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**A mixed research model to study local welfare systems.  
The case of Social Territorial Areas in Campania  
Region**

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# What are we talking here?

Study on welfare policy making of Social Territorial Areas (STA) in Campania Region (South of Italy), during III Regional Social Plan (2016-2018), applying a mixed model of research and combining multilevel data-sources.

We present a first partial result trying to integrate administrative source – based data with qualitative data collected via interviews

# Introducing several key points

Framework – The Local Welfare data governance. An (also) methodological challenge

Methodology – Mixed, with two phase, quantitative and a qualitative follow-up.

Case study – Social Territorial Areas of Campania Region. A study about welfare interventions strengthening data-produced system

Findings – Demographic, socio-economic and social policy analysis.

Future perspectives – From social service integration to analysis method integration

# Framework

## Towards information gap in the systems of local welfare. A methodological challenge (and not only)

Emerging social needs, innovative welfare system and new data request (Taylor Gooby 2004, Saraceno 2008)

### Weak points

- Lack of data culture in policy making (Aragona 2008, Viganò 2017)
- Low methodological support, f.e. indicator building, validity and reliability (Busso e Dagnes 2013, Mauri 2007)

Policy making best practices by good data-based evaluation (Mauri 2007, Palumbo 2003)

Mixed methods designs can be especially powerful in illuminating policy solutions and directions for social action (Brook, Holland 2018, Mason et al. 2019, Punziano 2012, Sosulski and Lawrence 2008)

# Methodology

We employed an explanatory sequential mixed methods design (Creswell and Plano Clark 2011) consisting of a secondary data analysis of context and of social service planning followed by semistructured mail interviews to STA Coordinator

Whole research question:

*What are the intervention priorities of local welfare policy areas?*

Secondary question:

*Which are relations between formal and informal policy strategy and local context of STA in Campania Region?*

# Methodology

We define our mixed research model through the four factors of mix strategy (Creswell, 2003; Tashakkori e Teddlie, 2010)

- *Implementation*: the study has an explanatory purpose, and follows two sequential phases, the one quantitative to study context of STA and it deals demographic and socio-economic SIS data. In the qualitative phase the area coordinators are interviewed to understand informal policy implementation fitted on specific territory.
- *Priority*: The two strategies have equal importance but we are within a predominantly quantitative approach, such as the Social Information System prefigures.
- *Integration*: The integration between the two approaches takes place within results interpretation, as several new categories combining quantitative and qualitative outputs
- *Theoretical perspective* There is not a real theoretical perspective as research has exploratory question identifying local welfare policy areas

# Methodology

## A visual model of sequential explanatory design

### 1° phase QUAN

- Context analysis
- Local welfare policy analysis

### 2° phase QUAL

- Policy makers Interviews

### Integration

- Intervention social policy areas

# Methodology

## Sequential explanatory design

### 1° Phase

Pop.: 59 STA of Campania Region

Timeframe: III PSR (2016-2018)

Source: Social Information System of Campania Region

Purpose and output:

1. Context analysis
  - Typological demographic index
  - Socio-economic cluster (CA)
2. Local welfare policy analysis
  - Social policy area (MCA)



# Methodology

## Sequential explanatory design

### 2° Phase

Sample: local policy makers of 18 STA, sampled by demographic and socio-economic quotes

Timeframe: Febbraio 2020 - ongoing

Strategy: Semistructured Mail Interviews

Purpose and output:

Perception, representation and informal strategy of policy decision-making

# Findings

## Summary

Source	Question Purpose	Technique	Output analysis
SIS	Descriptive	Descriptive	Typological Index
	Exploratory	CA	Socio-economic cluster
	Exploratory	MCA	Social policy areas
Mail Interviews	Interpretive	Interview analysis	Informal decision making

# Findings 1<sup>o</sup> phase

## Typological Index of STA

- A: STA many low-populated municipalities
- B: STA many high-populated municipalities
- C: STA few low-populated municipalities
- D: STA few high-populated municipalities

		Avg pop./municipality	
		Low (up to 9999ab.)	High (10000ab +)
Nr of municipalities	Few (up to 9)	C (2 STA)	D (36 STA)
	Many (10 or +)	A (19 STA)	B (2 STA)

The most common are STAs with few high-populated municipalities (typical of the coastal area) and those with many municipalities low- populated (typical of the internal area).

