

From social networks to discourse analysis

A Case study of rural development (NW of Murcia-Spain)

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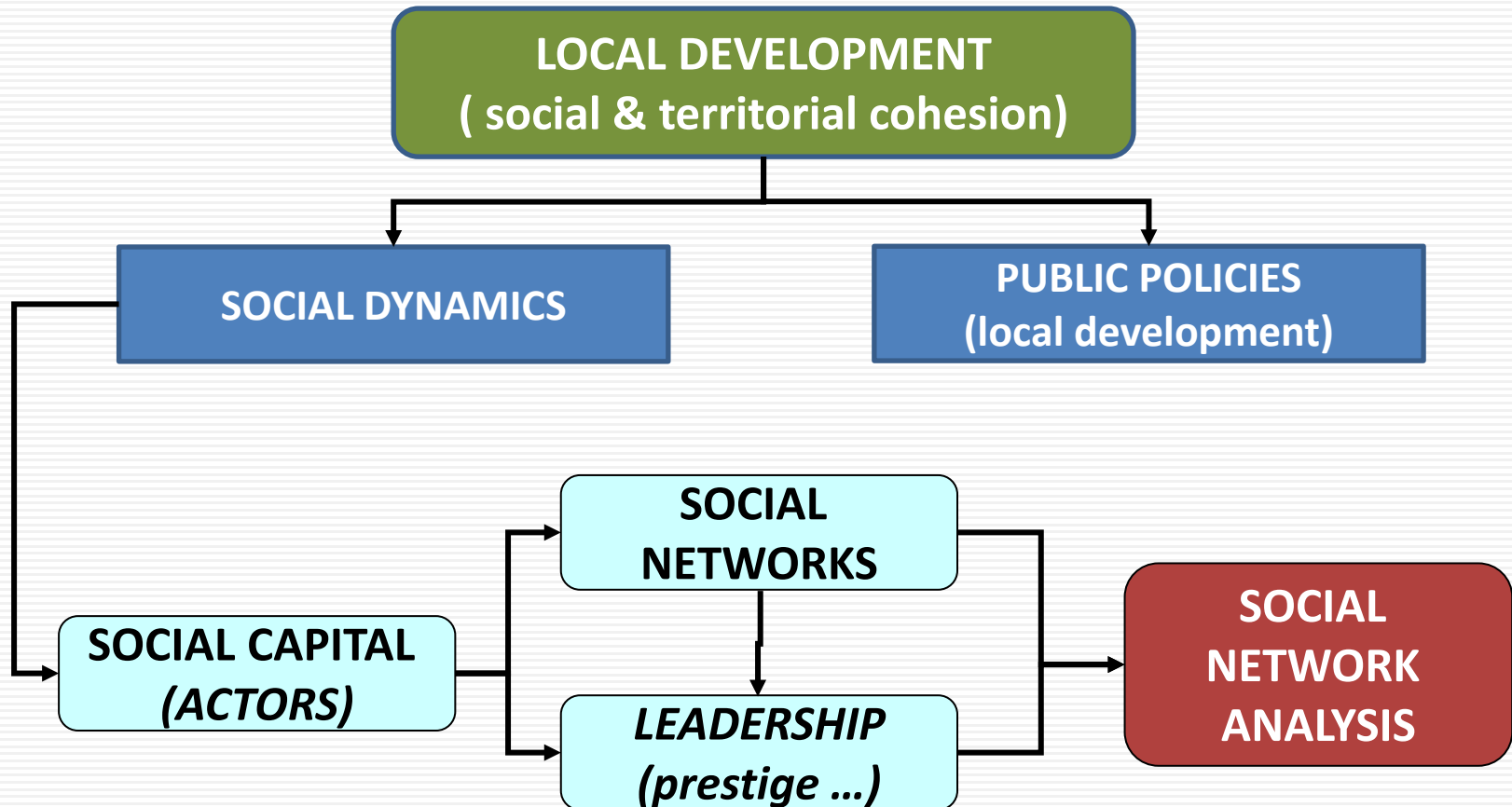
Concepts

Our study

Results- discus.

Concluding rem.

1. Key concepts and conceptual framework



1. Key concepts and conceptual framework

1. Social capital is crucial for local development

- ❑ *“Social capital is a necessary precondition for successful development”* (Fukuyama, 1999)

2. Two complementary types of SC

- ❑ Social cohesion within social classes and territories ((Bonding SC)
- ❑ Better & efficient connections with other “social groups” and territories (Bridging SC)

3. Several conceptual and methodological approaches

(Bourdieu, 1972; Granovetter, 1973; Coleman, 1988; Putnam, 1993; Portes, 1998; Fukuyama, 1999; Lin, 1999, 2001; Ferragina, 2012)

1. Key concepts and conceptual framework

4. Relational component of social capital

- **Relational component of social capital** (*“Social Capital is much about relations & networks”*) → Lin (1999): “Building a network theory of social capital” (Connections, 22-1-)
- *“Structure of relationships between actors that facilitates productive activities ... in which information may be shared and agreements may be implemented”* (Coleman, 1988)
- *“Features of social organization such as trust, norms and networks, that can improve the efficiency of society facilitating coordinated actions”* (Putnan, 1993)

1. Key concepts and conceptual framework

4. Relational component of social capital

- Actors that interact, cooperate and compete for resources and benefits (economic, cultural, symbolic and social prestige). Only through networks of social actors it is possible to use and mobilize social capital and, through this, the economic, cultural, symbolic, etc.. (Bourdieu, 1986, 2000)
- *“Social capital must be conceived as resources accessible through social ties that occupy strategic locations and / or significant organizational positions. Operationally, social capital can be defined as resources embedded in social networks to which some actors access and use them to action.”* (Lin, 2001 :24-25).

1. Key concepts and conceptual framework

5. Social capital, social networks ... and leadership

- Local development: processes of change from local communities (To cope with crisis and decline and to adapt rural communities to new and changing scenarios)
- -Resilient- processes of change: from local communities with varying support from external forces (actors, policies, etc.), but
- Who conducts –or hinder- processes of change?: **elites & leadership** (local communities and their **social networks**)
- Effective elites & leadership are not present everywhere (scarce resource); it is a key success –development- factor (**prestige positions in social networks: leadership?**)→
- Lack of efficient social networks & leadership & negative social capital: block –resilient local development processes of change

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2. Our study

1. Research hypothesis and objectives

1. Research hypothesis

- Is there a high dependence of local development processes from Social Networking and leadership, even more than from public policies? → research programme on local development & social networks

2. General and Specific objectives

- (G) To define social networks of actors engaged in local development processes
- (G) To carry out an approach to the effectiveness of the resulting **social network-s** in the study area
- (S) To carry out an approach to –emerging or consolidated- **leadership** and powerful positions (elites) in those social networks
- (S) To set up a methodology for **discourse analysis** of local actors
- (S) To conduct a discourse analysis (local development processes and policies) → **patterns and position in the network: what topics and by who?**

2. Our study

2. Methods: from SNA to discourse analysis

1. Methodological approach: Social Networks Analysis

- Social Network Analysis: social relationships as nodes (actors) and ties (relations) (*Borgatti et al., 1998; Hanneman and Riddle, 2005*) →
- Indicators on properties, cohesion and centrality in social networks → UCINET (*Borgatti et al., 2002*)
- [highly powerful but needed to be completed with qualitative analysis] →

2. Text (discourse) analysis

- Interviews: discourse of actors on a wide set of topics (local development)
- MAXQDA: simultaneous (and high number of) projects & researchers.
- Key element: design and set up a consistent code system →
- [software is as much powerful as consistent is the code system]

2. Our study

2. Methods: from SNA to discourse analysis

1. System of projects (texts, interviews, etc.)

The screenshot displays the MAXQDA software interface. On the left, the 'Sistema de documentos' (Document System) pane shows a hierarchical tree of projects and documents. A green arrow points from the '1. System of projects' text to the 'NO MURCIA (INTEGRAL)' project. Below it, the 'Sistema de códigos' (Code System) pane shows a list of codes with their respective counts. The main window, 'Visualizador de documento: NO MURCIA (INTEGRAL)\41514', displays a document with text in Spanish. The text discusses tourism development, mentioning 'Turismo Rural' and 'Leader' programs. The document is divided into segments, with the current segment containing the following text:

manera que a partir de ese momento, con esas comunicaciones y con unos servicios de, como digo, básicos, electrificación, vías, nuevas tecnologías, en fin, todo eso va llegando, parece que es posible que desde la pedanía más lejana alguien esté comunicado con Internet a todos los sitios, pues todo eso se suma y hay una gran, una gran voluntad social de intentar dar a conocer nuestros atractivos turísticos. Fundamentalmente, como digo, paisajísticos, medioambientales, gastronómicos e históricos, ¿no? Pero también el elemento éste religioso de la cruz de Caravaca.

