



MANAGEMENT AND BUSINESS ADMINISTRATION DOCTORAL SCHOOL

**AN INTEGRATED APPROACH TO
RURAL DEVELOPMENT
Profiles and Values of Agricultural Entrepreneurs**

Ph.D. Thesis

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RURAL DEVELOPMENT

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*" No man is an island,
Entire of itself.
Each is a piece of the continent,
A part of the main.
If a clod be washed away by the sea,
Europe is the less.
As well as if a promontory were.
As well as if a manner of thine own
Or of thine friend's were.
Each man's death diminishes me,
For I am involved in mankind.
Therefore, **send not to know
For whom the bell tolls,
IT TOLLS FOR THEE.**"*

(John Donne: For Whom the Bell Tolls)

I. INTRODUCTION

Recent years' climate change related disasters have warned and reminded many of us that humans and their environment make up a single organic entity, and thus the spillover effects of our actions might easily constitute the root cause of worldwide problems. The greatest challenge facing humanity in the 21st century is the preservation of the integrity of our biosphere. What we should achieve, besides and beyond peace, is that the Earth's carrying capacity remain a purely theoretical concept without us ever having to experience its actual limits.

All systems of the Earth, including humans and the economy, are constantly changing. In our globalizing, ever-accelerating world, the high-speed capitalist economy/society is acting to increase chaos, to increase entropy. Even though the probability of existence of an „unorganized world” is higher, its quality is lower. Some believe the solution to be our current civilization reaching a point where it begins to question its own lifestyle that has been destroying both nature and social values, to question the economic structure it has created – and restoring, through its new system of values, the harmony and integrity of the biosphere.

One of the main characteristics of this last century has been the enormous increase in labor productivity, which has sown the seeds of an antagonistic contradiction. There are nearly seven billions of us living on Earth, yet work opportunities are unsatisfactory - in terms of both quality and quantity. It is common knowledge that there is a lack of jobs. As much as almost four billion people (more than half of the total population) have no permanent job, and no opportunity to find one, either.

The quality problem, however, is less apparent. The highly qualified workforce of the OECD countries (including those with a college or university degree) are unemployed or employed in jobs that do not meet their expectations (overqualification, monotonous work etc.). Interestingly enough, there seems to be a distinction between productive jobs and the ones that could be called "humane". Small and medium enterprises tend to offer jobs that are not lucrative enough, but interesting – as opposed to those offered by big corporations. The abyss between productivity and people's satisfaction with their jobs is quite apparent, which is why one of my research objectives is to explore the relationships, the trade-offs between productivity and work-related satisfaction at agricultural enterprises located in the countryside.

An important question is whether the pressure for environmental protection arising from climate change and the exhaustion of fossil fuels will be sufficient to induce a paradigm shift in the economy. Globalization might have lost or might very soon lose its primary driving force. Cheap, concentrated energy sources, cheap logistics enabled the economy to re-locate its production base into the third world, where labor was cheap. Apparently, the driving forces behind globalization are losing ground. The monotony of their jobs is putting enormous social pressure on China. Our planet is not able to bear the burdens of transportation and the overusing of resources any longer. The crisis is a symptom of the problem, indicating the need for radical changes.

Today's most severe problem is that the gaps between the three pillars of sustainability, that is: nature, society and the economy, are continuously widening, and the contradictions within these three sub-systems are also becoming more and more evident, thus none of these three pillars can be considered stable. As literature points out, an intelligent response to this present situation would be the harmonization of nature, society and the economy, which is attainable through qualitative changes rather than economic growth. It is a commitment to locality and self-sufficiency, and regionally-focused development projects that might show us the way out of the crisis globalization caused. As Klára Hajnal formulated it, „*the organizing principles of the realization of sustainable development are the principles of locality and - in analogy - subsidiarity, cyclicity, biodiversity and cooperation. The foundation of the implementation process is the "local economy", which is a local-regional economy, that is: a small-scale economy using local resources to satisfy local needs according to the principle of local responsibility*” (Hajnal, 2006, p. 20).

Accordingly, the main idea of my thesis is that the agricultural sector still, even today, features some solutions that the members of the society consider as examples of a “livable” world where everyone can be a winner at the same time. In order to define the right direction, it is crucial to determine our starting point, the desired destination and the values along which we would like to proceed. Both my thesis and the related empirical research project are aimed at describing how one can find the development opportunities that facilitate regional sustainability. Recent decades have witnessed the strengthening of the urbanization process worldwide. Today, more than a half of the world's population (57.3 %) lives in cities; in Hungary, the figure amounts to 65 percent (Secretariat, 2003). At the same time, a number of studies have proved that

sustainability is facilitated by the strengthening of local economies and local societies rather than the endless growth of metropolises. Hence it would be important to return to a balance between urban and rural lifestyles, and to ensure that the conditions are met for the operation of small-scale, local resource based, local/regional econo-societal entities and institutions.

