

Capturing social values in the seafood sector: New tools for new times

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Social Values & the Seafood Sector

Understanding the values that underlie objectives may increase understanding of how benefits are derived and improve management processes

Values & Eco-system Services

Values are criteria to assess

- Benefits from services
- Well-being

Issues in capturing and deploying

- Incommensurate
- Complex
- Context specific

Our Study



Applied

Empirical

Illustrates value structures
and value complexity

Shows Q-method as a practical
tool to capture values and
facilitate discussion

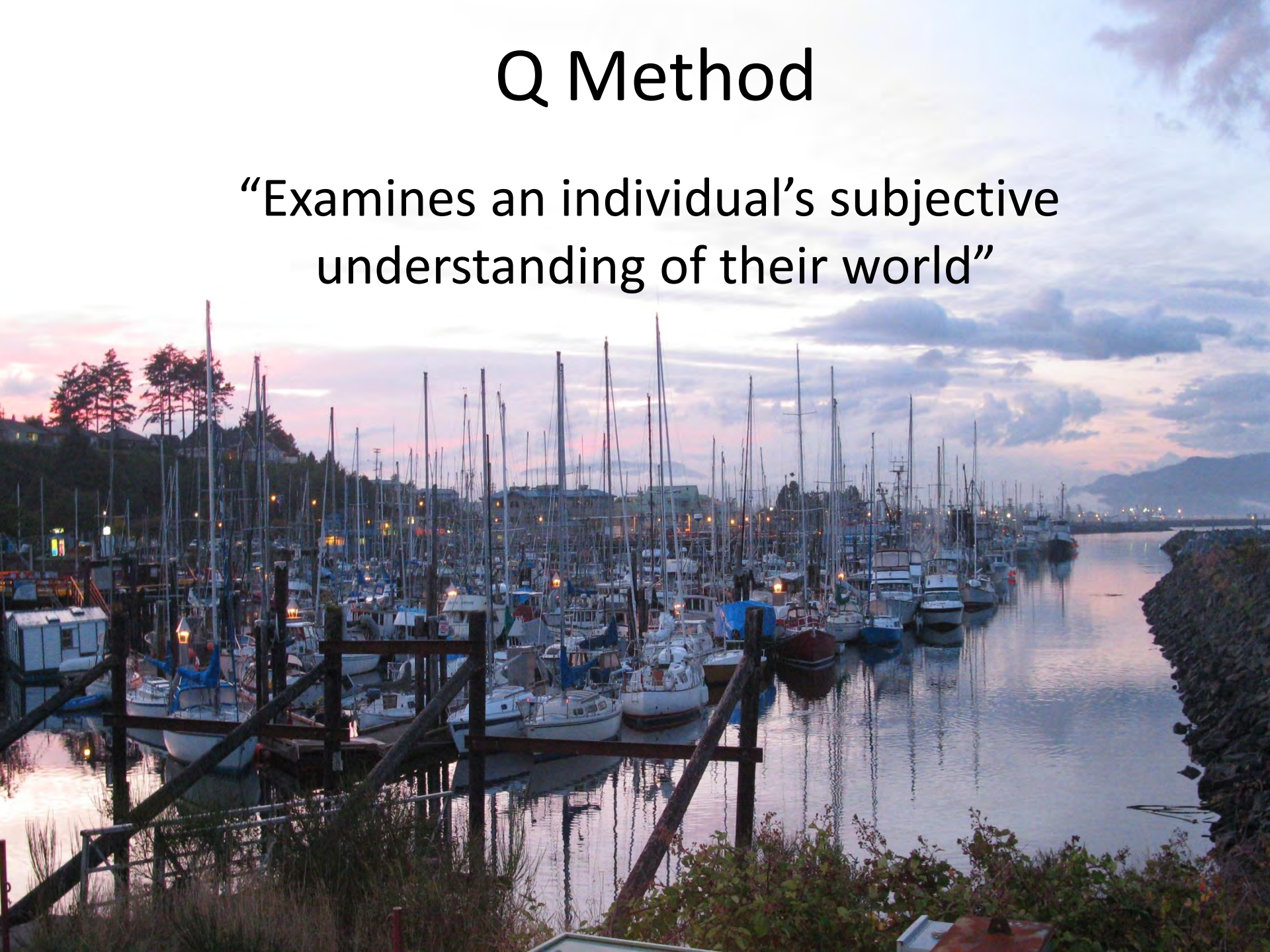
Context

Campbell River, BC



Q Method

“Examines an individual’s subjective understanding of their world”



Q Statements

“The ocean is what sustains coastal communities, it is the lifeblood of the coast. If we don’t maintain a healthy, productive ocean, communities along the coast will suffer and just fade.”