19 En este sentido, pues hay acciones, todo el mundo dirige su esfuerzo a ofrecer al turista, al visitante, al peregrino de todas la comarca servicio, ¿no? Y entonces todas las actividades que se originan en aquel momento parece que van dirigidas a esto, porque parece que por fin el elemento ese que va a dinamizar o va a asegurar un poco el desarrollo de todo.

20 Bueno, pues antes de que llegue una gran situación de crisis económica y social como la que empieza en el año 2008, 2007-2008, ya el

Yo soy agricultora, entonces nosotros vivimos de la tierra. Y ganadera también. Y entonces hace ya unos 20 años que empezó con lo del turismo rural, y entonces empecé con una casa, en el programa leader, en el primer leader que vino, en el leader1, y luego en el leader2 amplié otra casa, y la verdad es que tengo muy buena clientela, me repite muchísimo la gente, y de esto vivo.

Estábamos en la asociación de turismo, lo que pasa es que han desaparecido. A lo primero, porque yo empecé en el 92 con lo del turismo rural, entonces se creó una asociación que se llamaba Noratur en Moratalla y hemos estado mucho tiempo e íbamos muy bien, que éramos 20 personas, las 20 primeras personas que empezamos en el noroeste con lo del turismo rural, pero ha desaparecido. Y luego aquí en Caravaca también se hizo otra que se llamaba Turalclub, y ya llevamos 2 años que no sabemos nada.

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Lo que es el turismo rural, fuimos los primeros. En Murcia, cuando salió la normativa de que se iba a hacer el plan leader1 y tal, pues nosotros... yo

Concepts

Our study

Results- discus.

Concluding rem.

2. Our study

2. Methods: from SNA to discourse analysis

2. Code system: unlimited codes which could be structured hierarchically and by colors. Allow memos, and shows frequency of codes in the whole projects. Possibility of code filtering (weight, from 0 to 100)

The screenshot displays the MAXQDA software interface. On the left, the 'Sistema de códigos' (Code System) is visible, showing a hierarchical structure of codes. A green arrow points from the text box above to the 'DESARROLLO RURAL, C...' code. The main window shows a document viewer with text excerpts and a list of codes applied to the text. The bottom status bar shows 'Análisis estándar' and '1 / 1'.

Code	Frequency
5E32	96
5E31	136
5E29	69
5E01	10
NO MURCIA (INTEGRAL)	1315
4ES11	12
4ES07	59
4S19	10
4I517	59
4ES37	8
4ES31	18
4ES26	16

Code	Frequency
MEDIO AMBIENTE	0
DESARROLLO SOSTE...	40
PAISAJE/ACTIVIDAD ...	109
PROTECCIÓN AMBIE...	89
DESARROLLO RURAL, C...	0
CAPITAL SOCIAL PO...	276
CAPITAL SOCIAL NE...	453
VERTEBRACIÓN SOCIAL	223
JÓVENES	104
MARCA DE CALIDAD ...	46
FORMACIÓN/EDUCACIÓN	159
LIDERAZGO/PRESTIG...	139
ASOCIACIONISMO	181
CLIENTELISMO/LOCA...	73
DINAMIZACIÓN/DES...	114
SINDICATOS	22
JUBILADOS	28
MUJERES	33
POBLACIÓN Y TERRITORIO	0

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2. Our study

2. Methods: from SNA to discourse analysis

3. Documents viewer: it enables us to make text fragments, assigning codes, edit text and write memos. They can include graphics, tables, photographs, etc. It could run in edition or code mode.

The screenshot displays the MAXQDA software interface. The top menu bar includes options like 'Proyecto', 'Edición', 'Documento', 'Códigos', 'Memos', 'Variables', 'Análisis', 'Métodos mixtos', 'Herramientas visuales', 'Ventanas', 'MAXDictio', 'Idioma (Language)', and 'Barra de herramientas'. The main workspace is divided into several panes:

- Sistema de documentos:** A tree view on the left showing a hierarchy of documents. The selected document is 'NO MURCIA (INTEGRAL)' with 1315 segments.
- Visualizador de documento:** The central pane showing the text of the selected document. A green arrow points to a specific segment (19) which discusses tourism and social services. Below it, segment 20 is also visible.
- Segmentos recuperados:** A pane on the right showing a list of segments with their assigned codes (e.g., 50, 4ES, DESA, CAPI).
- Sistema de códigos:** A tree view on the bottom left showing a hierarchy of codes. The selected code is 'DESARROLLO RURAL, C...' with 0 segments.

The bottom status bar shows the current document is 'D:\LEADER.mx4 - MA...', the location is 'Murcia-Bcn', and the analysis method is 'Análisis estándar'.

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2. Our study

2. Methods: from SNA to discourse analysis

4. Retrieved segments: fragments of text from a set of projects (extracted by any of the established criteria), able to export to Word or Excel.

The screenshot displays the LEADER software interface. The top menu bar includes options like 'Proyecto', 'Edición', 'Documento', 'Códigos', 'Memos', 'Variables', 'Análisis', 'Métodos mixtos', 'Herramientas visuales', 'Ventanas', 'MAXDictio', 'Idioma (Language)', and 'Barra de herramientas'. The main workspace is divided into several panes:

- Sistema de documentc:** A tree view showing a project structure with folders like '5E32', '5E31', '5E29', '5E01', and a selected folder 'NO MURCIA (INTEGRAL)' containing sub-items like '4ES11', '4ES07', '4S19', '4I517', '4ES37', '4ES31', and '4ES26'.
- Visualizador de documento:** Displays text from a document titled 'NO MURCIA (INTEGRAL)\4I514'. The text discusses tourism services, communication, and the impact of the 2008-2009 economic crisis. A green vertical line highlights a specific segment.
- Segmentos recuperados:** A list of retrieved text segments. The highlighted segment (ID 50) reads: 'Yo soy agricultora, entonces nosotros vivimos de la tierra. Y ganadera también. Y entonces hace ya unos 20 años que empezó con lo del turismo rural, y entonces empecé con una casa, en el programa leader, en el primer leader que vino, en el leader1, y luego en el leader2 amplié otra casa, y la verdad es que tengo muy buena clientela, me repite muchísimo la gente, y de esto vivo.'

The bottom status bar shows the system tray with the 'Inicio' button, the current project path 'D:\LEADER.mx4 - MA...', the location 'Murcia-Bcn', and the current analysis 'Análisis estándar'.