In the beginning I thought my research topic would be renewable energy sources, and more specifically, biomass as an energy source. Accordingly, I had contributed to the preparations of a successful business venture, which by following the Western models, and backed by a strong financial investor, managed to survive all those changes in the regulatory and economic environment that a country like Hungary was bound to go through during the last 10 to 15 years. The business was a rapeseed oil mill, started at the time when the EU, and what is more, the whole world still believed in the success of biomass fuels. In Hungary, biomass as an energy source was considered a breakthrough opportunity with a major role in the future of the country's agricultural sector and its rural areas. Initial successes were soon followed by failures – today, both Hungary's and the EU's agricultural policies rather emphasize the related difficulties and barriers. Traces of the initial optimism are still to be found, and there are certain research initiatives, as well, yet decision makers tend to be far more careful than five years earlier.

Attempts for saving the rural way of life had not been unheard of before the era of the biomass energy projects, either. Some positive examples were the Hungarian experiments to establish ecovillages, which indeed promoted sustainable development. A common point in these projects was the presence of a charismatic personality, usually someone with a strong professional background, yet often an outsider to the community or the region. These experiments did not typically live up to the expectations.

Having examined the development of the Hungarian countryside during the last twenty years, one may conclude that along with the closing down of collective farms, many villages also suffered the loss of their “economic intellectuals”. Some of the leaders of the sometime collective farms became private entrepreneurs, yet many had left their village and in some cases, the agricultural profession, as well. Some of the land returned during post-socialist compensation proceedings ended up in the hands of unexperienced individuals. Agricultural land ownership and the desirable scale of operation have been the subjects of a plethora of studies. The changes during the last two decades have been

subjected to critical scrutiny, and researchers are rather divided in their opinions. Both my personal professional interest and my experience from having joined a new type of agricultural enterprise two years ago seem to underpin the view that the success of an enterprise primarily depends on the values, the personal commitment and the managerial skills of its manager. Mainstream research, however, has a tendency not to take the human factor into consideration. The unpredictability of economic policies, uncertainties in EU subsidies, optimal scale of operation and industry-specific characteristics all constitute a far more exciting and reasonable research topic to the majority.

The roots of my choice of topic date back quite a few years: having graduated from Szent István University, Faculty of Economics and Social Sciences, Institute of Teacher Training in 2003, the subject matter of my graduation thesis ("Moral Education by The Family, Educating for Social Sensitivity") basically planted the mental seeds of the research topic for this paper. The work of Daniel Goleman made a great impression on me. In my then thesis, I used questionnaires to compare the Emotional Intelligence (EI), the social sensitivity of urban and rural high school students. I concluded that the social sensitivity of children brought up in the countryside tended to be significantly higher than that of urban youth. Naturally enough, there were positive and negative exceptions in both groups, yet still, there are several studies (Bredács, 2010; Lopes, Salovey & Strauss, 2003) underlining the importance of emotional intelligence, which develops during one's infancy and childhood as a result of the parent-child relationship.

The concept of emotional intelligence comprises people's ability for empathy, their experience in non-verbal communication and their skills to recognize, control and adequately communicate emotions. In the course of the years, children develop the essence and the opportunities of their emotional attitude. A sense of „basic trust” can only be developed in an environment full of selfless, warm love and harmony (Goleman, 1997).

According to the findings of an empirical study on a sample of more than 1000 persons, family atmosphere indeed contributes to the optimal development of adolescents and their psychological immunity. Creative ability demonstrates a marked growth as a function of socialization conditions, like a complex family and parents of a high emotional intelligence, able to create social sources (Oláh, 2006).

High-level cooperation inevitably requires emotional intelligence. As our study emphasizes the importance of cooperation, attachment and tradition, which require an appropriate level of emotional intelligence, it is absolutely necessary to discuss the concept of EI in the introduction. Faith, integrity, community and tradition are essential, as well, if we want to become something more (Alford O.P. & Naughton, 2009).

