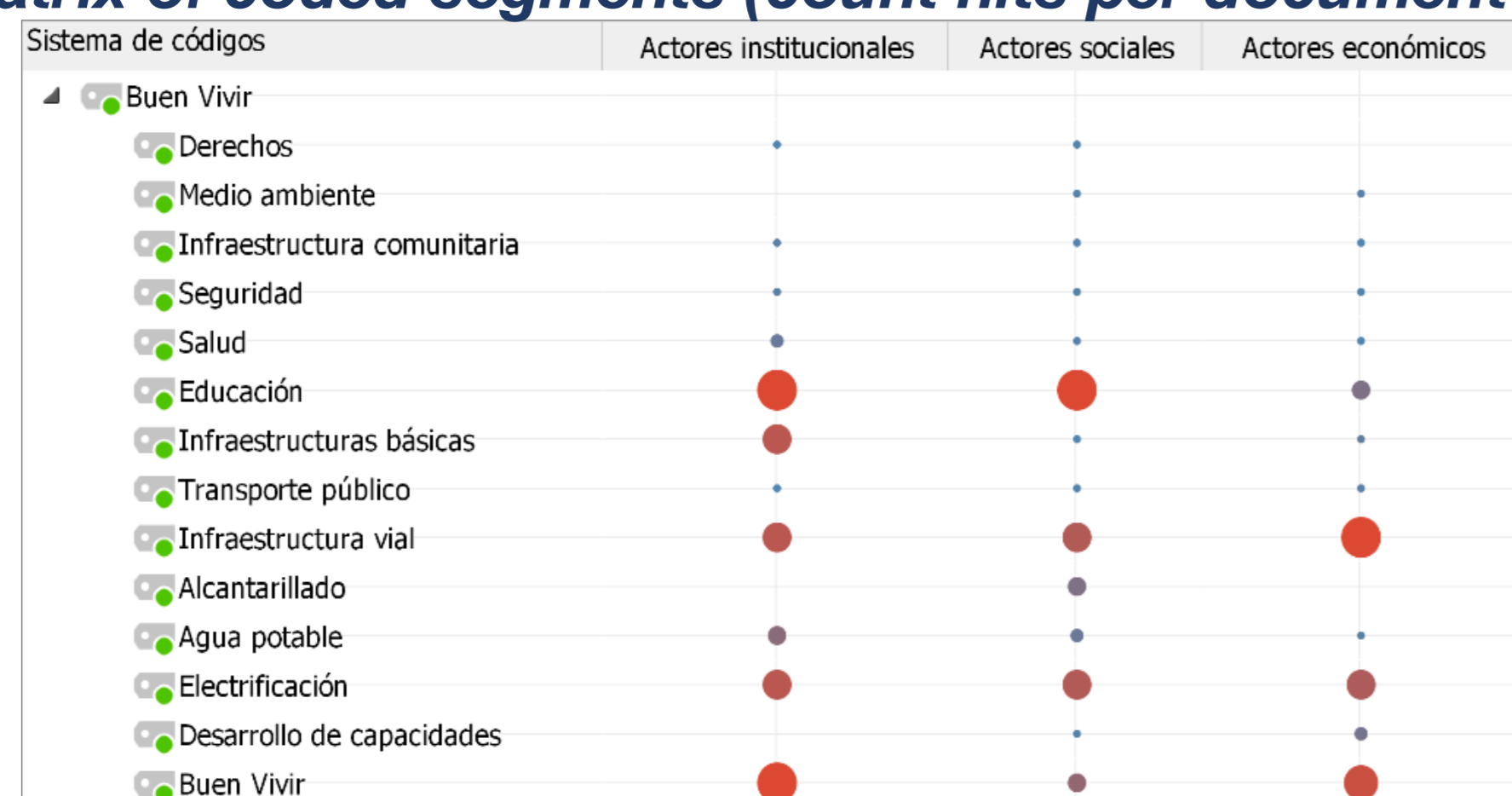
Figure 1. Matrix of coded segments (code frequency)



Source: Own elaboration based on data from interviews to stakeholders (Loja -Ecuador, Dec. 2014-March 2015)

The same feature but using the option *Count hits per document only once* was used to avoid possible risks of under/over representation caused by the total frequency of coded segments (Figure 2). This new matrix shows significant information as there are topics that are practically not addressed by any of the groups of stakeholders, while appear other tendencies not seen in the previous matrix. In this example we activated the code *Buen Vivir* to find out the type and relevance of the issues (subcodes) regarding this topic.

