



# **Image of the Periphery Impeding Rural Development?**

## **Researching Peripheralization Discourses in Estonia**

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# Outline

## Conceptual Framework

- ❖ Structure of the Dissertation
- ❖ Theoretical Background
- ❖ Methodological Approach

## Research Challenges

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Case Study and Interview Partner Selection
- ❖ What Kind of Discourses?  
Interview Conduction and Documentation
- ❖ What Kind of Consequences?  
Interview and Context Analysis, Presentation of Results

# Structure of the Dissertation

## Research Questions

How are rural peripheries constructed?

By whom?

With what consequences?

## Theoretical Background

Performativity

Power-Embeddedness

Contingency

## Methodological Approach

Discursive Formation:  
Nodes and Strategies

Discursive Field:  
Context, Interpreting Coalitions

Room for Maneuver:  
Relevance and Responses

## Research Design

Print Media Analysis

Interviews with Opinion  
Leaders and Editors

Case Studies

## Empirical Studies

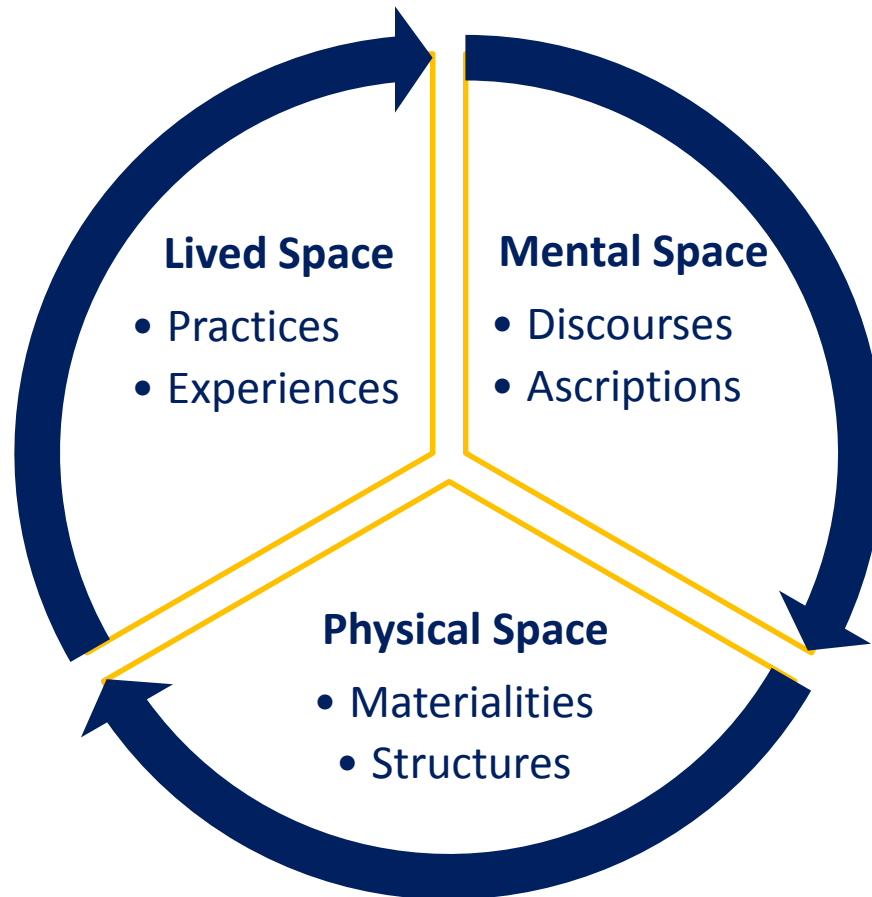
National Case Study

National Case Study

Regional Case Studies

# Theoretical Background

## Tripartite Spatial Framework



# Methodological Approach

Study	Research Focus	Data Base	Scale
<b>National</b>	<b>How?</b> Rural as Peripheral, Peripheralization Discourse as Struggle over Right Development	Opinion Articles in National Print Media	Macro
<b>National</b>	<b>Who?</b> The Interpreting Coalition	Interviews with National Opinion Leaders and Newspaper Editors	Macro
<b>Regional 1</b>	<b>With what consequences?</b> Relevance and Responses	Interviews with Local Decision-Makers and Locals  Participatory Observation in Case Study	Meso-Micro
<b>Regional 2</b>	<b>With what consequences?</b> Relevance and Responses in Comparative Perspective	Interviews with Local Decision-Makers and Locals  Participatory Observation in Case Study	Meso-Micro

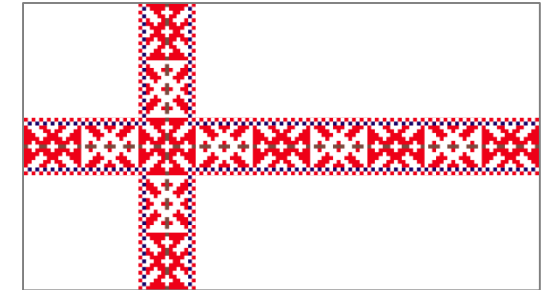
# Challenges: Whose Discourses?