Today, emotional intelligence admittedly counts as one of the most important factors of leadership success in business, while cognitive intelligence (IQ) is only considered a necessary condition. A US study revealed that 79 percent of leaders owe their success to their high EQ. Leaders' EQ levels affect their behavior, and thus determine their success or failure (Goleman, Boyatzis & McKee, 2002).

Above cognitive and emotional intelligence, cultural intelligence also has a determining role in business life. A good leader must possess a global education, that is the ability to work across and within different cultures and subcultures (Alon & Higgins, 2005). Culture has not always been considered an economic factor, but rather some kind of a given, which has no influence whatsoever on economic development. Modern social analyses usually account for culture by assuming that habits hinder entrepreneur's activities and thus constitute a barrier to economic development. A view popular among economists is that culture be interpreted as a sort of „taste” – hence external to the framework of economic analyses. They attribute no economic significance to cultural diversity. Culture, somehow, separates itself from and remains unaffected by development values. T.N. Jenkins (Jenkins, 2000) examined both the traditional and the modernist interpretations of the significance of culture, and also, the relationship between traditional cultures and sustainable development, that is the role of rural culture in development. Recently, historians and anthropologists (Toulmin, 1990) have provided convincing evidence that the earlier standpoint was incorrect. Some researchers, like Hayami and Ruttan, created innovation models that have given proof that culture does actually have a significant economic role (Hayami & Ruttan, 1985). It is a widely known fact that traditional folk cultures are positively related to sustainable development.

The fact that my original topic (biomass as an energy source) had become obsolete further strengthened my personal interest in the importance of the human factor, thus I figured it would be worth to examine what types of entrepreneurs there are in today's Hungarian villages and whether there exists a type of local agricultural entrepreneur

who are capable of – beyond taking care of their own interests – organizing their wider community. Given my personal attachment (I was born in Jászfényszaru, and I have been a member of Ökotársulás for a while) and our limited budget, it seemed an obvious choice to conduct the survey in these two regions (Jászfényszaru and Herencsény).

Ökotársulás represented an opportunity to find such entrepreneurs. One of its members, who repatriated from the West and has invested serious effort and a remarkable sum of money into the revitalization of country life, told me during an in-depth interview that they were unable to bring down the barrier that villagers tend to raise around “those vagrants” (newcomers, basically). He was different from the leaders of the previously mentioned ecovillage experiments insofar as he moved to and lives in the village, in the community in question. He evaluated his own experience as a failure, yet his failure might easily be perceived as a success by an outsider. By all means, the leaders of Ökotársulás may build upon the achievements of this nostalgia-driven repatriate entrepreneur. The values of agricultural entrepreneurs did not seem to be important in the early stages of the research project, even though we have all heard it several times before that agriculture is not only important because of food production, but also because it provides public goods like the agricultural landscape, a habitat for wildlife, the preservation of biodiversity or its contribution to the sustainability of rural regions through employment.

PARTNERSHIP implies the possibility of an everyone-is-a-winner situation. It creates agreements, bargains and working conditions that are beneficial for each party. This ideal solution can only be achieved if the focus is shifted from the one-wins-the-other-loses case – where certain individuals’ needs are prioritized over others’ – to the double-win scenario, where everyone’s needs are taken into account in a synthesis that equally serves all affected parties (Marashinsky, 2006).

I do share the opinion of Péter Kajner (Kajner, 2006), who cited renowned authors in formulating the well-known thesis of environmental economics that *„the purpose of agriculture is the regulated long-term utilization, the planned development and the efficient protection of the natural and the built environment in accordance with nature's ecological balance and society's needs. Thus the production of the primary product is not the only focus here, but the shaping of the landscape, and the environmental, economic and social aspects of agriculture are also taken into account”* (Madas, 1985, p. 204). Agriculture had once been agri-culture, a sacral activity: the caring for, the

cultivation, the raising of land, plants and animals. The permeation of nature with human spirit. Schumacher (Schumacher, 1991, p. 176), widely known and respected in environmentalist circles, formulated the functions of agriculture as follows: „*to keep man in touch with living nature, of which he is and remains a highly vulnerable part; to humanise and ennoble man's wider habitat; and to bring forth the foodstuffs and other materials which are needed for a becoming life.*”

The purpose of my work was to facilitate the identification of the opportunities and problems that follow from the life experience and the system of values of rural entrepreneurs; which aid them in (or possibly keep them from) becoming successful – or “just” satisfied – rural entrepreneurs. Ökotársulás represented an opportunity to find such entrepreneurs. The in-depth interviews and the Q-Tables enhanced our knowledge about rural entrepreneurs and helped us identify the problems hindering them from realizing their position and role in society. Some of my theses are aimed at identifying the factors discouraging the rural population from farming and those encouraging them. Our study also provides a partial answer to how far rural people are driven by their emotions, and to what extent rural entrepreneurs are satisfied with their quality of life. Any positive examples discovered might encourage others to opt for this way of life, believed to be anachronic by so many.