A photograph of a river with a rocky shoreline. The water is dark and turbulent, with many salmon swimming in it. The salmon are silvery and appear to be jumping or splashing. The rocks are grey and brown, and there are some green plants on the left side of the frame.

Q Statements

“Salmon is an iconic seafood. It’s a cultural icon for both the First Nations and non-First Nations: it connects the sea and the land like no other species. We must look after it.”

Data Gathering & Analysis

42 participants

Factor analysis to identify patterns

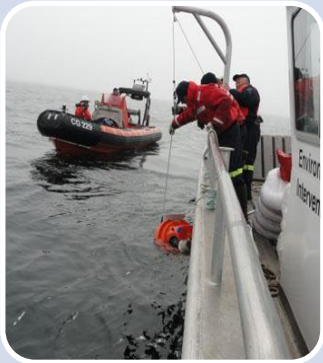
Interview data to interpret groups



Results: Five Groups



Composition of Groups



12 people
Finfish &
Shellfish
Aquaculture
Federal &
Local
Regulation
Seafood
Research



8 people
First Nation
Commercial &
Food Fishing
Finfish &
Shellfish
Aquaculture
Recreational
Fishing



9 people
Finfish
Aquaculture
Seafood
Processing
Seafood
Retail/
Restaurant
Recreational
Fishing



3 people
Commercial
Fishing
First Nation
Food Fishing



5 people
Seafood
Processing
Shellfish
Aquaculture
Recreational
Fishing
Seafood Retail/
Restaurant

What is Important

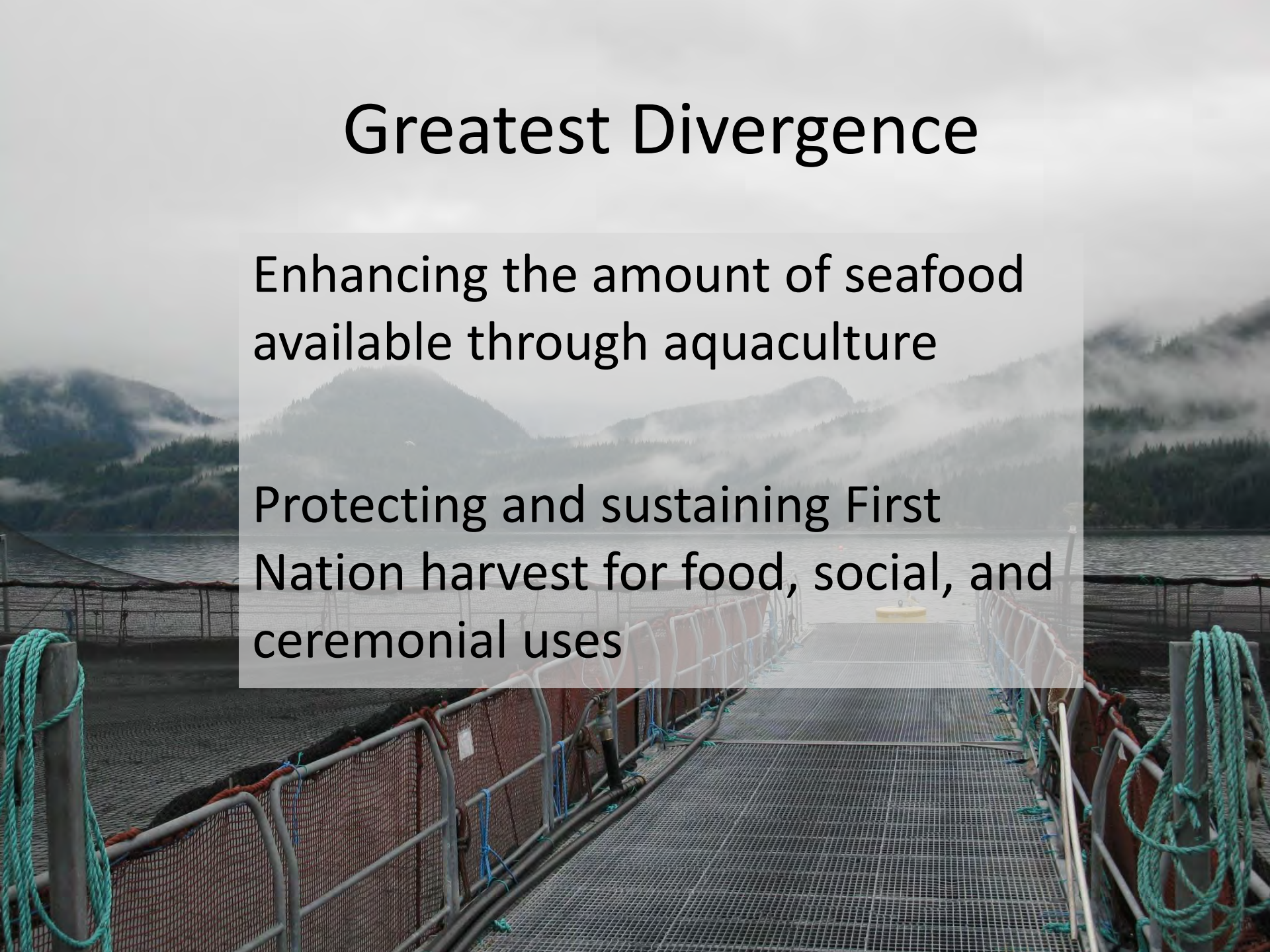
Collaborative Pragmatists	Local Guardians	Science & Innovation	Cautious Traditionalists	Prosperity Promoters
Collaboration*	Interconnection ocean/ community*	Science based decisions	Healthy fishery/ community	Prosperity*
Science based decisions	First Nations right to access*	Enhance production thru aquaculture	Cultural role of salmon	Enhance production thru aquaculture
Trust regulations*	Pre-caution/ Learning	Pre-caution/ Learning	Recreation*	Security thru aquaculture
Balanced use	Local decisions	Global sharing	Balanced use	Balanced use
Stewardship	Stewardship	Sustainable aquaculture*	Experience of nature/wild	Experience of nature/wild