# Findings 1<sup>o</sup> phase

## Socio-economic cluster

### Socio-economic variables

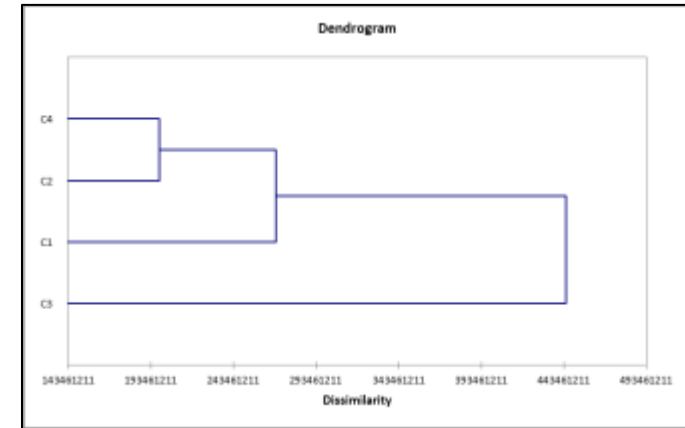
Variable	Minimum	Maximum	Mean (Italy)	Mean	Std. deviation
Average Age (2018)	37,5	49,3	44,9	42,4	2,90
Birth rate (2018)	5,0	10,6	7,3	8,1	1,36
Mortality rate (2018)	5,9	14,6	10,5	9,4	2,00
Migration rate (2018)	-22,3	7,4	3,6	-3,0	4,41
Dependency ratio (2018)	41,8	63,7	56,0	50,3	4,46
Household members (2018)	2,2	3,0	2,3	2,7	0,24
Old age ratio (2018)	66,7	266,3	168,9	137,1	45,93
Population density (2018)	49,5	11851,9	200,6	1837,4	2398,77
Foreigner people (2018)	1,0	13,1	8,7	4,1	2,49
Household income (2017)	15286,0	35804,2	31393	22887	3857,66
Local Units (2017)	3,7	10,0	12,7	6,1	1,28

Source: Our elaboration on ISTAT and MEF data

# Findings 1<sup>o</sup> phase

## Socio-economic cluster

Hierarchical clustering –  
Dendrogram's cut



Ward's method (variance decomposition for the optimal classification by 4 groups)

Variance decomposition for the optimal classification:		
	Absolute	Percent
Within-class	5162995,265	25,02%
Between-classes	15474848,925	74,98%
Total	20637844,190	100,00%

Identifying groups:

1. High socio-economic marginalization
2. Economic vulnerability
3. Good economic situation
4. Population growth risk

Class	Average Age	Birth rate	Mortality rate	Migration rate	Dependency ratio	Household members	Old age ratio	Population density	Foreigners people	Household income	Local Units
High socio-economic marginalization	43,8	7,8	10,5	-2,4	51,4	2,52	160,4	482,7	5,5	19317,3	6,2
Economic vulnerability	41,4	8,5	8,6	-3,3	49,0	2,76	117,9	1494,5	3,3	23440,1	5,6
Good economic situation	44,4	6,5	10,4	-0,5	53,0	2,50	173,7	1092,4	4,8	31014,3	8,4
Population growth risk	40,9	8,2	8,6	-5,5	49,7	2,82	116,4	7475,7	2,7	23473,4	5,7

# Findings 1<sup>o</sup> phase

## Social policy areas

### MCA Analysis

Factor 1 and 2 (76,8% of adjusted inertia )

Variable	Categories	N. STA
Social Service direct management	Low (less than 20%)	12
	Medium-low (20% - 29%)	20
	Medium-high (30% - 39%)	7
	High (40% or more)	12
Social Service / Inh.	Few (3000 inh. or more)	9
	Medium (2001 -2999)	22
	High (less than 2000 inh.)	20
Social Service more provided	Inclusion and Incomes protection	31
	Residential Services	7
	Social Service at Home	7
	Other	6