I. 1 Research Hypotheses

Pondering about the problems of the Hungarian countryside, someone who has their own roots there might very well think that they themselves should be the one to outline a viable development path, like the one appearing in the ideas of László Németh and other rustic writers of the time. Literature provided us with some models, some starting points that sought answers, solutions to these very issues. As we learned from international literature, even countries far more developed than Hungary – like the United Kingdom or Austria – face the exact same problems in their efforts to save the rural areas, namely the abandonment, aging and economic downfall of certain regions, while others become proud heroes of glorious success stories. Usually, there is one thing in common in these successes: the region managed to develop a leading vision that could mobilize the members of its communities in order to act together. The entrepreneurs in these successful regions try to cooperate instead of competing by all

possible means, and try to foster the integration of enterprises, whose activities could then strengthen and build upon each other. Cooperation results in a kind of vertical integration, with each enterprise having its own well-defined position and role.

Those urban intellectuals and middle-class individuals who, out of nostalgia, move back to the countryside or visit it from time to time have a certain image of the countryside and the way people live there. These external ideas try to offer, or sometimes even obtrude on the rural society a variant of rural life that is anything but attractive for the younger generations. Yet it is exactly the youth without whom rural policies cannot succeed.

According to literature, the social support of the efforts and the existence of a clear “guiding vision” have a crucial role in the success of rural development strategies. The guiding visions of our examples from the West were also formulated by professionals (leaders) who, as a consequence of their values, did not only want to succeed in their own enterprise, but also strived to cooperate with those living in their environs. Concerning the development of a region or village, it is important to determine whether there exists a leading personality, an example-setting entrepreneur or entrepreneurial group that can act as a fundamental driving force or an initiator in reforming the rural way of life, that could preserve positive rural values while nurturing economically successful enterprises. Experience has shown that success can only be built upon partnership and mutual cooperation. Partnership and cooperation, as a guiding vision, is one of the bases for any kind of development. If the inhabitants of the region partner up and manage to act according to their common interests, then some “vision” might be able to guide the region onto a development path towards revitalization.

Hypothesis 1.:

The success of rural development does not primarily depend on external infrastructure development and other project-like support but rather on the presence or absence of charismatic local leaders who can make the village community align with a so-called “guiding vision”.

The review of international literature has revealed that there are indeed successful regions in the world that had managed to bring life to the countryside under 21st century conditions, to reverse the unfavorable tendencies that would otherwise lead to the aging and abandonment of villages and the dying away of the rural way of life. It has also emerged that there was something common in all these Western success stories. Typically, there were some charismatic leaders who managed to organize the

community and drive them forward. The positive examples found in literature underline that it was the regions where the community had aligned with the guiding vision which became truly successful or at least turned out to be more viable. The key personalities of the local community were – beyond businessmen, experts and officials – an inevitable element of success in each case; they were the ones who did not only strive to improve their own situation but rather considered the prosperity of the entire community a necessary condition for their own individual prosperity.

Hypothesis 2.:

Rural settlements in the vicinity of large, heavily industrialized cities are characterized by relatively low levels of agricultural activity and attachment. The majority of inhabitants lead a life similar to that of urban citizens. The values of entrepreneurs from such settlements significantly differ from traditional rural values. This is an advantage from an entrepreneurial point of view, yet makes it harder for them to become a natural leader of their community.

The majority pursues activities of an industrial nature. They tend not to be attached to the land, to the rural past; they have a rather rational frame of mind, and the commitment to the traditional rural way of life is only a part of their system of values as and because of a feeling of nostalgia.

Hypothesis 3.:

In the settlements of non-industrialized areas where people still heavily rely on agriculture to make a living, entrepreneurs are more attached to the traditional rural lifestyle, as well. This rural lifestyle remains attractive and acceptable in their eyes even if they have to sacrifice, in a sense, certain things that have become self-evident for city people.

We basically assume that their reactions to the statements asking whether it is worth to work or whether their daily work makes them happy will be more positive than those of the ones working in an industrialized environment.