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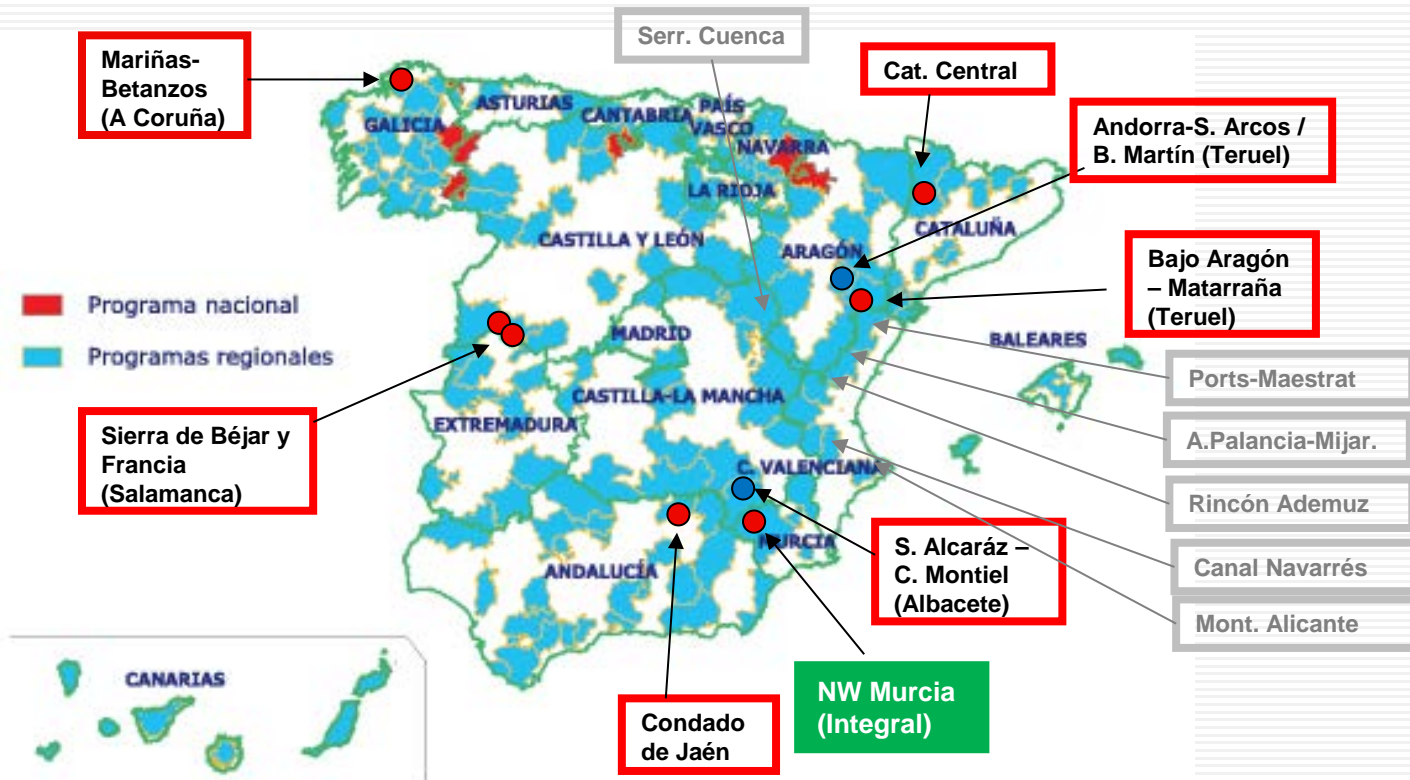
2. Our study

2. Methods: from SNA to discourse analysis

3. Main groups of codes for discourse analysis on local rural development
 1. LEADER EU Rural Development Programme
 2. Rural Development, social dynamics and specific groups of people (young, women, elderly people)
 3. Demographic and territorial aspects
 4. Environment
 5. Public institutions
 6. Economic activities
 7. Primary sector
 8. Secondary sector
 9. Tertiary sector

2. Our study

3. Study area and data gathering



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2. Our study

3. Study area and data gathering

1. Source of data: Interviews to “relevant” actors (engaged in local development in the LEADER region) [mainly local actors]

□ Interviews

- Discourse:** a) diagnostic (weakness and strengths) in local development processes and future perspectives;
b) rural development policies: LEADER programme
- Social individual networks of “relevant” actors** (intensity, frequency, age, etc.): to build socio-network of the LEADER region

ACTORS IN LOCAL DEVEL.	INTERVIEWS FOR SNA	INTERVIEWS FOR DISCOURSE ANALYSIS
INSTITUCIONAL	6 (13 %)	5 (83 %)
ECONOMIC	22 (47 %)	13 (59 %)
SOCIAL	4 (9 %)	4 (100 %)
MANAGERIAL	15 (32 %)	11 (73 %)
TOTAL	47	33 (70 %)

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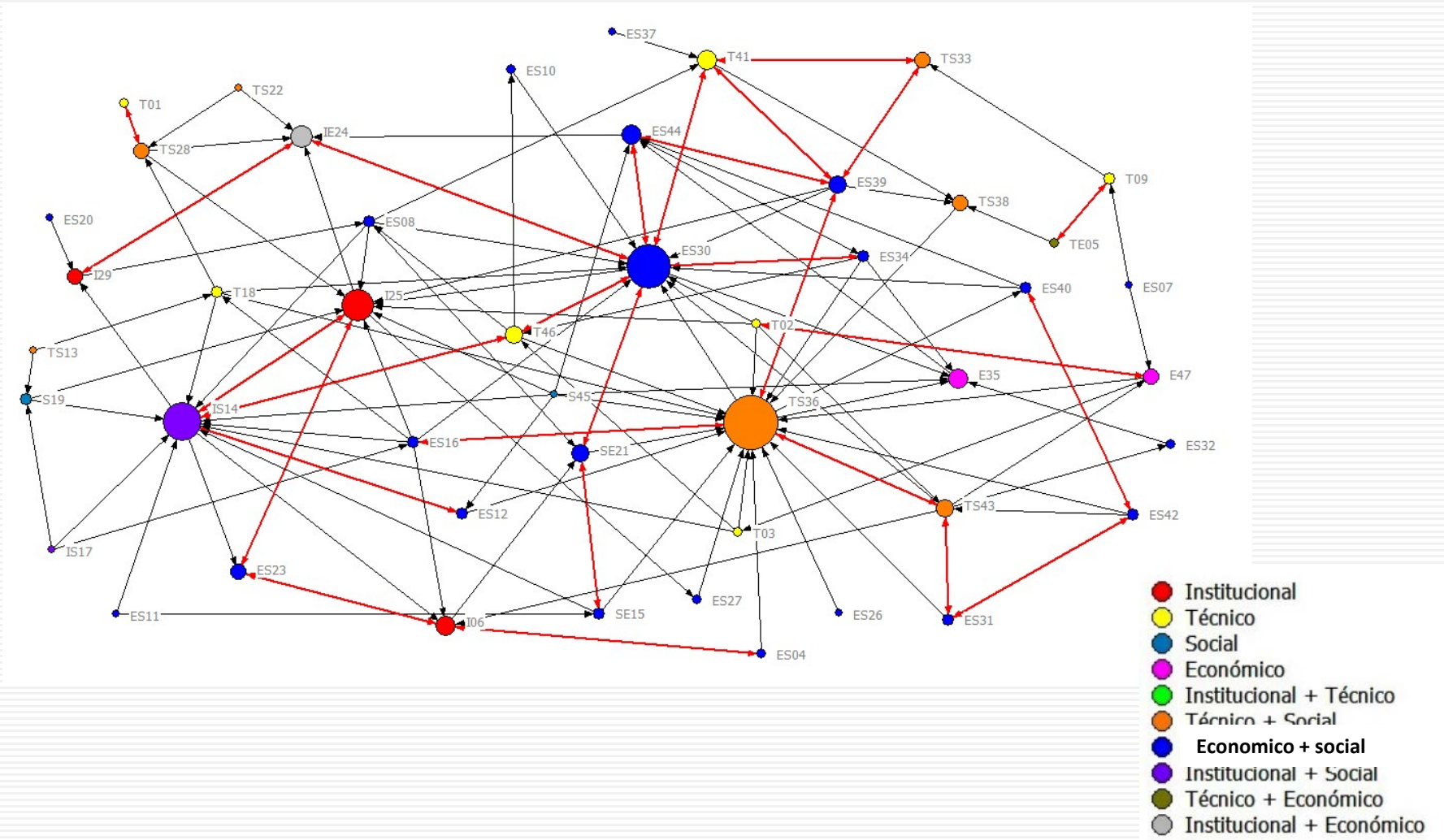
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3. Results and discussion