* Indicates significant difference from other groups

Greatest Divergence

Enhancing the amount of seafood available through aquaculture

Protecting and sustaining First Nation harvest for food, social, and ceremonial uses



Implications

Evidence of common/divergent values

Implications for all eco-system benefits and services

Q-method has potential for input to management processes

- common vocabulary
- new groupings
- points of disagreement
- possibilities for dialogue

Acknowledgements

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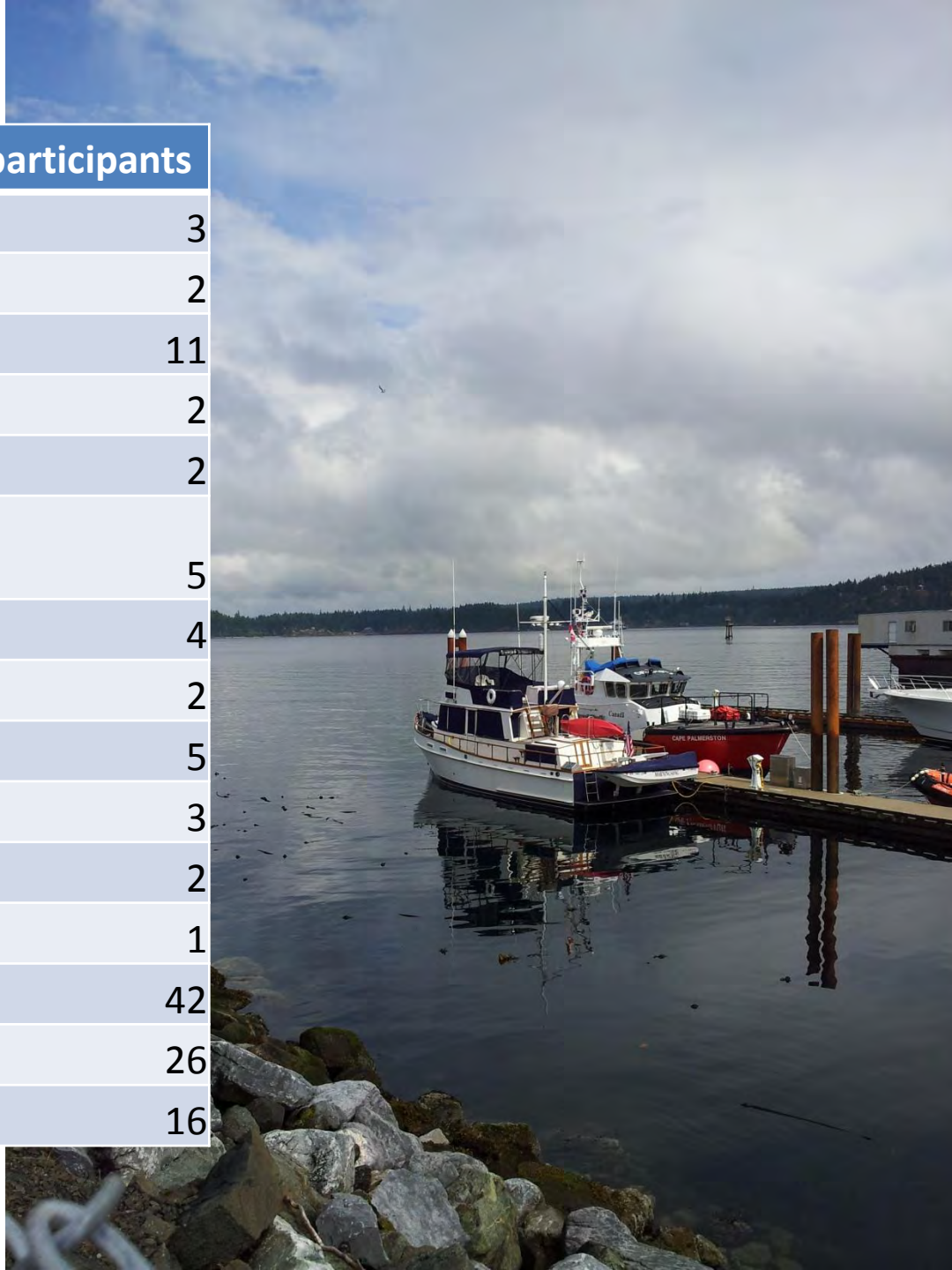
Thank you to the people in the Campbell River seafood sector who generously shared their time and perspective. Thanks also to Jim McIsaac and Heather Coleman for their guidance and support.

