

14th Rural Entrepreneurship Conference

University of Lincoln, 15-17th June, 2016



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- 12.30: Lunch and networking**
- 1.15: Welcome and round table discussion on the relevance of “rural” within the research of the participants**
- 1.45: Overview of rural research challenges (Prof. Dirk Strijker)**
- 2.15: Global café – what is different about researching in a rural context?**
- 3.00: Tea/coffee**
- 3.20: Understanding the audience for rural research (Gary Bosworth)**
- 3.40: Tailored session focusing on specific methods relevant to the group**
- 4.45: Close**

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Global cafe discussion:

**What is different
about researching in a
rural context?**

Understanding the audience for rural research

Rural businesses

Rural policy makers

Rural people and communities

Or is the rural a good space to carry out your research which is not specifically designed for a rural audience?

Understanding the audience for rural research

How does your audience connect to your research questions and to your research participants?

- Is the rural looked at as being different to the urban? (othering)

- Is the rural of interest for its own sake and its own values?

Understanding the audience for rural research

The ruralization of the world (Krause 2013)

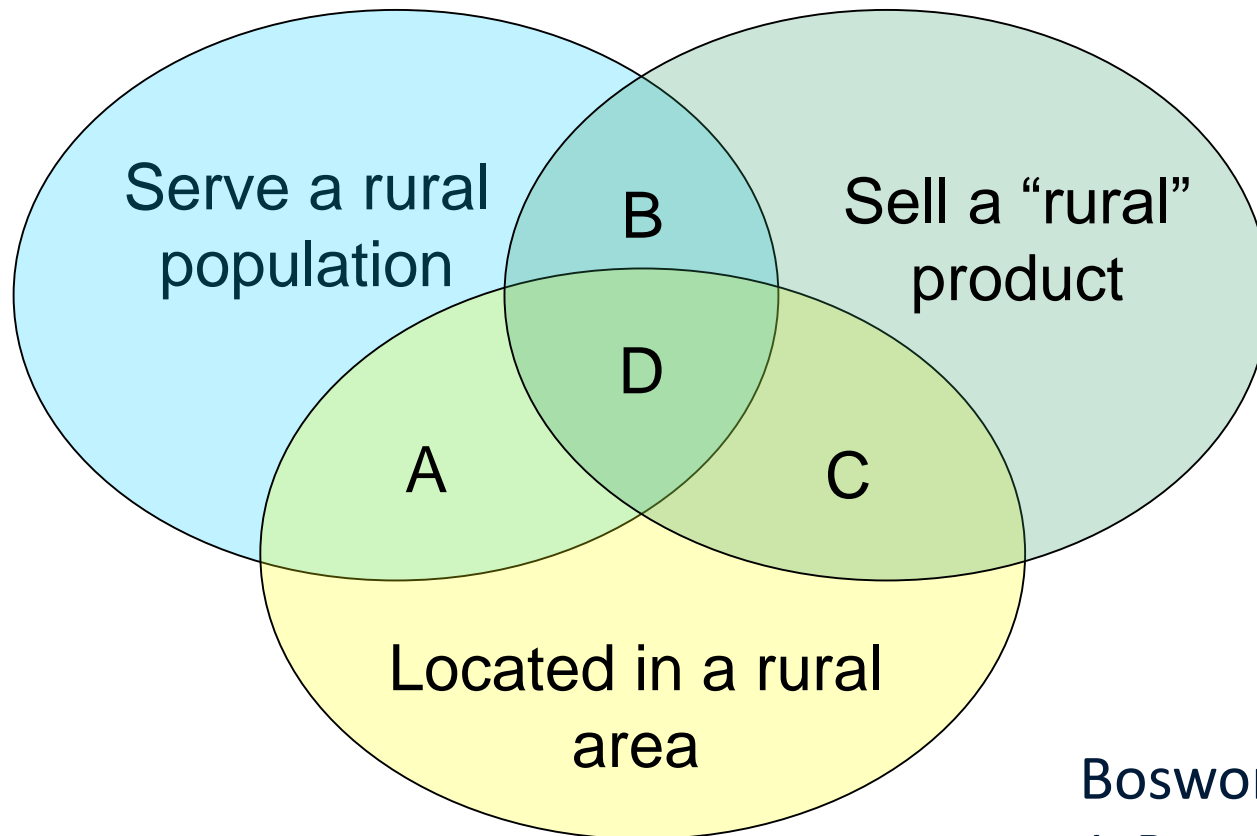
***If rural people move to the city, they change,
if urban people move to the country, the
countryside changes***

**So who is the audience, who is being
researched and what are the spaces in which
the research takes place?**

Are they urban, rural or something in between?

What is a rural business?

Or what is it about a business, or the focus of your study that makes it rural?