3.1. Social Networks Analysis: prestige, elites & power



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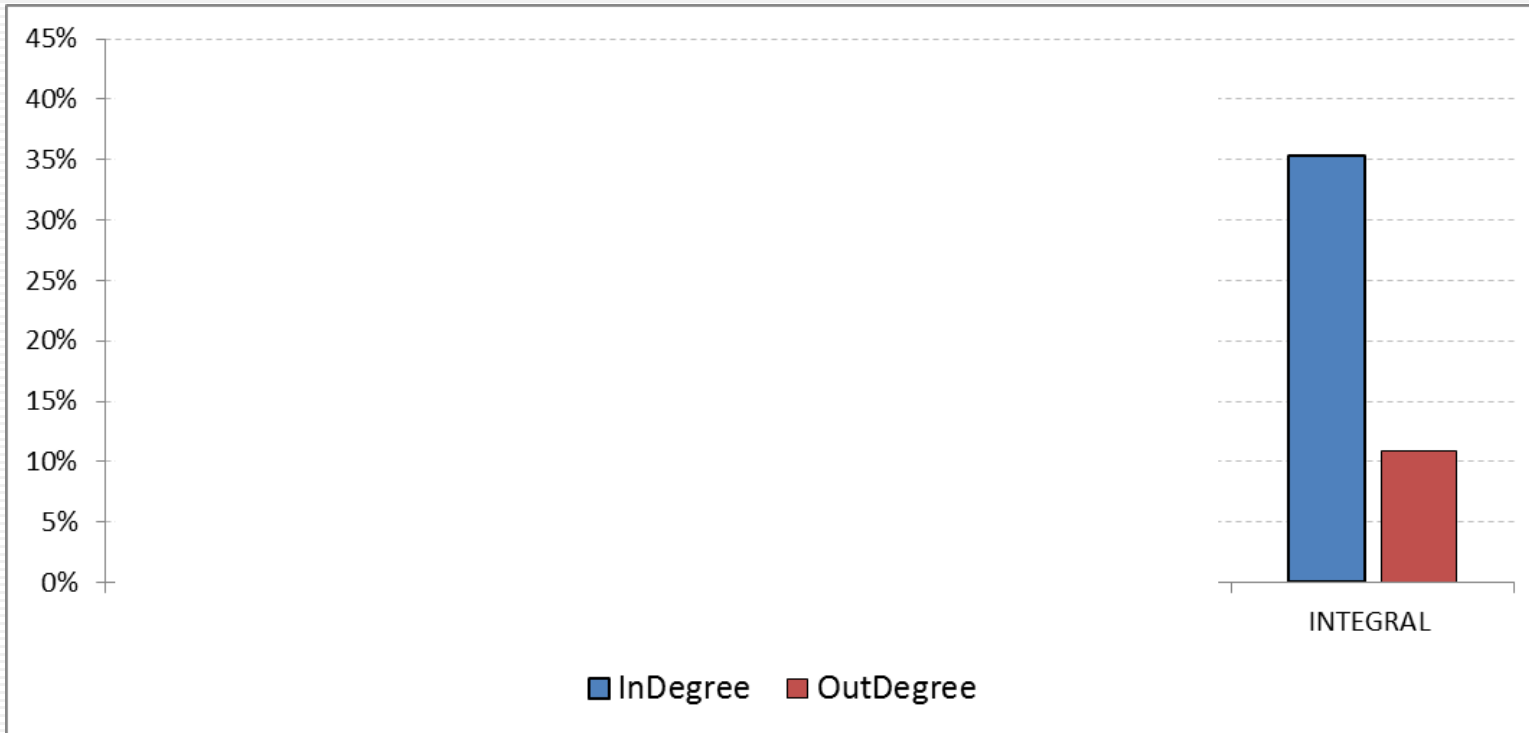
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3. Results and discussion

3.1. Social Networks Analysis: prestige, elites & power



Note:
Each group include those with even secondary function

Actors' centrality → Prestige and power positions

Out: Direct links from each actor to the other (social activity of the actor, capacity to access to the other actors in the social network)

In: Direct links from the other actors with each one (more prestigious, relevant and/or powerfull actors in the social network)

Concepts

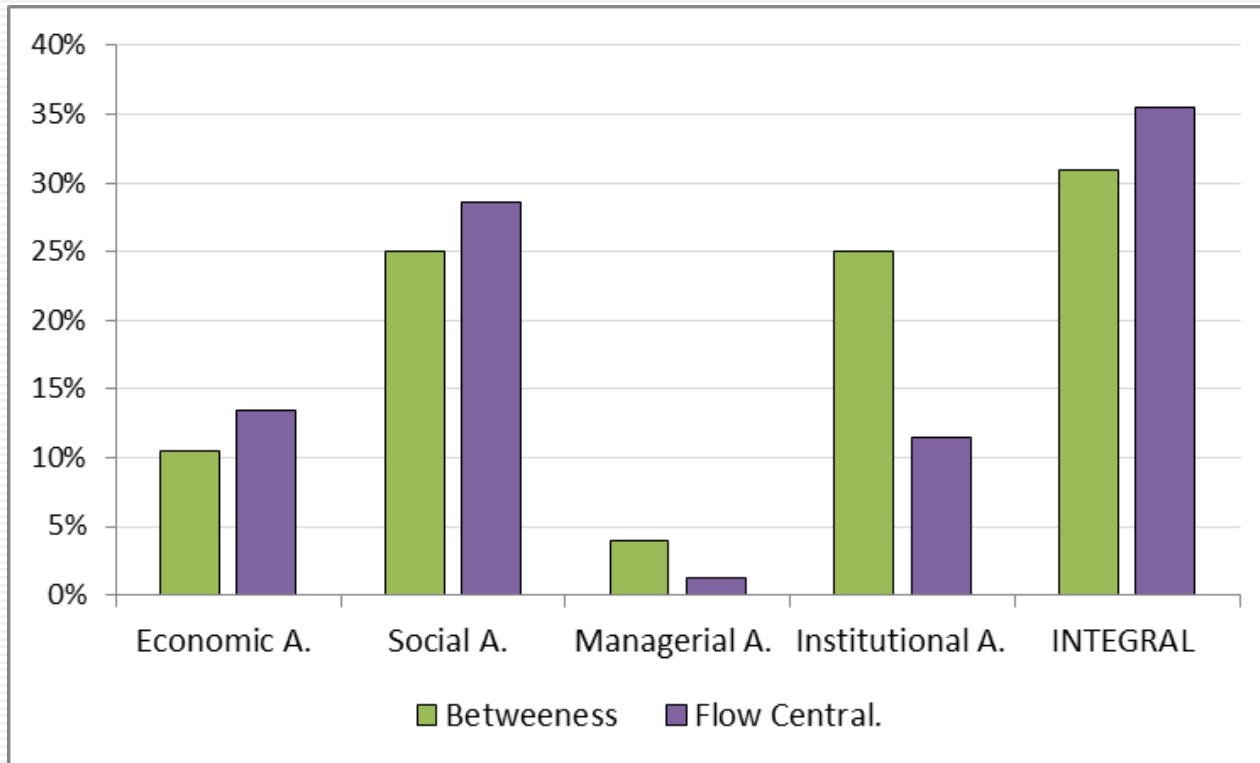
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3. Results and discussion