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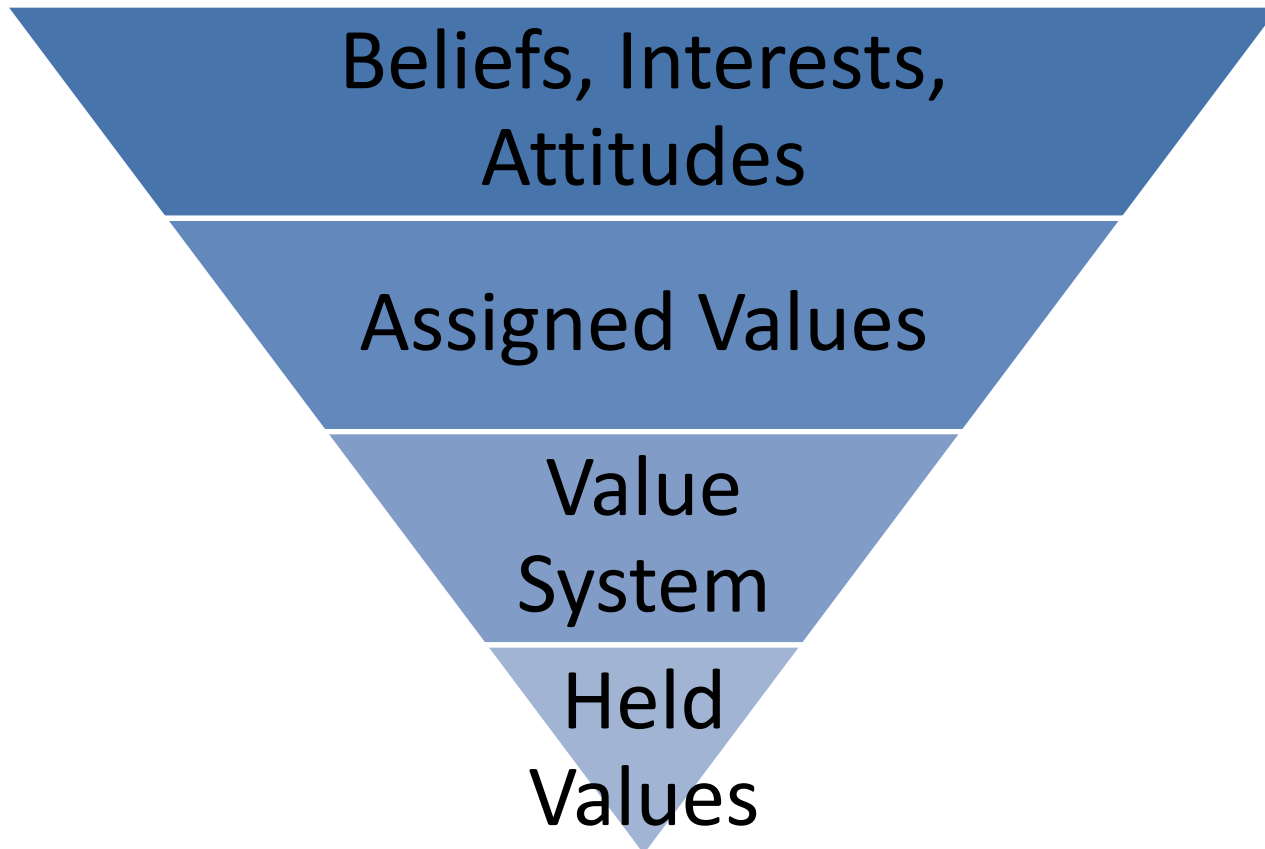