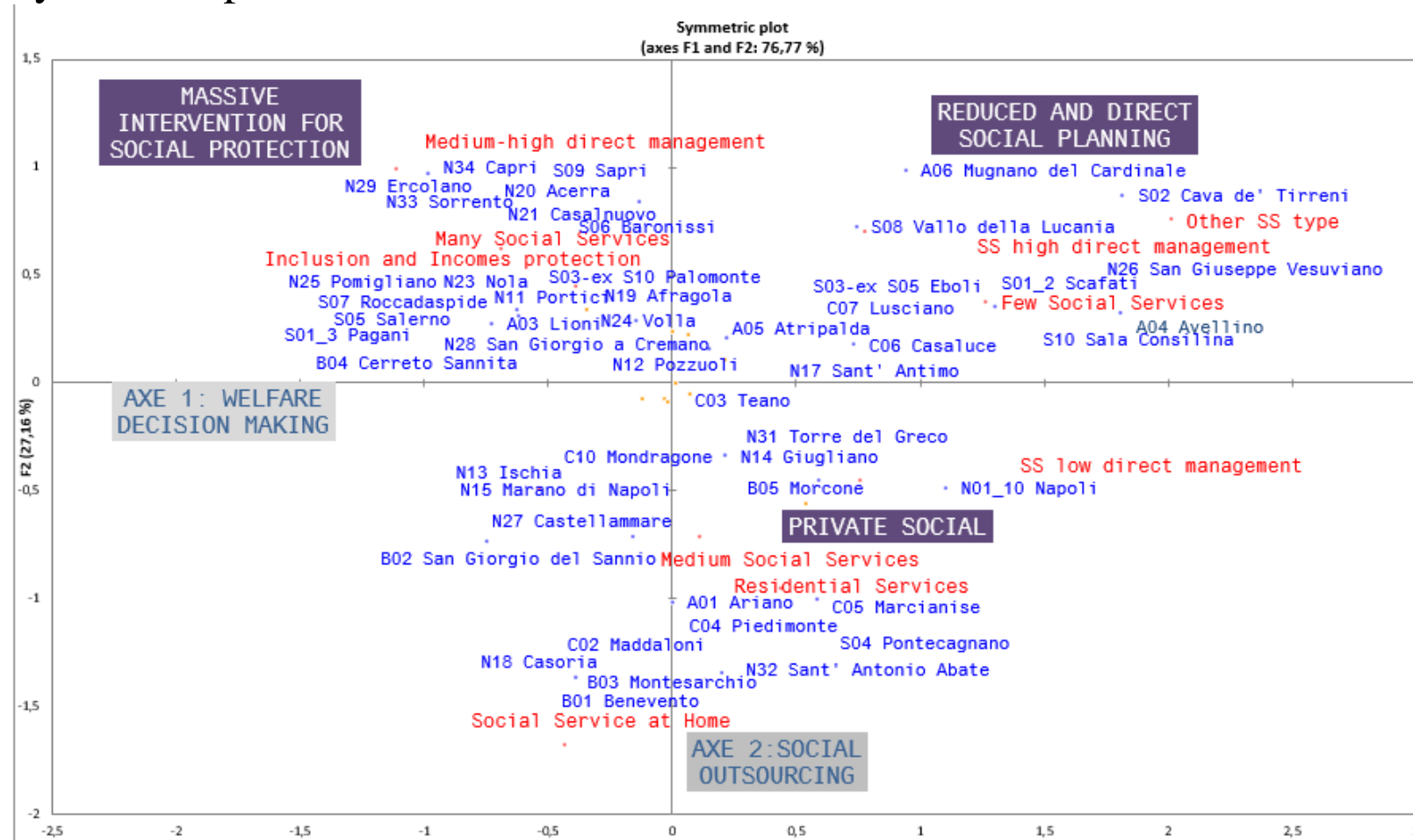
Source: Our elaboration on SIS data (2019)

	F1	F2
SS High direct management	<b>3,062</b>	<b>2,763</b>
SS Low direct management	<b>2,998</b>	-1,791
SS Medium high direct management	<b>-3,135</b>	<b>2,793</b>
SS Medium low direct management	<b>-3,056</b>	<b>-2,813</b>
Low number of SS	<b>4,148</b>	1,226
High number of SS	<b>-3,916</b>	<b>3,508</b>
Medium number of SS	0,668	<b>-4,401</b>
Inclusion and Incomes protection	<b>-3,436</b>	<b>3,929</b>
Other social service	<b>5,201</b>	1,952
Residential Services	1,224	<b>-2,678</b>
Social Service at Home	-1,219	<b>-4,724</b>

# Findings 1° phase

## Social policy areas

Symmetric plot with factorial axes



# Findings 2<sup>o</sup> phase

## Issues emerging from interviews

*Social service implementation:* Not easy local service implementation due to multilevel governance of social policy (national, regional, then local)

*Citizen empowerment:* Citizen bias on social policy as subsidiary interventions. There is a needs to change people perception and to empowerment them.

