Stakeholder engagement and the perceptions of researchers: How agricultural modellers view challenges to communication

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Stakeholder engagement in MACSUR

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

But what about the perspective of researchers?

Model evaluation and relevance
(Bellocchi and Rivington 2015)
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

<table>
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<th>What challenges have you faced in communicating your modelling?</th>
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<td>Please list the most important 5 (if there are that many)</td>
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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

Explaining maths
- Explaining complexity
- SH understanding of maths
- Explaining jargon

SH understanding of modelling & outputs

Relevance, interest and trust

Communication skills of modellers*

Unrealistic expectations of SHs

Model not relevant or impractical

Communicating limitations of model

Time and capital

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?