Hypothesis 4.:

Some of our fellow citizens have opted for the rural way of life voluntarily, by leaving the city and in fact giving up the kind of existence that follows from a city life. They have become weary of their life in the city, yet agriculture will never be able to actually pervade their life, to become an inherent part of their self.

They are the newcomers. They are characterized by a very ambivalent system of values, and instead of trying to internalize the traditional values of the village, they usually try to change it.

Hypothesis 5.:

Nowadays, many are turning away from city life and moving to a village or looking for some sort of rural attachment. The reason is that their positive childhood memories of the countryside have resurfaced as a result of their dissatisfaction with their present busy lives.

The above hypotheses will be tested by having three samples evaluate our statements: agricultural entrepreneurs from Jászfényszaru, agricultural entrepreneurs from Herencsény and its surroundings, and the members of Ökotársulás. There will be 18 to 20 entrepreneurs from both towns to be interviewed and to evaluate the statements. By selecting entrepreneurs of similar profiles, this will also enable us to explore the extent to which the values of people pursuing similar activities but living in areas of differing levels of development are similar. Q-Methodology is a perfectly suitable tool for that purpose, which can be used to classify personality types into relatively homogeneous groups and hence explore their systems of values.

My study consists of four main chapters, plus an introductory part and a summary. Part II, titled "Reinterpreting the Role of the 'Countryside'", is aimed at providing a literature-based review on international efforts that employed an integrated approach to rural development and yielded successful rural development projects in the UK and in Germany. Also, I tried to provide a comprehensive picture of the relationship between sustainable development and rural development. Chapter III explores the theoretical and practical significance of "guiding visions" by providing a detailed review of an Austrian case. Hungary could actually also make good use of the example of Murau. In my opinion, the two basic conditions for a successful rural development project are a guiding vision and a suitable leader. This chapter also features an introduction to the efforts referred to in literature as community supported agriculture. I am a member of such an association myself, which has actually become a subtopic of my empirical study. The chapter ends with a case study I prepared on the basis of experience from a rapeseed oil mill. Next come the chapters detailing the methodology employed and our results, while the last part provides a summary and presents the findings of our research project.

II. REINTERPRETING THE ROLE OF “COUNTRYSIDE”

“As a result of the transition to sustainability, we envision a harmonic Hungarian society following and preserving its values, where prosperity can be built upon – beyond material values – health, knowledge, morale (which is based on, among others, faith, trust and respect) and the cohesion of our families, our communities and our nation.”

National Sustainable Development Strategy (NFFS, 2011)

II. 1 The Role of the Rural Economy in Sustainable Development

II. 1. 1 Unsustainable Economic Growth

The concepts of agriculture and countryside have always been interrelated, and today this tie is becoming closer than ever because of our sustainable development goals. Environmental economists' interpretation of agriculture has been known for more than forty years now, yet there is hardly any sign of the idea of sustainability in the mainstream economy or in rural development. The concept of rural development is a newer one, yet as Barbara Bodorkós (Bodorkós, 2010, p. 56) cited: *„a number of different approaches have evolved, yet rural development primarily means the improvement of the economic and societal conditions of less developed areas, and the quality of life in the countryside in harmony with the natural endowments and the landscape of the countryside, preserving its irreplaceable resources and culture”* (Szakál, 1998). *„The subsistence of the countryside can not be based on a space solely devoted to production, a sustainable rural economy and society can only exist in a countryside that provides for the appropriate biological conditions of life, and ensures the appropriate supply and the safety of food”* (Ángyán, 2003, p. 625).

László Zsolnai and Antonio Tencati (Zsolnai & Tencati, 2010) discuss the "diabolic" role of mainstream economy, of competition, which cause unbearable environmental and social costs by producing a plethora of goods and services. Table 1 below illustrates that value can only be created by companies that cooperate.

Table 1 Competitiveness versus cooperation

	Competitive model	Cooperative model
Basic motivation	Self interest	Caring for ourselves and others
Main objective	Profit or shareholder value maximization	Creating value for all participants of the network
Success criterion	Growth in monetary terms	Mutually beneficial relationships between the affected parties

Source: based on (Zsolnai & Tencati, 2010), edited by the author

Ferenc Molnár believes the traditional approach to economic valuation to be erroneous because it lacks an attitude that could serve the long-term survival of the society, an attitude that is sensitive to future generations and to the natural and societal environment. He suggests that the traditional economic value space should be replaced by an alternative value space where the maintenance of natural feedback systems is an "economically rational" objective, as *"the survival of our society can not be ensured in the present framework, along our present system of values"* (Molnár F. , 2006, p. 34). In his cited work, he gives a detailed account of his alternative approach to economic value (Sustainability Economic Value, SEV or Fenntarthatósági Gazdasági Érték, FGÉ in Hungarian). He does not only focus on the technical dimensions of the economy, but also "lifts" natural and societal dimensions to the same level, and tries to consider their mutual interactions and feedbacks.

