



# **Stakeholder engagement and the perceptions of researchers:**

How agricultural modellers view challenges to  
communication

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# Stakeholder engagement in MACSUR



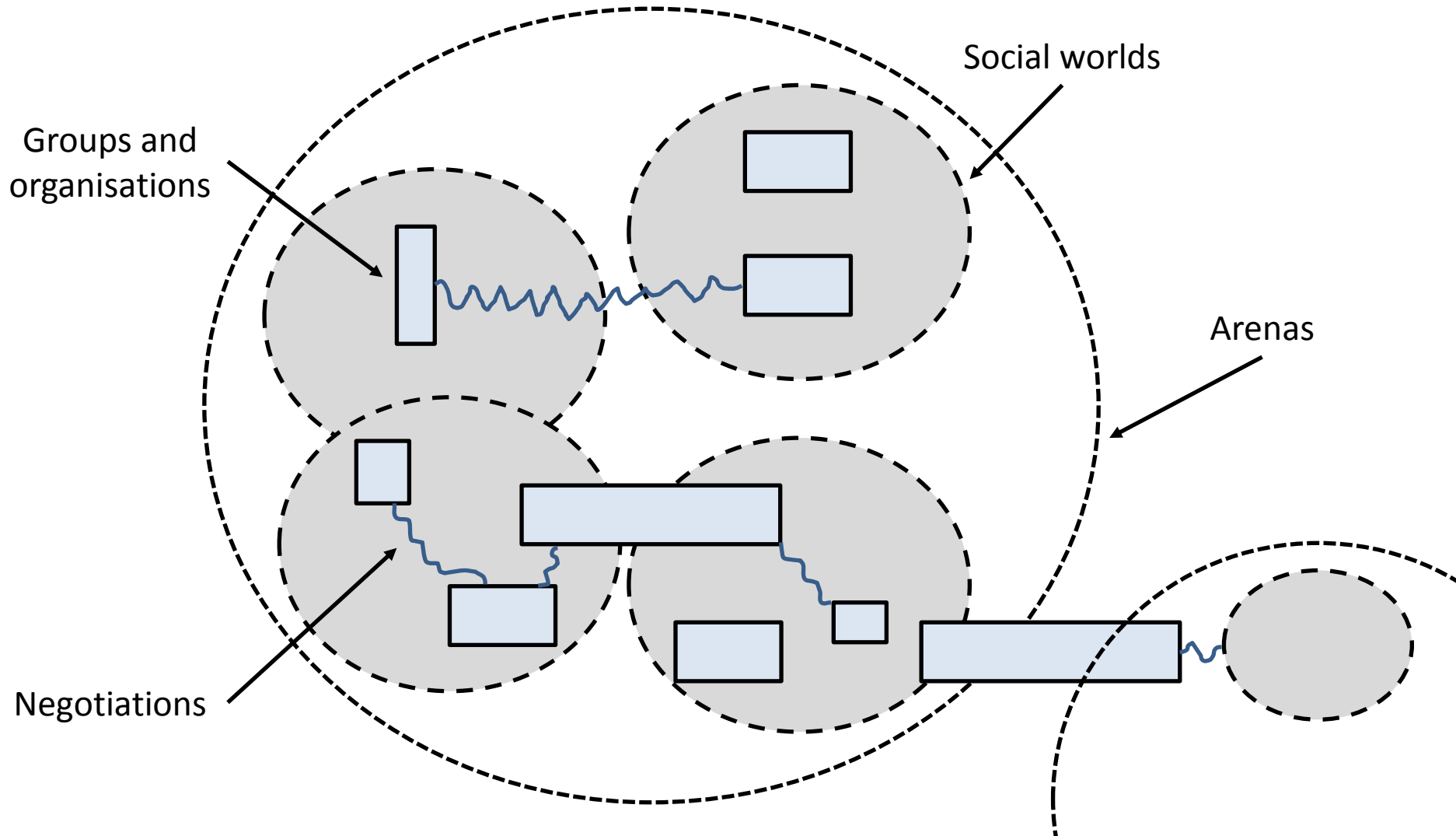
Model evaluation and relevance  
(Bellocchi and Rivington 2015)