3.1. Social Networks Analysis: prestige, elites & power

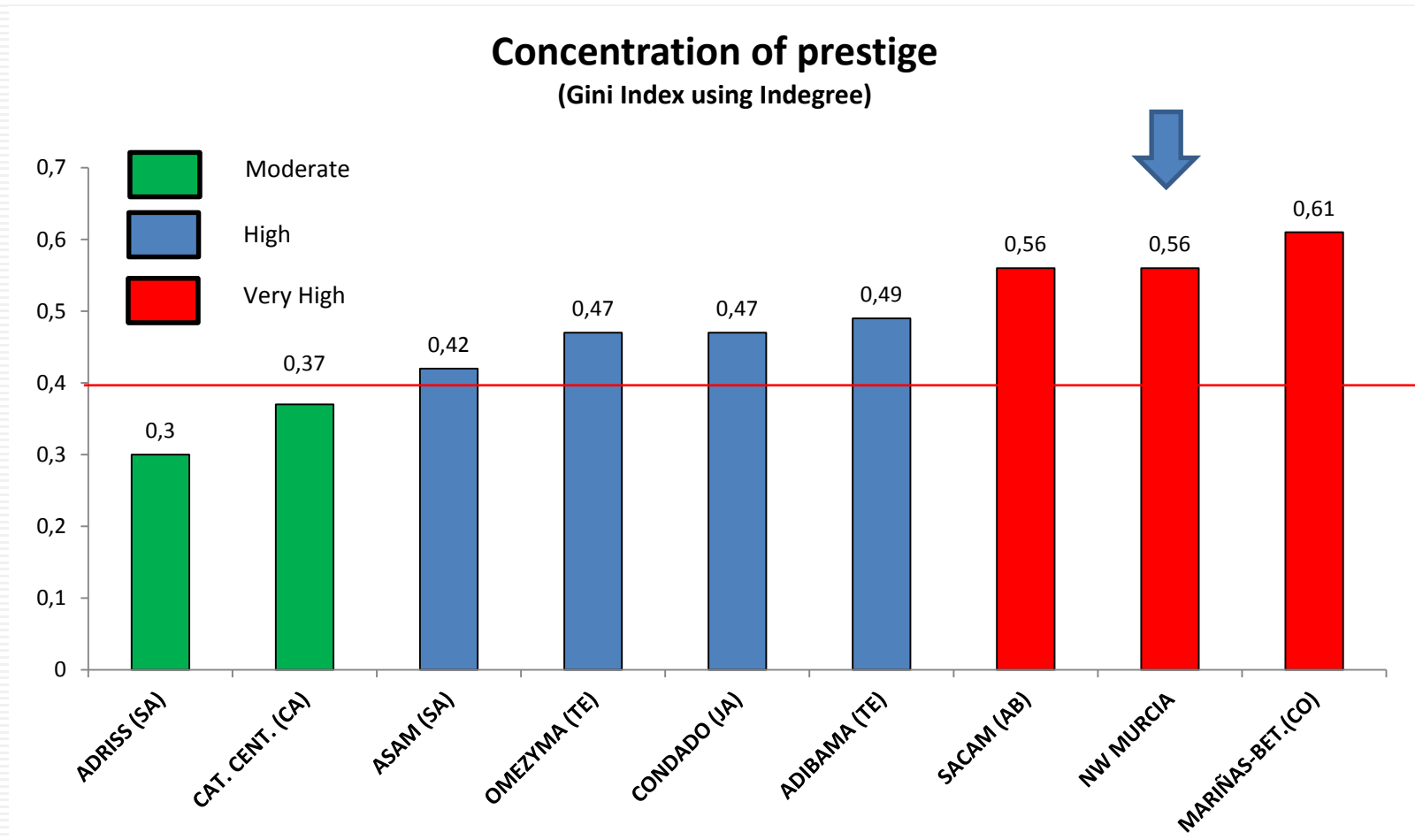


Managers don't use to have other functions (with one exception)

- 1) **Betweenness (actor position in shorter paths): control capability of optimal communication flows**
- 2) **Flow centrality (ability to intermediate in all types of communications between actors): control capability of all types of communication flows in the network**

3. Results and discussion

3.1. Social Networks Analysis: prestige, elites & power



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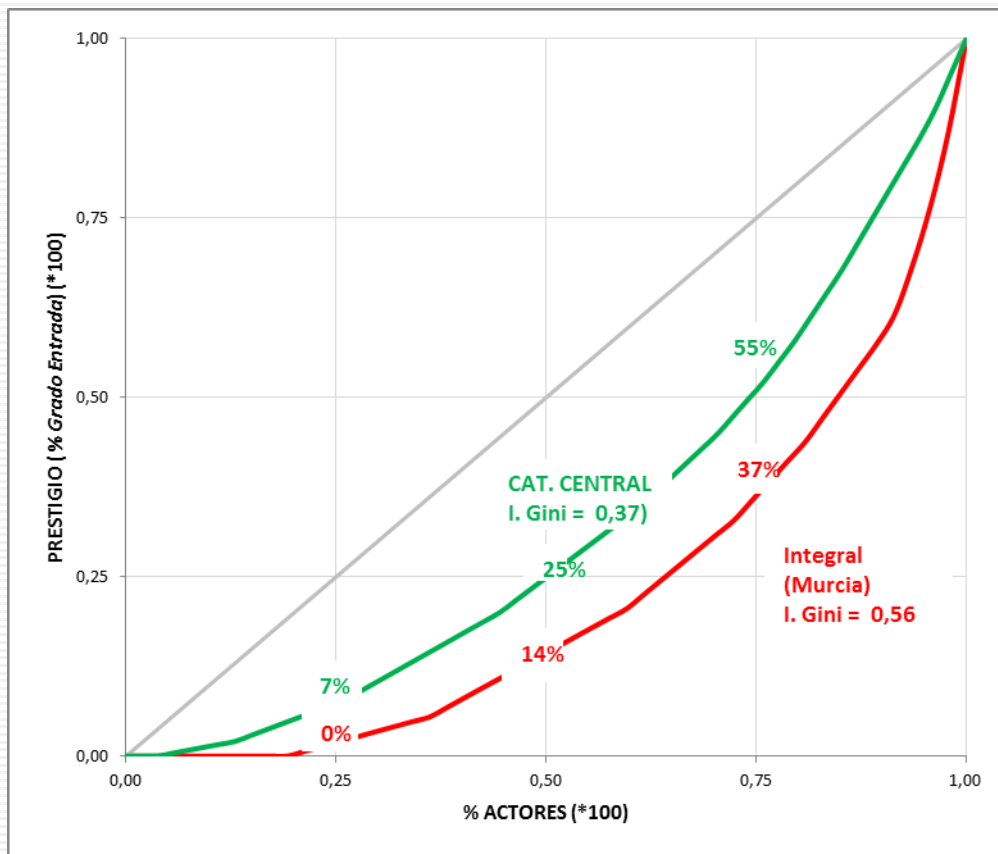
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3. Results and discussion

3.1. Social Networks Analysis: prestige, elites & power

Comparative Lorenz Curve: Central Catalunya vs Integral (Murcia)



INDEGREE AVERAGE

	Groups only by main role	Groups including two roles
Economic A.	5,2	5,5
Institutional A.	13,0	13,0
Social A.	4,3	6,2
Managerial A.	7,1	7,1
INTEGRAL	6,8	6,8

3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

1. Codes for discourse analysis on local rural development

LEADER EU Rural Development Programme

1. LEADER EU Programme *
2. Local Action Group *
3. Rural endogenous development
4. Development Centres
5. Future prospects of the LEADER Programme
6. Public initiatives and aids
7. Evaluation, control and monitoring
8. Development strategies *
9. Bureaucracy

Weighting codes*: filtering process (some codes)

a) 0: negative assessment

b) 50: no assessm. or just description

c) 100: positive assessment

3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

1. Codes for discourse analysis on local rural development

Rural Development, social dynamics and specific groups of people (young, women, elderly)

