



Rhetoric in the construction of a system of socioeconomic indicators

Retórica en la construcción de un sistema de indicadores socioeconómicos

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ABSTRACT

Indicators are quantitative data that are the product of procedures established by the researcher, where results are generated, but they are not findings of the object; measurement methodologies and techniques acquire greater relevance than knowledge of reality. The interest in precise measurement is more attractive to the researcher than the explanation and knowledge of the object. The construction of indicators has to do mainly with the need to measure empirically the phenomenon presented, therefore indicators are considered as the description of the morphological attributes of the object, and also as those units of measurement for morphological analysis. They do not respond to an immediate connection with the environment, based on a pre-existing theory, but also respond to mediations that come to be articulated by a theory that offers a foundation to the object of study; therefore they are conceptualizations thought from the object and the articulations that it presents. In conclusion, indicators are one of the tools that make it possible to quantify, to verify conditions, to compare different places and situations, to manage information and also to anticipate future trends and conditions. Having a list of them will not by itself solve the challenges of regional development, although they do contribute to its promotion.

RESUMEN

Los indicadores son datos cuantitativos que son producto de los procedimientos que establece el investigador, donde se generan resultados, pero no son hallazgos del objeto; las metodologías y las técnicas de medición adquieren mayor relevancia que el conocimiento de la realidad. Resulta más atractivo para el investigador el interés por la medición precisa que la explicación y conocimiento del objeto. La construcción de los indicadores, tiene que ver principalmente con la necesidad de medir de forma empírica el fenómeno que se presenta, por lo tanto a los indicadores se los considera como la descripción de los atributos morfológicos del objeto, y también como aquellas unidades de medida para el análisis morfológico, No llega a responder una conexión inmediata con el entorno, a partir de una teoría preexistente, sino que también llega a responder a mediaciones que llegan a ser articuladas por una teoría que ofrezca fundamento al objeto de estudio; por lo tanto son conceptualizaciones pensadas a partir del objeto y las articulaciones que este presenta. En conclusión, los indicadores constituyen una de las herramientas que permiten cuantificar, para verificar condiciones, comparar distintos lugares y situaciones; administrar información y también anticipar tendencias y condiciones futuras. Disponer de una lista de ellos no resolverá por sí solo los desafíos que se presentan en el desarrollo regional, aunque si contribuyen a la promoción del mismo.

Keywords / Palabras clave

retórica, indicadores, sistema, gestión, desarrollo

rhetoric, indicators, system, management, development

Introduction

The issue of indicators in the social sciences has become a fundamental problem when generating explanations and knowledge about the phenomena that occur in society, especially because it seeks to establish the relationship between the object and the subject, as well as between the concrete and the abstract, also directed towards the empirical reconstruction of reality and the theory that must find an answer in the researcher's thinking (Gutiérrez, 2009).

For this reason, the indicators are not a unique representation of the morphological expression of the object, i.e. the form in which the phenomenon is presented, nor can it be said that it is an empirical

representation of the theory, but it finds its basis in the operation of the concepts or in the definition of the categories, dimensions or variables. The research problem may be more complex because it refers to the very structure of the object of study as a concrete totality.

Thus, since there is no truth to be considered absolute, rhetoric is used, but from the scientific point of view, since its purpose is to find the truth and not to convince people about a truth that has not yet been proven. But convincing is not all bad either, because in the research process, it is also necessary to convince, for which rhetorical elements are used so that the proposals come to be considered acceptable and also convincing. For Pérez and Vélez (2011), rhetoric is like language, the best and the worst of things; in itself it is neither good nor bad and depends only on the use made of it.

As a basis for research, it is also important to take into account the paradigm, which becomes a set of propositions, norms and rules of research that come to be shared by a scientific community at a specific time. This analytical framework can be configured through a series of heuristic axioms, which can even be established as fundamental principles, on which various auxiliary hypotheses can be developed and tested. The paradigm becomes the basis of any scientific research by influencing its main characteristics, its object, hypothesis or method. For Cárdenas (2015), the validity and valuation of paradigms depend both on their explanatory capacity and their contrast with the observed reality, especially in the analysis of outstanding facts, as well as on those sociological factors that exist at the time of evaluation.

Materials and Methods

The indicators are quantitative data that are the product of the procedures established by the researcher, where results are generated, but it is important to mention that these results are the research achieved by the person, and that they are exposed to the analytical criteria of others, but are not findings of the object; the methodologies and measurement techniques acquire greater relevance than the knowledge of reality. The interest in precise measurement is more attractive to the researcher than the explanation and knowledge of the object.

The relationship between the subject and the object can be presented as a relationship based on comfort, as long as the existence of the

object, the theory that allows this explanation and the methodological strategies to carry out the research are maintained. From the application of formulas and previously determined routes, knowledge can be predictable and therefore only its confirmation is required.

In this way, the construction of indicators is mainly related to the need to measure empirically the phenomenon presented, therefore indicators are considered as the description of the morphological attributes of the object, and also as those units of measurement for morphological analysis, based on experimental methodologies.

In this sense, Rhetoric becomes a means by which philosophy tries to analyze the way in which a theoretical discourse is understood amidst the sense of exhortation and manipulation. Therefore, it comprises a systematic set of universal knowledge that from a theoretical-practical approach exceeds the level of only experience (González, Ruíz, & Rodríguez, 2016). The construction of indicators does not come to respond to an immediate connection with the environment, based on a pre-existing theory, but also comes to respond to mediations that come to be articulated by a theory that offers foundation to the object of study; therefore they are conceptualizations thought from the object and the articulations it presents. In perspective, it is a matter of locating the different facets of the research and the way in which it is presented, analyzing it from different angles allows a better identification of the observed phenomenon.

Results

In recent years, Ecuador has witnessed a growing form of administration of local authorities, under this context, the autonomous governments have acquired a new role in terms of their management capacity, and have had to face a growing need for reliable data with different levels of disaggregation, which contributes to the expansion of the understanding of local problems from different perspectives. The availability of this data is not a simple process, but rather a complex one, since it entails the recognition of the specificities of the local level, based on the recognition of different dimensions of analysis, such as economic or social.

It also requires the identification of the actors and institutions involved and linked to these issues, as they are users or generators of the information. The results of the indicators become the final product,

which should be useful for decision-making by the different local stakeholders, and not simply respond to the needs of certain government agencies (López & Gentile, 2008).

The latent need to achieve full participation of society in local development, as well as the use and dissemination of the population's knowledge, experience, culture and customs, which can be presented as a counterpoint to professional, scientific approaches that are unattainable for the local population. From the participatory approach of the population, it is possible to reach consensus, define priorities, plan activities, analyze the consequences of the actions and finally the evaluation of such actions. In this context, the design and definition of indicators is related to who identifies them and on what basis: experts based on scientific knowledge or the different local actors based on their daily experience and practical knowledge.

In both cases, the analysis is based on different visions, while the external vision is related to the national level and its influence on the local level, and is also related to the sustainability of development, on the other hand, the internal vision is in accordance with the paradigm of participation, which means that the local communities are responsible for defining the most appropriate indicators to measure it.

Conclusions

Once the economic and social dimensions have been defined as part of the concept that contributes to development, a drawback may arise, which results in the difficulty of making them operational, measurable or relatively tangible. In this sense, indicators are one of the tools to quantify them, to verify conditions, to compare different places and situations, to manage information and also to anticipate future trends and conditions. Indicators are instruments to achieve ambitious objectives, therefore, having a list of them will not by itself solve the challenges of regional development, although they do contribute to its promotion.

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