Sassari regional case study  
Soft approaches, mutual learning  
(Colvin et al. 2014)

**But what about the perspective of  
researchers?**



# Social worlds / Arenas Theory



Adapted from Clarke 1991

**Aim:** to understand the perspectives of modellers in relation to communicating with stakeholders

Questionnaire sent to all modellers in MACSUR

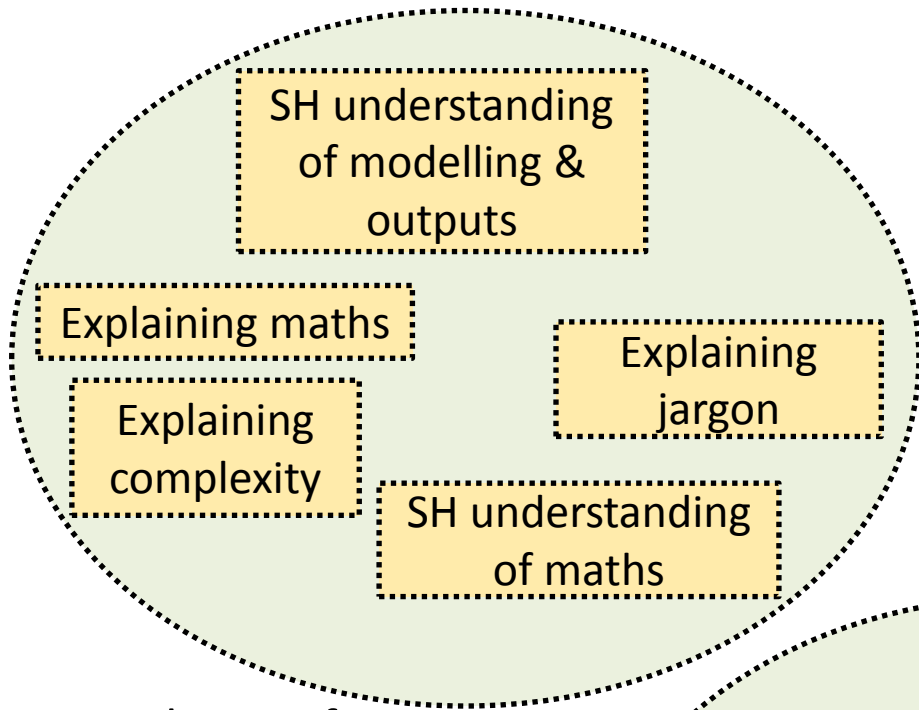
<b>What challenges have you faced in communicating your modelling?</b> Please list the most important 5 (if there are that many)	
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	

# Grounded Theory

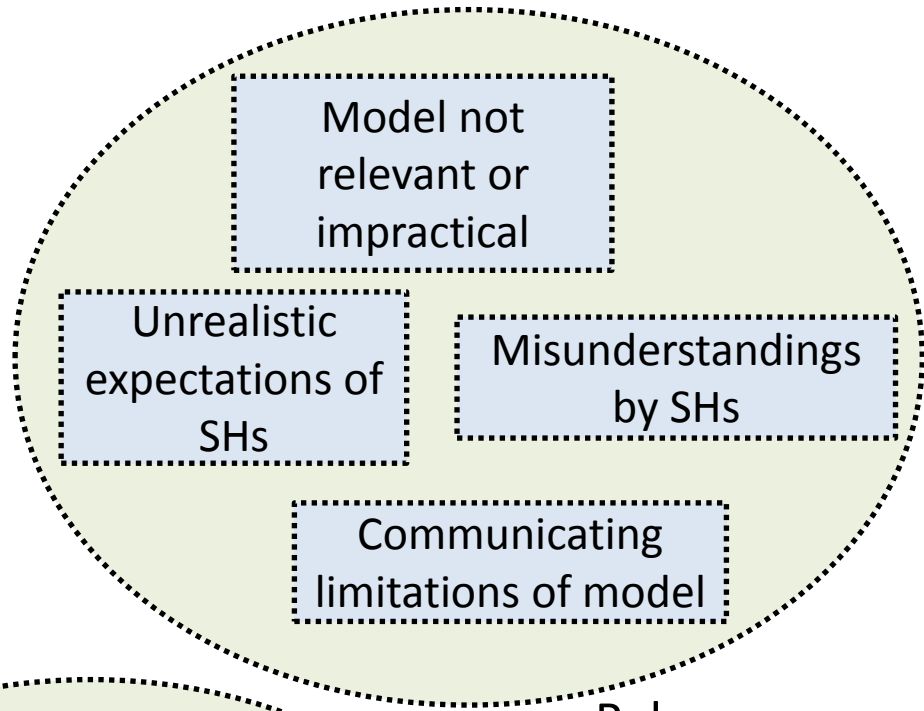
(Glaser and Strauss 1969)