- | | |
|--|--|
| 1. Leadership & social prestige * | 8. Young people |
| 2. Positive social capital | 9. Women |
| 3. Negative social capital | 10. Elderly people |
| 4. Clientelism, localism & individualism | 11. Training and education |
| 5. Social articulation * | 12. Territorial and other quality brands |
| 6. Social revitalization & participatory developm. | 13. Trade unions |
| 7. Associations * | |

Weighting codes*: filtering process (some codes)

a) 0: negative assessment

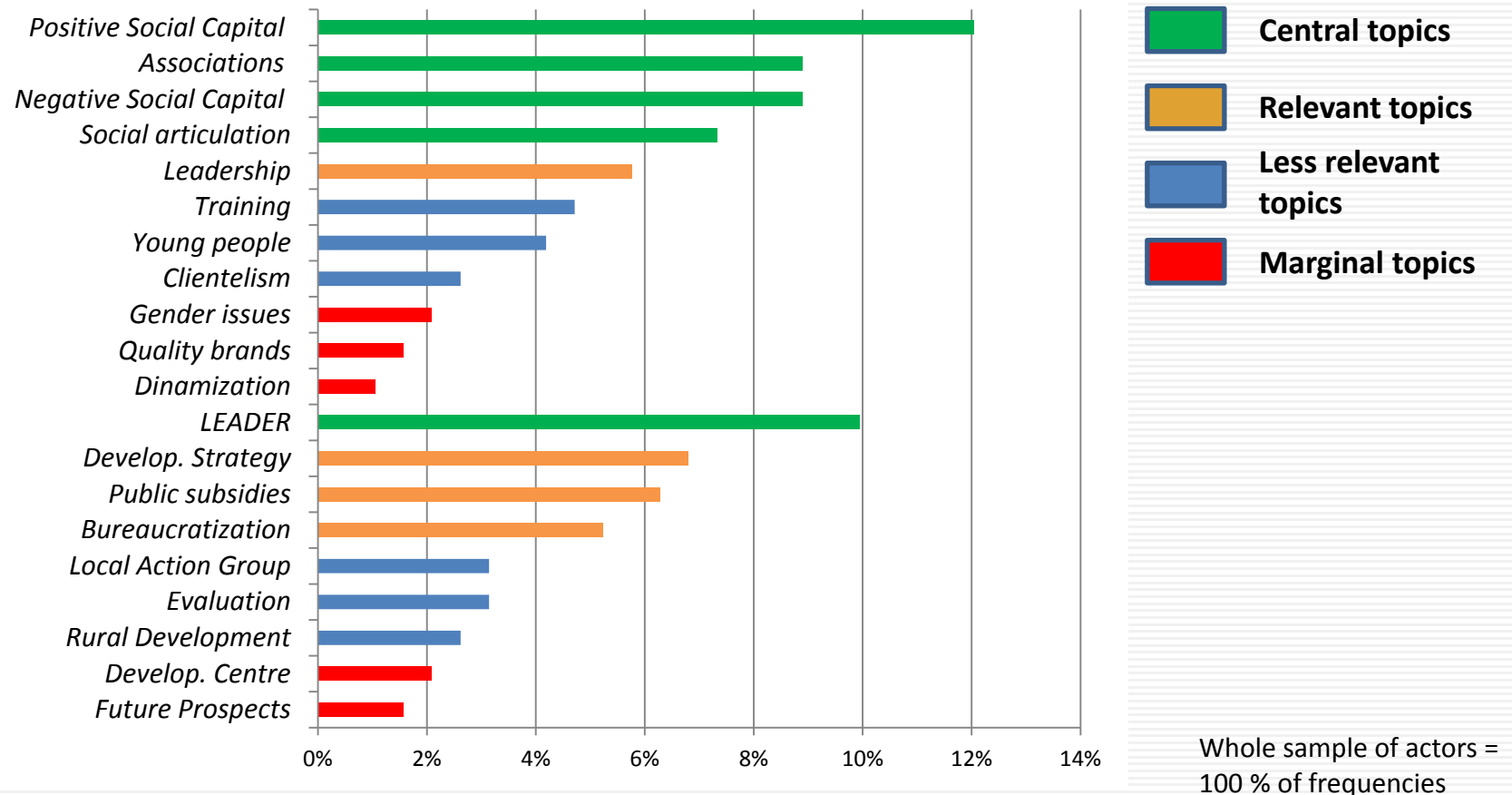
b) 50: no assessm. or just description

c) 100: positive assessment

3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

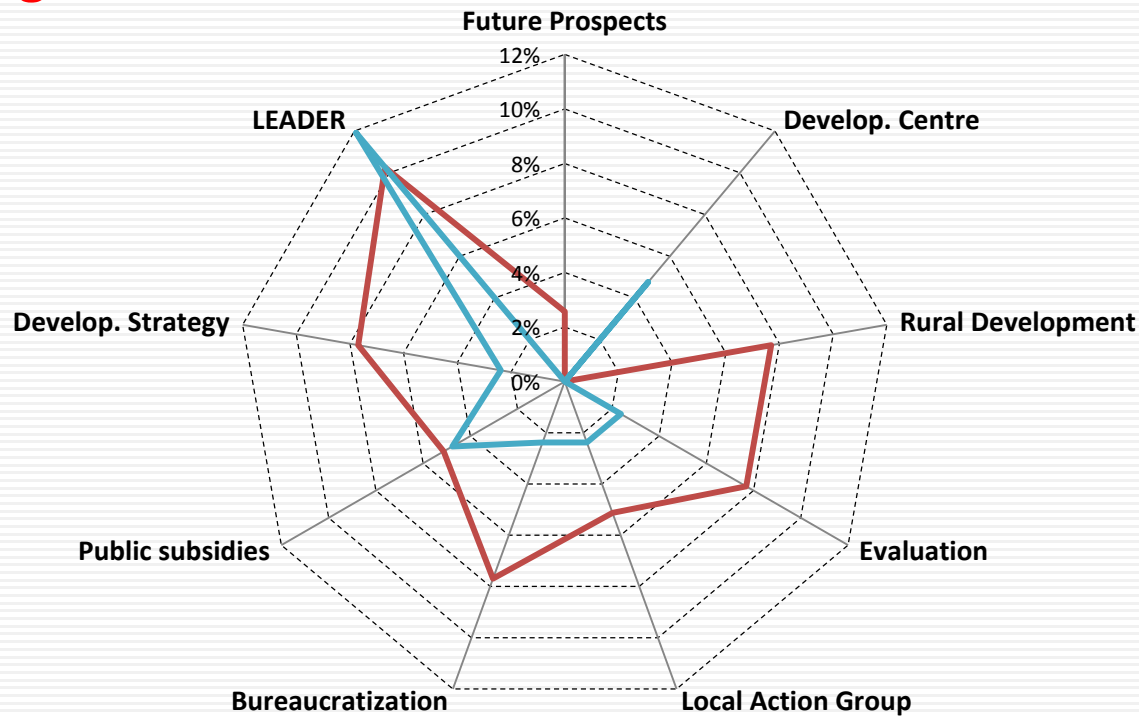
2. Discourses around by some central topics