## Case Study Selection

- ❖ **Based on media analysis:**
  - Discursive localization of peripheries in Setomaa and South-Mulgimaa
  - + relational approach
  - + comparative approach
  - pre-defined exclusions
  - boundedness by language



Yours authentically



## Interview Partner Selection

- ❖ **Based on context analysis:**
  - Main actors in the area resp. local decision-makers
  - + purposive selection
  - + easy field access
  - selection bias



→ *Arbitrariness of Selection Process?*



# Challenges: What Kind of Discourses?

## Interview Conduction

### ❖ Based on open interview guide as applied by Meyer and Miggelbrink:

- + analysis of relevant and meaningful spatial images
- + make use of advantages of qualitative research
- positionality of researcher
- “honest” approaching of IPs
- +/- artificial interview situation
- +/- situational aspects

## Interview Documentation

### ❖ Based on transcription and field notes:

- + accepted documentation of research results
- + detailed basis for in-depth analysis
- linguistically challenging
- “validity” of field notes

→ *Messiness of Data Collection*

# Challenges: What Kind of Consequences?

## Interview Analysis (Discourse Reception)

- ❖ Comparison of discursive patterns on national and regional level
- ❖ Identification of response strategies: re-production, reversal, rejection
  - ? inductive vs. deductive interpretation
  - ? instable subjects
  - ? overwhelmed by the data

## Context Analysis (Discursive Field)

- ❖ Contextualization of local discourses with context and media analyses, participatory observations, follow-up questions in interviews
  - ? relevance of context
  - ? strong visibility of researcher in the field
  - ? selection of participatory observations

→ *Multiple and many-sided links between discursive field and content*



# Challenges: What Kind of Consequences?

**Presentation of  
Research Results**  
Within discourse  
analytical framework and  
according to case studies

## Display

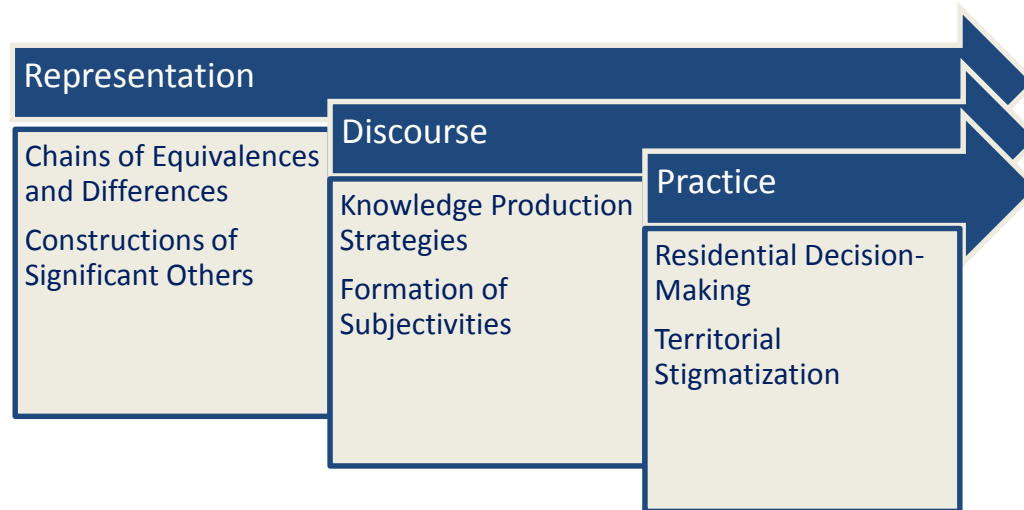
- ? transparency vs. anonymity
- ? linearity of presentation vs. contingency of discourses

## Framing

- ? stigmatization vs. idealization by the researcher
- ? contextualization vs. essentialization

## Relevance

- ? language differences in academia, politics, everyday life
- ? different (unintended) interpretations of results
- ? theoretical linkage



# Thank you!

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