The countryside needs to provide a living and to create economic value for its inhabitants. From an environmental economist's point of view however, economic value is very important, though still insufficient. It is becoming more and more typical for high-income individuals in developed countries to concentrate too much on economic factors and hence to misinterpret the concept of value. They do actually ask themselves the question how much money or material goods they could make in the time they devote to non-economic activities like socializing with their neighbors, raising their kids or doing housework. Their time has become far too valuable in economic terms. Giving up the income they could make in one hour appears to be too much sacrifice in comparison to what they are able to value from the "other side". The extent to which we devote our physical energy to achieve material goals is proportional to the extent to which our sensitivity to other kinds of benefits diminishes. Our interest in friendships,

arts, natural beauty, religion and philosophy is fading away. *„If someone's time is becoming more valuable, it will be less and less rational for them to spend their time on anything but earning money or spending money in a conspicuous way”* (Stephen Lindner, 1970). This is why many think that more must probably be better, as well. Yet life is hardly linear. What is beneficial in small quantities often becomes harmful in large doses. *„People are happy not because of what they do, but because of how they do it”* (Csíkszentmihályi, 1990) cited by Dr. Sándor Kerekes (Kerekes, 2011). It is valuable to the individual if the work done leads to a state of satisfaction, of harmony, to the state of "flow", which usually happens whenever people have clear, well-defined objectives that require appropriate action (Csíkszentmihályi, 2009, p. 45).

Prosperity comes from frugality and not from exaggeration. The values of frugality and economy are important to the members of a sustainable society. Frugality above all – said the Greeks. *„Without frugality, there is no law, no order, no morale and no knowledge”* (Hamvas, 1996, p. 5). In a philosophical sense, *“values are not directly identical with the immanent internal characteristics of things (objects, persons, relationships, activities etc.), they are intellectual objectivations expressing the qualities people have recognized in things or attributed to them”* (Váriné Szilágyi, 1987).

Research has shown that self-realization, that is the creation of value as related to one's own quality of life, is not an economic notion to the extent it is generally believed to be. *“Survey results generally seem to confirm that beyond the poverty threshold, additional material goods do not perceptibly improve the chances of happiness”* (Csíkszentmihályi 2009, p. 35). In contrast to material wealth, however, the feeling of being a useful and valuable member of a community can indeed compensate the individual. This is more important than the level of income they can achieve.

If people believe what their environment suggests – namely that if they are not rich enough then they must be unhappy – that is enough on its own to disrupt a community, a village or the entire countryside. If there is something that creates cohesion, that mobilizes and activates people, if they believe that they can indeed change their lives that can actually contribute to their feeling better. They strive to create value, yet not only material value, but also values originating from their positions and roles in the community. This represents a dimension of economic and rural development that is at least as important as the conditions of economic value creation or the improvement opportunities thereof.

This is the very recognition reflected in the draft of the new National Sustainable Development Strategy, which – quite surprisingly, given the political nature of the document – formulates the sense of a “meaningful life” as follows: “*Key factors to success are endurance, resourcefulness, innovation skills and empathy towards those to whom our economic activities are addressed – and not tax evasion, corruption or free-riding. Savings, adding to one’s wealth are more important than consumption; enjoying what you already have is more important than acquiring something new*” (NFFS, 2011).

II. 1. 2 The Concept and the Practical Applications of Eco-Holism

Almost half a century ago, Edward N. Lorenz (Lorenz, 1962) has shown that even deterministic systems can behave in unforeseeable, random ways. His discovery of the butterfly effect, that „*the flap of a butterfly's wings in Brazil [can] set off a tornado in Texas*”, shook the foundations of scientists' faith in the Newtonian doctrine. His discovery proved out to be particularly significant, even though Pietro Pomponazzi had, as early as the 15th century, formulated it in an unexpectedly clear form that the changes happening in the macrocosm were in accordance with the laws of the microcosm, and that due to their identical structure, the two cosms were characterized by the very same laws. Accordingly, one single event can set off changes in both cosms.