3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

3. The discourse of elites -vs non elites- on LEADER Programme



— High Prestige — Very Low or no prestige

Each GROUP = 100 % of frequencies RD + LEADER

Concepts

Our study

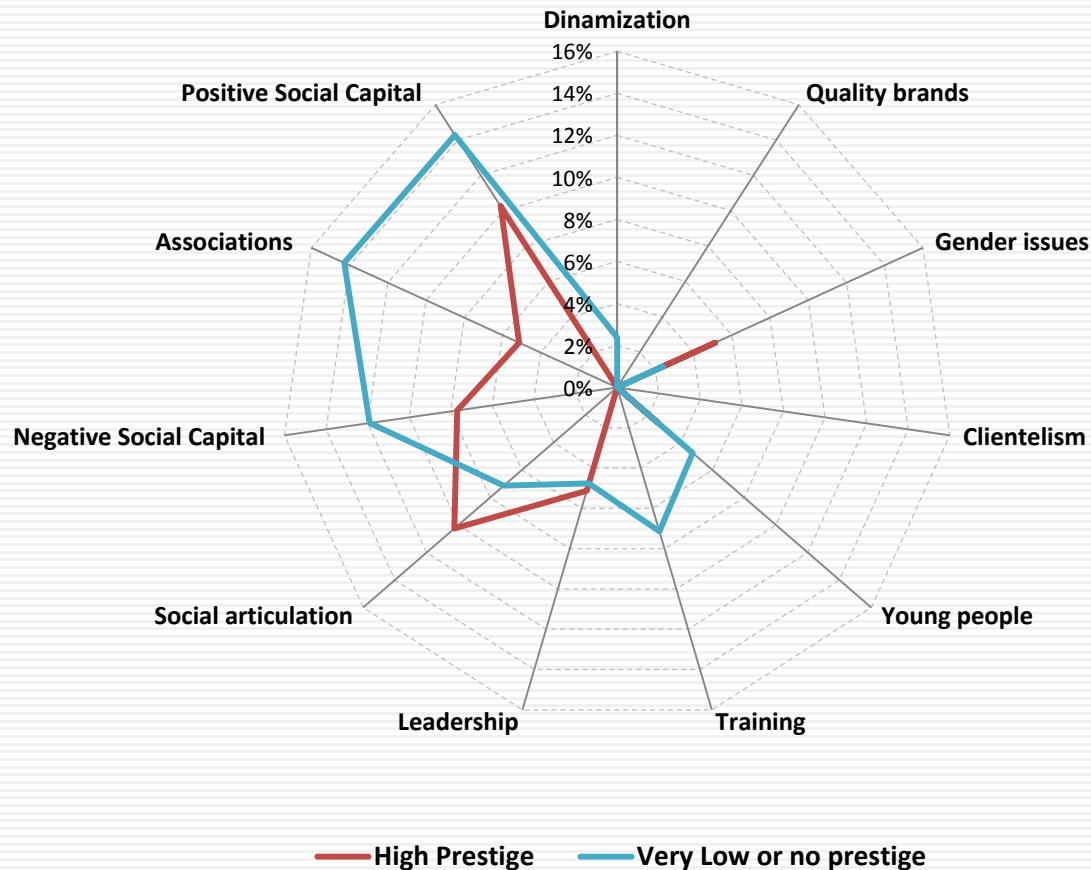
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3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

3. The discourse of elites –vs non elites- on Rural Development



Each GROUP = 100 % of frequencies RD + LEADER

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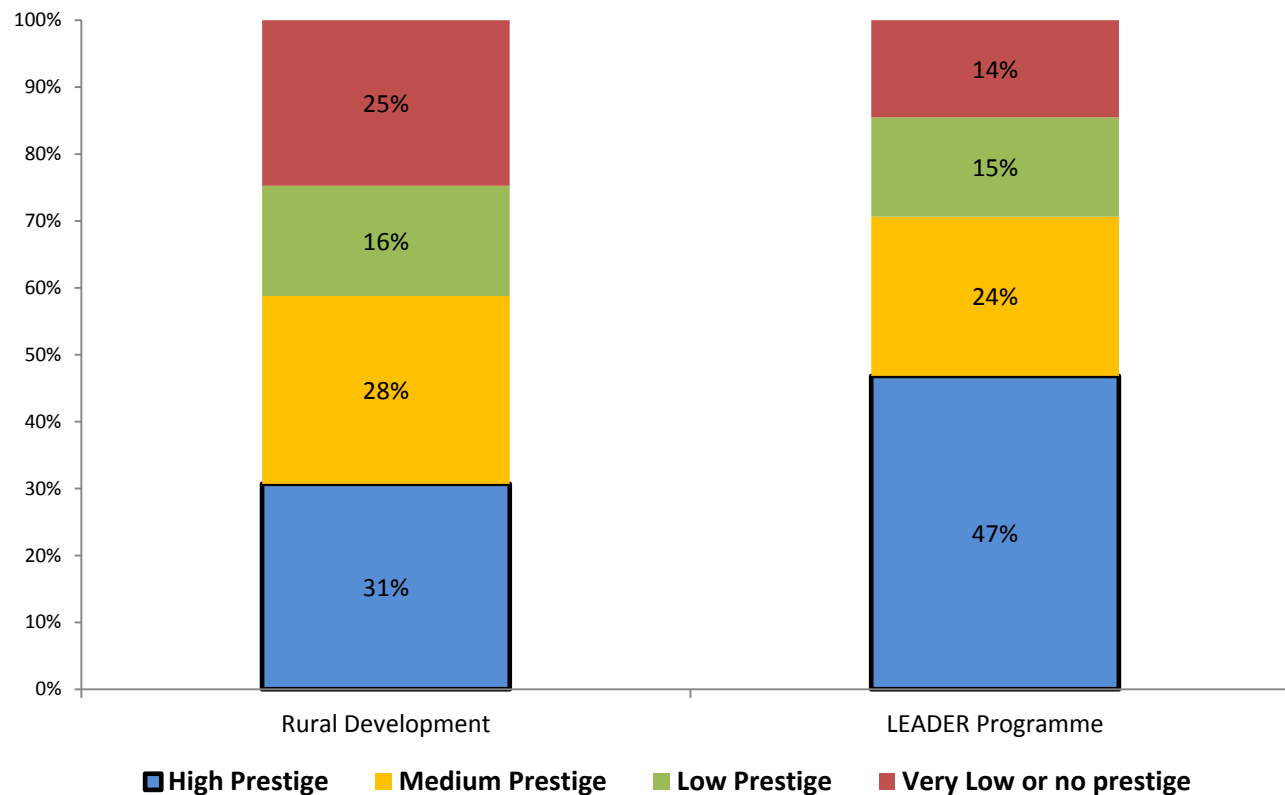
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3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

4. The discourses of actors : topics dominated by who?



Each TOPIC = 100 % of frequencies

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Concluding rem.

4. Concluding remarks and next steps: significant advances but still much to do!

1. **Usefulness of basic indicators from social networks** → Very similar policies (LEADER programme) – different processes of generation of social capital, social networks and emerging leaderships (elites: clear tendency to concentrate power and prestige: what effects on development? → qualitative analysis)
2. **Useful, but not enough**
 1. Advances in analysis of leadership and power elites: individual role and position in the social network → need to cross with attributes (age, sex, education, occupation, and belonging to the LEADER decision making body)
 2. Need to
 1. Explore deep analysis on “leadership groups & elites” (cliques, brokerage, etc.)
 2. Analyze homophily by position of actors in the network (and if appropriate, attributive characteristics such as type of activity and territories)

4. Concluding remarks and next steps: significant advances but still much to do!

3. Next steps:

1. Role of **external** relevant actors : changes in actor's intermediation capacity and prestige-power positions
2. **Dynamic dimension** of networks → Formation process and changes in the network (go back from current social network until 20 years ago)
3. **Socioeconomic** analysis and changes: completing with qualitative approach
 1. Actors' discourse (text analysis): **preliminary results from NW Murcia case study seems highly promising**. Need to complete and refine
 2. Documentation, analyzes, studies, etc. (contrast social network with development index? Role of historical context?)
4. Advances in **comparative analysis**: toward references in the interpretation of basic SNA indicators and the role of social networks and elites in rural dynamics