Sub-sector	Number of participants
Commercial Fishing	3
Rec Fishing Service	2
Fin fish Aquaculture	11
Shellfish Aquaculture	2
Aquaculture Supplier	2
Aquaculture Researcher (finfish/shellfish)	5
First Nation Fisher	4
Recreational fishing	2
Regulation	5
Processing	3
Restuarants	2
Seafood Research	1
Total	42
Male	26
Female	16



Social values = good or important

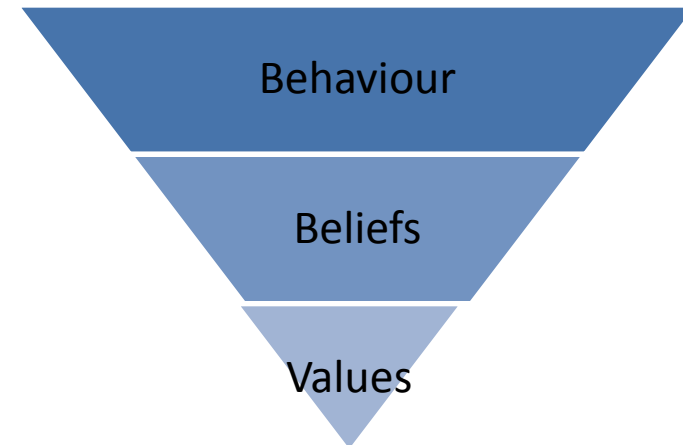
Behaviour



Research Questions

What values do people in the seafood sector share?

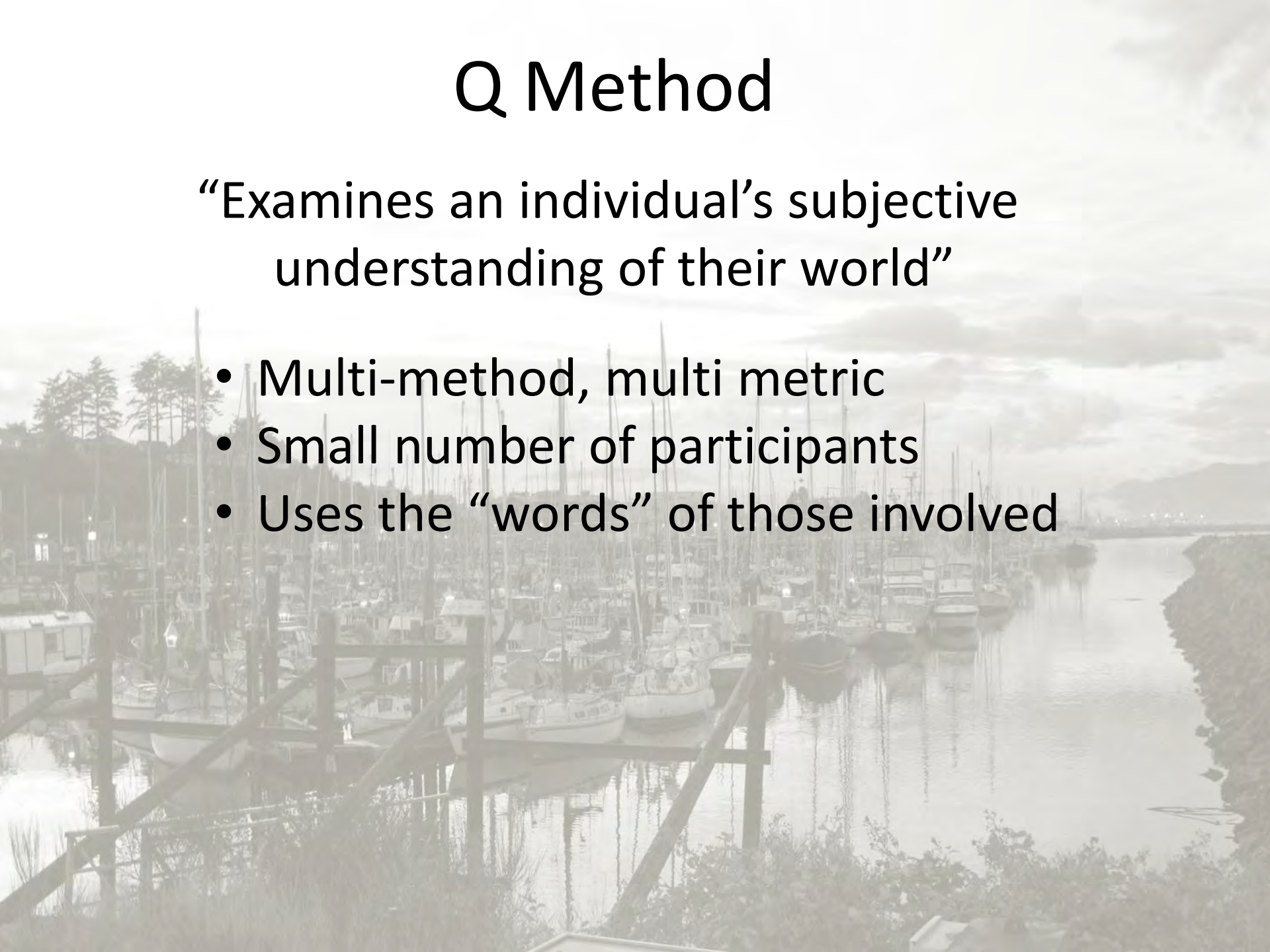
How do their values influence their objectives for marine management?