## Why this approach?

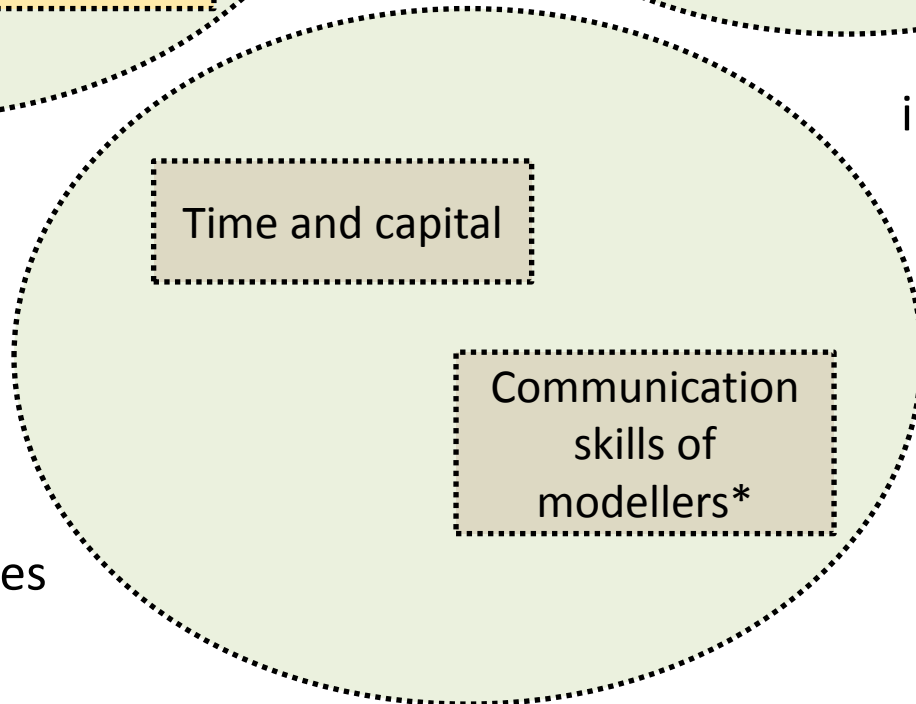
- Forcing of ideas and models onto data
- Voices lost because perspectives put into specific frame
- No room for development of theories
- Emergence of underlying patterns in data



Complexity of modelling



Relevance, interest and trust



Resources

## Modeller responsibility

Explaining complexity

Explaining jargon

Explaining maths

Communicating limitations of model

Model not relevant or impractical

Communication skills of modellers\*

## External responsibility

SH understanding of modelling & outputs

SH understanding of maths

Unrealistic expectations of SHs

Misunderstandings by SHs

Time and capital



# Conclusions

Analysis revealed two discourses

Challenges framed as SH or modeller centred

Value of qualitative approaches

# Next steps

- How does this relate to current theories?
- How does this framework develop when new examples are explored?
- Under what conditions does each discourse develop?
- What are the implications for improving outcomes?





# Modelling European Agriculture with Climate Change for Food Security



Norges miljø- og  
biovitenskapelige  
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The Research Council  
of Norway