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THANKS FOR YOUR ATTENTION

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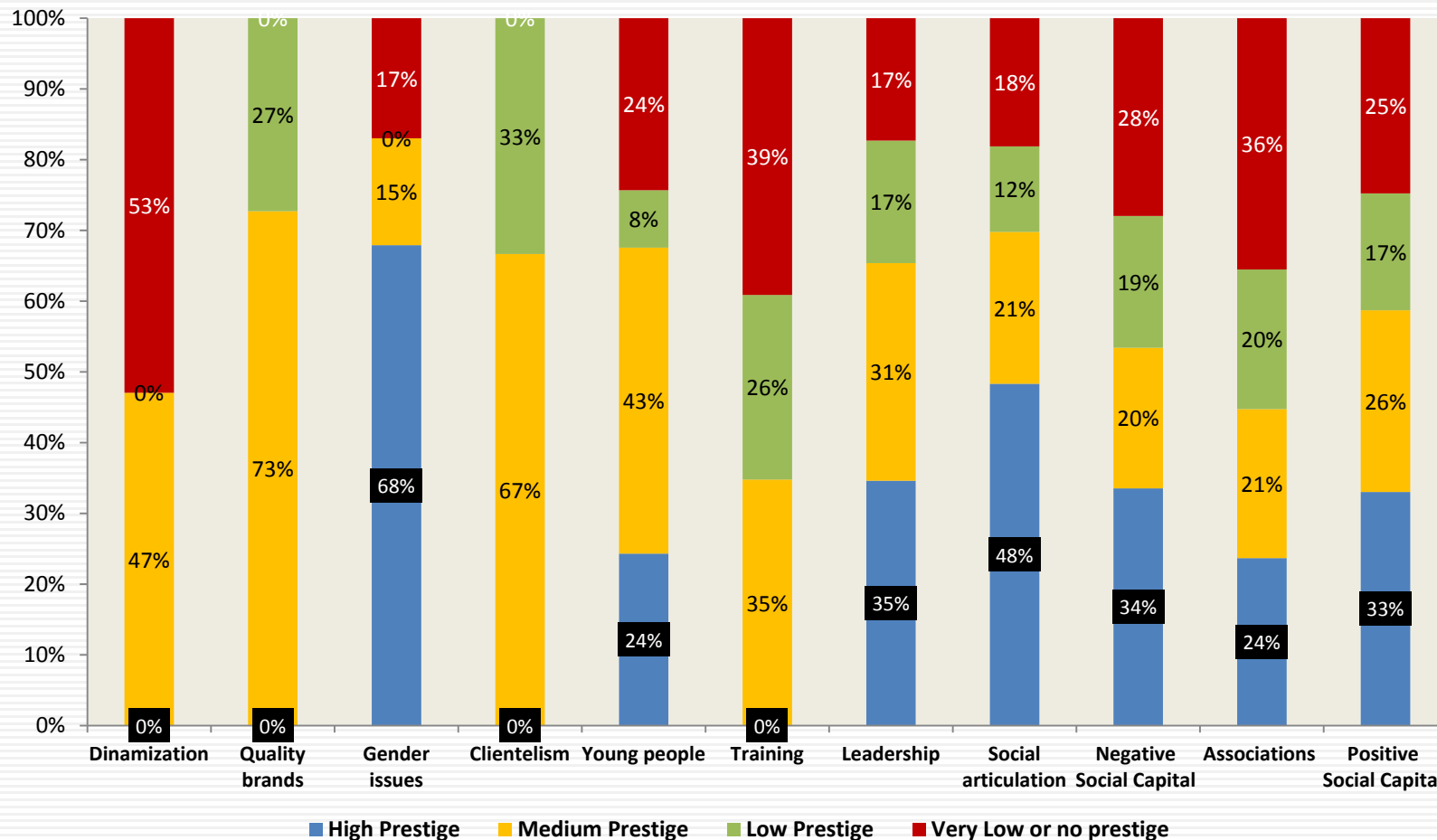
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3. Results and discussion

3.2. The discourses: dominated by who?. The role of elites

4. The discourses of actors: who dominates rural dev. topics?



Each TOPIC = 100 % of frequ.

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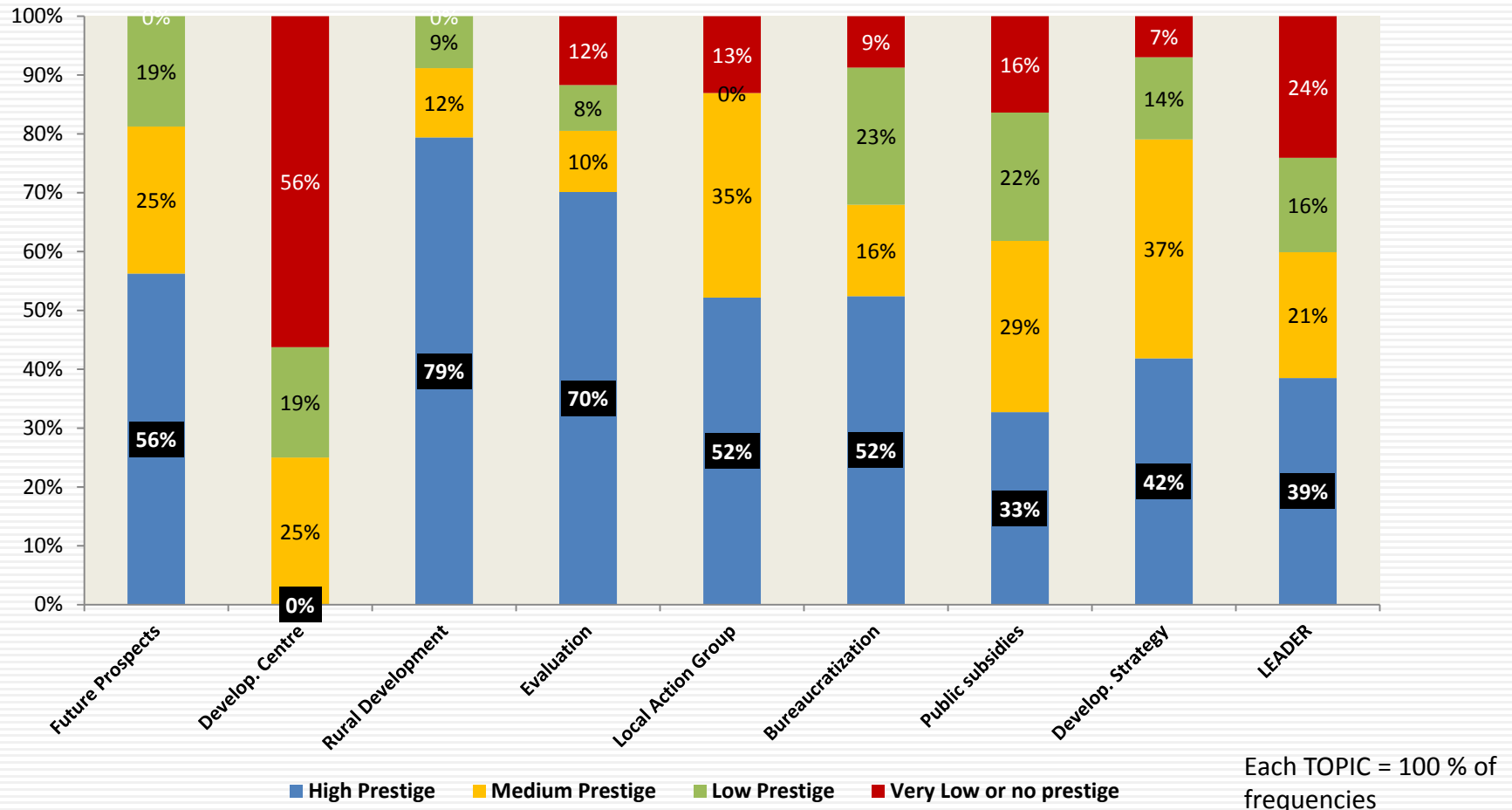
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Concepts

Our study

Results- discuss.

Concluding rem.