Q Method

“Examines an individual’s subjective understanding of their world”

- Multi-method, multi metric
- Small number of participants
- Uses the “words” of those involved





Data Gathering and Analysis

- 300+ statements
- 40 representative statements.
 - The ocean seems to be very resilient, it seems to be able to take a beating and rejuvenate itself.
 - We have to think of future generations and make sure there is going to be opportunities for them. That we're not using the ocean resource up or harming it.
- 42 respondents
- Identify patterns via factor analysis.
- Interpret patterns via interview data.

Representative Statements

It is important to maintain activities and individuals that have a connection to the ocean; farming shellfish or running a whale watching operation, it is an opportunity to be in a marine-based industry.

We have to figure out different methods to feed ourselves. Jacques Cousteau said in his wisdom, the future is farming the ocean. We have to find a way to do it sustainably.



Representative Statements

The ocean is what sustains coastal communities, it is the lifeblood of the coast. If we don't maintain a healthy, productive ocean, communities along the coast will suffer and just fade.

Shellfish aquaculture is providing employment. It's the people that work in the seafood industry that are keeping places like this open, the couple of local stores, the gas bar, all that is open because of those jobs.



What is Important

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DAUNTLESS II





Values & Eco-system Services

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- Benefits from services
- Well-being

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Social Values & Seafood

- Seafood significant to coastal communities
- Socio-economic more economic
- Conflict over objectives
- Understanding of values that underlie objectives may increase understanding of how benefits are derived and improve management processes



Social values = good/important

Behaviour



Beliefs, Interests,
Attitudes

Assigned Values

Value
System

Held
Values



Values & Eco-system Services

- Values are criteria to assess
 - All services and benefits from the environment
 - Well-being
- Issues in capturing and deploying
 - Incommensurate
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Our Study

- Applied
- Empirical
- Illustrates value structures & complexity
- Identifies agreement/disagreement
- Shows Q-method as a practical tool to capture values and facilitate discussion



Implications

- There are common values, but they are not sectoral
- Q-method has potential as an input to management processes
 - Uses and provides common vocabulary
 - De-constructs traditional constituencies
 - Opens possibilities for dialogue
 - Crystalizes points of disagreement
 - People enjoy doing it



Challenges

- Q-method does not support inferences about populations
- Judgment
 - Framing issue,
 - Selecting statements and participants
 - Interpreting results
- One sector, one coastal community



Conclusion

- Empirical evidence of common and divergent values in a coastal context
- Results show that value groupings exist but they are not sectoral
- Q method offers a way to operationalize values in management processes – open up the dialogue