Figure 2. Matrix of coded segments (count hits per document only once)

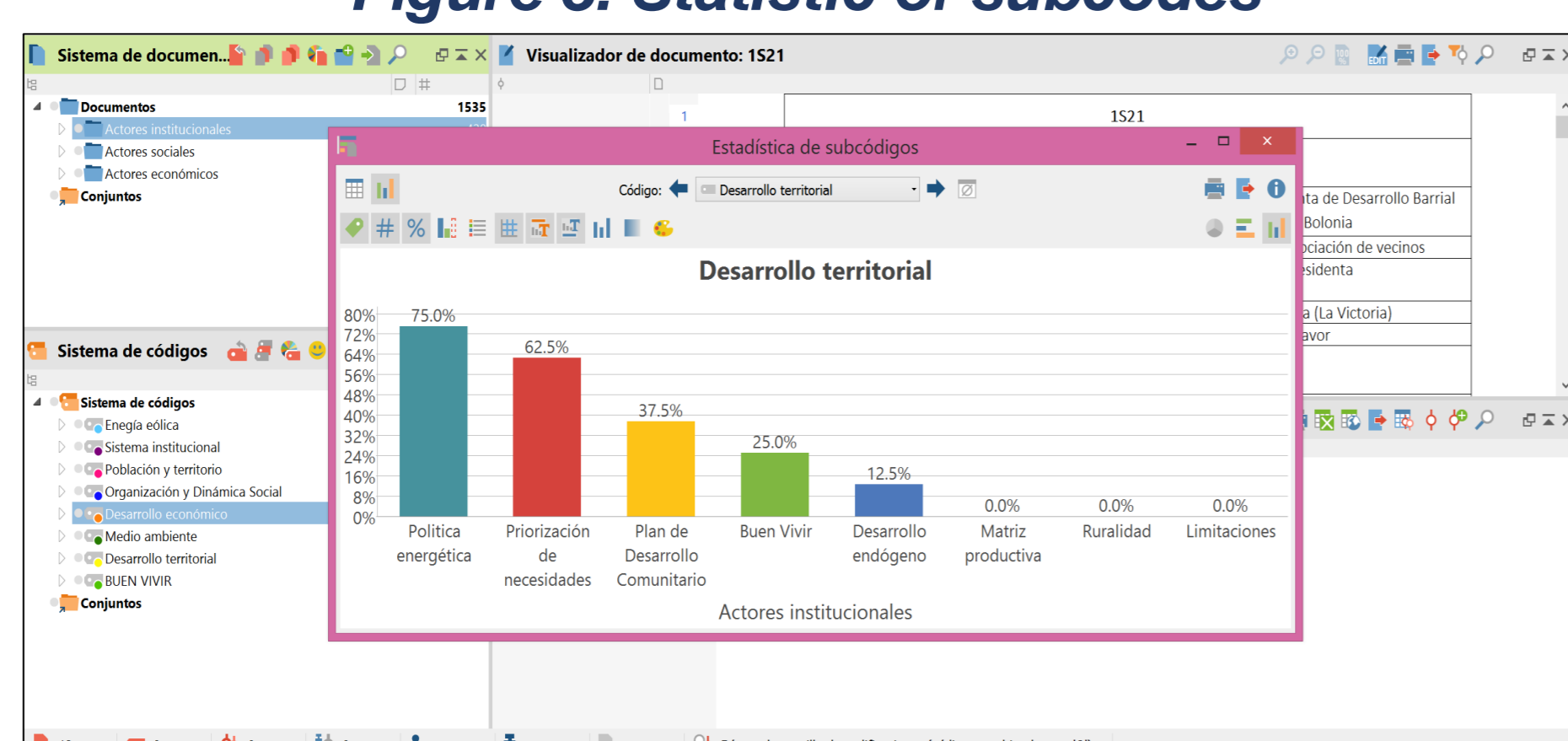


Source: Own elaboration based on data from interviews to stakeholders (Loja -Ecuador, Dec. 2014-March 2015)

Statistic of subcodes

To find out what was said about a certain topic (code) we used the option *Statistic of subcodes*. This feature shows the percentage of interviews in which a certain issue (subcode) is pointed out at least once (Figure 3).

Figure 3. Statistic of subcodes



Source: Own elaboration based on data from interviews to stakeholders (Loja -Ecuador, Dec. 2014-March 2015)

RESULTS II

Relationships between topics in the discourses of the stakeholders

We have used MAXQDA as a useful tool to identify connections between different issues present in the interviewee's discourse. This visual tool helps to define in a better way the argumentative and linking structures of the stakeholders' discourse. This analysis also contributes to understand, assess and explain the effects of this wind farm on the territory (Figure 4).

Figure 4. Code relations (co-occurrence of codes)



Source: Own elaboration based on data from interviews to stakeholders (Loja -Ecuador, Dec. 2014-March 2015)

Document portrait as an analysis tool

Document portrait helps to go deeper into the analysis of the topics that dominate the interview. It also contributes to better analyze how the topics are related and distributed throughout the discourse of a certain stakeholder (Figure 5). This feature is very useful to make comparisons between individual interviews.

Figure 5. Document portrait of the discourse of an interviewee



Source: Own elaboration based on data from interviews to stakeholders (Loja -Ecuador, Dec. 2014-March 2015)

CONCLUSIONS

The use of MAXQDA in this case study allows to identify the typology of the discourses and relevance that each group of stakeholders gives to each of the key issues. This has been achieved from a systematic analysis supported by different criteria: frequency of appearance of the topics in the stakeholder's discourse-coded segments, number/percentage of interviews in which each topic appears and the frequency of a certain subcode in the interview. Based on the results, it is clear that this tool and its features help to develop the research with enough reliability and analytical detail.

The Software is especially useful to identify significant relationships between the different aspects present in the interviewees' discourse and the processes and phenomena studied.

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