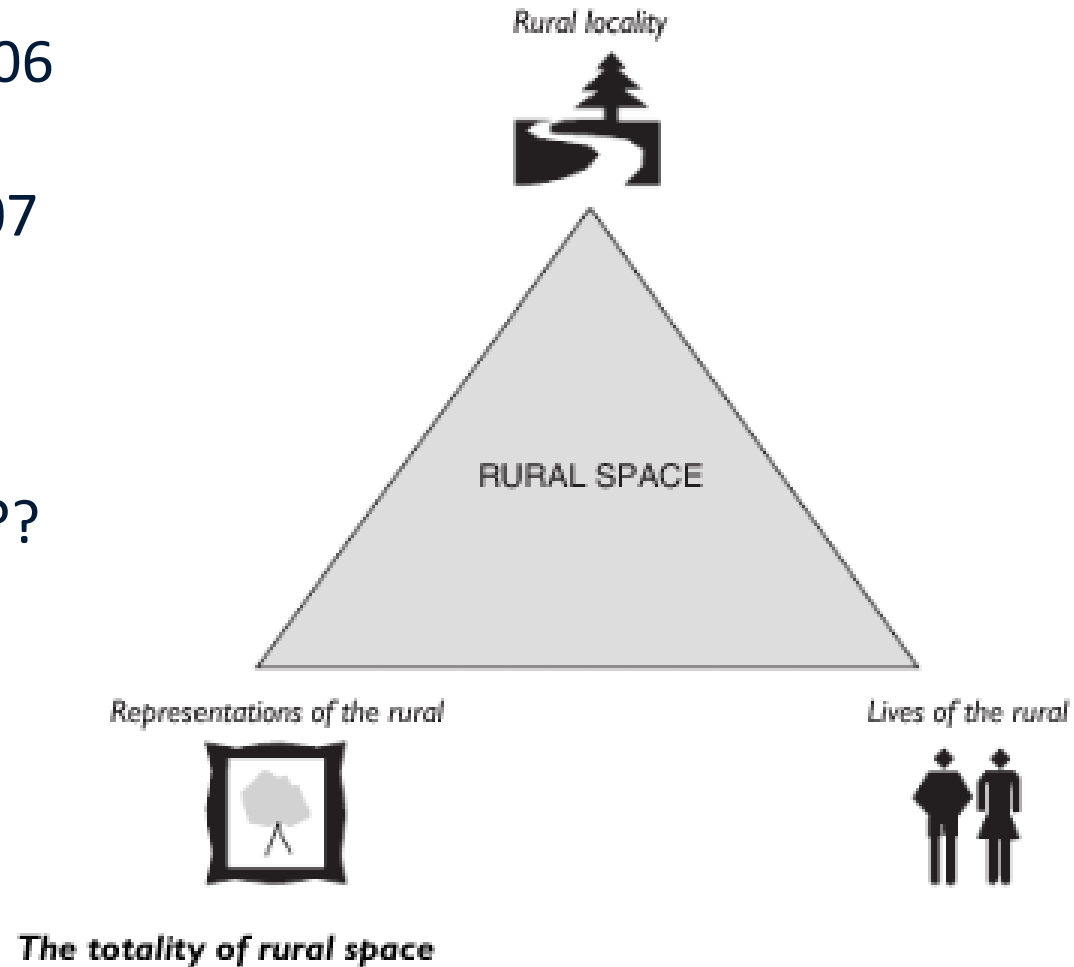
Bosworth, 2012
J. Rural Studies

Understanding the audience for rural research

APPROACHES TO RURAL STUDIES

Keith Halfacree, 2006
ch4, handbook of
rural studies, & 2007
Rural Studies 23,
p125-141

- A coherent space??



Understanding the audience for rural research

Material Rurality/rural locality

Distinctive spatial practices linked to production or consumption activities (Halfacree, 2007)

Structural patterns (Woods 2011)

What distinctive practices are you researching?

Why are you researching them?

Does it matter that they are in a rural space?

Understanding the audience for rural research

Representational Rurality

Representations of capital interests, cultural arbiters, planners or politicians (Halfacree, 2007)

“Discursive meanings” (Woods 2011)

How is your rurality represented?

And whose representations carry the greatest weight?

Understanding the audience for rural research

The everyday lives of the Rural

Subjective and diverse with varying levels of coherence/fracture. They take in and, to a greater or lesser extent subvert the other categories

Routine enactment (Woods 2011)

Do the subjects of your research live “authentic” rural lives/run “authentic” rural businesses or do they adopt identities/representations to enhance or adapt their “everyday lives”??

Extend this to employees, customers, networks...?

Understanding the audience for rural research

‘relational rurals’ - Linking rural places to global dynamics
Heley and Jones (2012 – Rural Studies 28, p208)

“Think relationally and become epistemologically relational or theoretically pluralist”

Relational rural epistemologies – approaches which are seeking to ground examination of the reproduction of rural discourses within and through the material dimension of the rural condition that have a real impact on the experiences of people living, working and playing in rural space (Heley, 2012; Woods, 2009)

Understanding the audience for rural research

How do these ideas translate into a developing world context?

What does this mean for thinking about different rural business models?

What does this mean for economic or community development policy audiences?