The scientific heritage of Lorenz perfectly demonstrates what it means to think holistically, to see the world in its entirety. Holism originates from the conviction that the world is an integrated whole, where everything is related to everything else (Neisser, 1984). This is the exact opposite of reductionism, the now-prevailing paradigm of separability and dividability. Whatever relationship or problem we would like to shed light on, a holistic approach might help make our critique effective. Contemporary thinkers of the green movements have been working to elaborate a new world view, the five basic elements, five keywords of which are: Gaia (James Lovelock), deep ecology (Arne Naess), permaculture (Bill Mollison), bioregionalism (Gary Snyder) and Creation Spirituality (Matthew Fox). These are the elements that make up the integrated approach to nature (Kumar, 1993).

In contrast to this "new" world view, neo-liberalism suggests the dominant actor to be the individual expressing their will through the market. The only justification for the existence of nation states is their defense functions. Gabriella Kütting concluded that if we look at globalization from an international, political and economic point of view,

environmental and societal dimensions become marginal, and it is only the societal and environmental relationships represented by international actors that make it into the analyses. At the same time, the structural limits within which these international actors operate are pushed into the background (Kütting, 2004). The literature on globalization does make a distinction between internationalization and globalization, and what makes the latter one different from the former one is that the economic and political processes can not be limited in space, that is, they have an influence on the entire world. It is exactly the holistic approach concerning which globalization, in spite of its abundant literature, has been reductionist. Eco-holism is a new approach that unifies traditional holism with the ecocentric approach. It does take into account the environmental and the societal aspects of global economic policies, too. While holism has traditionally been dealing with the dimensions of social sciences (that is: societal, political and economic aspects), the ecocentric approach has focused on ecological/environmental issues, leaving societal considerations on the margin. Thinking in terms of eco-holism, Kütting unified the interactions of the global economy and the natural environment in her book.

Just try to imagine how it might feel to be a factory worker all your life, doomed to repeat the very same sub-task over and over again, that is, to have a monotonous job and not to "see", not to enjoy the result of your work. They work for the wage only, without finding any enjoyment in it. Those who work in agriculture, however, are continuously in contact with nature, they see the world holistically, in its entirety.

My assumption is that less qualified people, too, can feel satisfaction and happiness, and what is more, they can think holistically, if they have a job that makes sense – and they can get alienated, if they are treated as a machine in their job. I believe that an idyllic, harmonic picture of ourselves, of others and of the world should be a fact – and a common goal – that all of us long for. And who is it that my thesis is centered around? Drawing from Hungarian prose, it is probably Mária Szepes who gave the most beautiful description of where my line of thought begins: *„Slowly I returned to the peasant. He was the spiritual weight that made me regain my balance. The peasant was the role model who had never escaped his duties...the timeless man who could pass any barriers, because he was free. A part of nature. His heart beating at the rhythm of all that is alive. This internal harmony has never been disturbed. Because he has never feared anything. He has never been attached to anything. Behind the ever-changing surface, he is living in the eternity of ceaseless renewal”* (Szepes, 1986).

Yet maybe, instead of peasants, we could say agricultural entrepreneurs or agricultural enterprises, as we do not intend to go back to the roots. Technological advancement does have a certain role these days. Technology and science might be tools in solving our problems. This is what academic Csaba Csáki, former rector of our university, confirmed in his contribution at the young researchers' meeting: *„from amongst all the societal problems and the important questions concerning the future of our country, that of the countryside stands out from the rest, for there are approximately 600 thousand people of agricultural background living under very poor conditions in Hungary. Csaba Csáki underlined: a country can be considered a truly European one only if there are no disadvantages to a life in the rural, as compared to living in a city" (Csáki, 2010).*

II. 1. 3 Basic Characteristics of Country Life

According to a German study (Duenckmann, 2010) rural inhabitants can be divided into three groups based on, what they think about the countryside. The first group has an “idyllic view” of the countryside. This is where “green” city leaders, politicians belong. After the day’s work, most of them return to their small, beautiful, quiet villages, to the suburban towns which we nowadays call sleeping towns. The second group (“reform-oriented view”) features those open to new initiatives and reforms, to organic farming. Those in the third group (“anti-conservationist view”), however, believe intensive agriculture to be the one and only hope for the countryside.

All over Europe, the proportion of elderly people is higher and that of the youth is lower in the countryside. Newcomers to rural areas do not usually come from the same region. An interesting fact about employment is that the proportion of self-employed people (private entrepreneurs) is much higher in true rural areas and significantly lower in urban areas.