*Local welfare network:* integrated management of social services and welfare network strengthening as a good policy solution for innovative measures of social protection

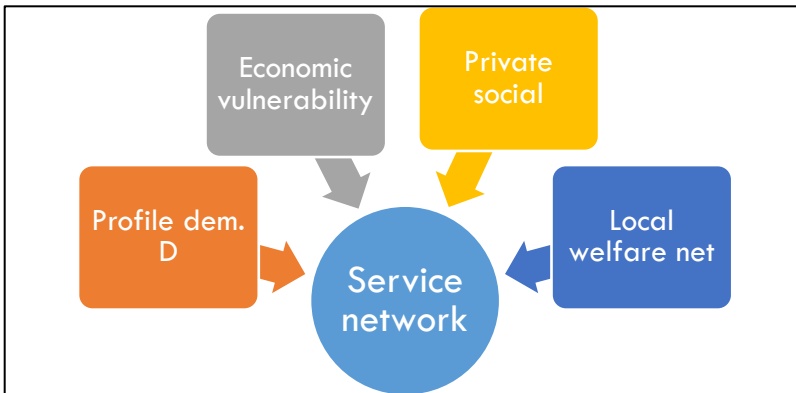


# Findings

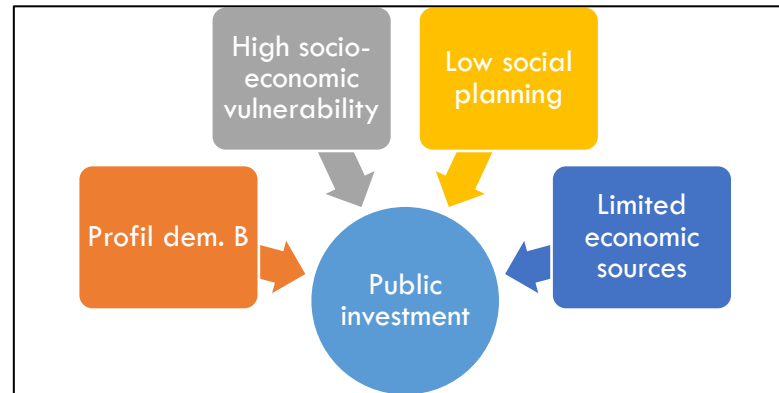
A (first) example of results integration.

## Policy Intervention areas

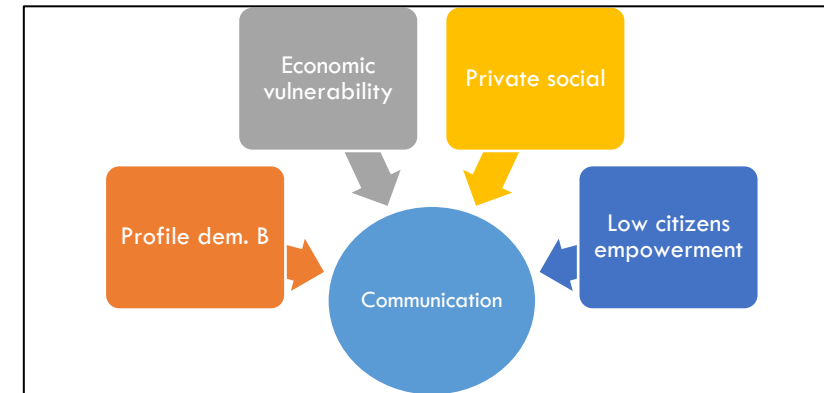
N27 Castellammare



C07 Lusciano



S04 Pontecagnano



# Future directions and perspectives

## Towards a methods integration of policy evaluation?

The application of MM in the local welfare policy field has allowed us to have an overview – partial for now - on the social activity of STAs and on the management of policies. This has been possible combining information from hard data, by Social Information System, with information from soft data, taking into account the informal local policy making, such as of the opinions and perceptions by the coordinators. It will be useful for regional policies to take into account the different specificities that have emerged. As we have seen, the STAs in Campania represent varied demographic and socio-economic situations, and this has implications for local welfare planning. Just as the integration of social services is important, we believe it is equally important to integrate research methods and tools to study implementation in the territories.

Thank you for your attention!

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