A large number of urban employees work in the financial and business services sectors, while these professions can hardly be found outside urban regions. It seems strange, however, that the proportion of managers and senior officials is above the average among those living in the countryside. Some of the senior managers can already afford to work in a big city but live in a village. Which, in turn, leads to a contradiction: income is not generated in the countryside and it is not spent there, either. They live in the countryside but that is not where they make a living, which also means that their

taxes go somewhere else. A major share of regions' incomes comes from external sources.

Simultaneously, transport patterns have been changing, as well. The last ten years have witnessed a 15 percent growth in the average length of commuting trips in the UK (Midgley, Ward & Atterton, 2005, p. 41). In North East England, the region their study was focused on, daily commuting length has historically been lower than in England in general. This is due to the fact that the local workforce was employed in coal mines and shipyards (old tradition). Mobility figures are much higher for the aforementioned group of managers and senior or executive officials, and for skilled workers, i.e. those who travel around a lot in the region on business. These dimensions of mobility could, however, also be assessed in Hungary – but I have not managed to find a similarly detailed mobility analysis.

Concerning development strategies, an exciting question is why a given township might become a tourist destination. It might not be the best choice, for instance, to locate the hotel in the city – even though that is what the majority of cities want. In a holistic approach, a countryside town, maybe village, that has some tourist appeal might count as a more suitable location. This could be an important consideration in evaluating development alternatives. It is a strange paradox that food products (vegetables, fruits etc.) are often brought back to the countryside from „outside” – either because they are not produced locally or the supply chain does not allow for the local sale of locally produced food items.

As we all know, a transport project may change the situation of rural areas dramatically. Transport developments do not necessarily improve employment locally, as it might very well happen that people convert to working (and maybe even shopping) somewhere else. Infrastructure developments could eventually lead to the abandonment of villages. A radical increase in the prices of public utilities may also have a similar effect (Kerekes, 2003).

By now, the processes of urban-based globalization have made villages extremely vulnerable to these very same processes. The links of country people – even those living relatively far away from the city – to the cities are getting stronger and more numerous, thus they live a more and more urban way of life, and demand a matching standard of living. Through the development of the local economy, we need to create opportunities

for country people to live a more comfortable life, not to be citizens of „second order” (Kajner, 2010).

It is a common experience that even though rural development is focused on villages, it is exactly abandoned villages which they try to develop through various tenders – with not much of a success. City and village should be thought of as one region, they should be treated holistically, for that is the way of thinking that could bring us closer to meeting the conditions of sustainability. Sustainability is characterized by an integrative approach. There shall be no individual, special development strategy for the countryside but it should rather be developed holistically, along with the nearby city.

The same ideas are reflected in the principle aptly summarized by Péter Halmai (Halmai, 2001), which, though accepted by many, does not really prevail in practice: “In EU countries, agricultural activities are not aimed solely at growing produce, but at preserving rural communities and the image of the countryside, and at producing environmental goods. This role was previously called the ‘dual function’ of agriculture, while during the last decade, this central factor of the so-called European agricultural model has been referred to as ‘multifunctional agriculture.’”

Newly announced government plans aim at re-establishing districts („járás”), which is indeed an effort to strengthen holistic logic. Up to this point, the intermediate link, formerly represented by the districts, was missing. On a district level, everything is within 30 kilometers, which is, in the automobile age, exactly the distance that anyone can put up with. Development initiatives the main point of which is the “boosting” of one village at the expense of strangling another one must not be supported. Development is to be executed in an integrated manner, such that each settlement can gain from it, for this is the way how common benefit can be maximized.

II. 1. 4 Sustainable Regionalism

Both international and Hungarian scientists agree that the preconditions for achieving sustainability are: local production and consumption needs to be promoted; ecological farming practices must be followed; renewable energy sources are to be utilized; economization is a must in all fields; as many people as possible must convert to vegetarianism. These measures pave the way for sustainability (Kun, 2009). As Sándor Kerekes put it: *„Anyone could limit their consumption without their quality of life deteriorating, if we lived a life like that of our grandparents, ate less meat and used our*

muscles for work, as well. Thereby, a significant amount of energy could be saved, and we would also be healthier. People who dig up their backyard in the springtime, and produce vegetables or raise animals spend their spare time in a more sensible way than those who just glare at the TV screen to get to know that Tesco is the cheapest. For those unable to 'sell' their free time it is needless to consider whether they are better off producing their own vegetables in the garden or buying them at Tesco” (Kerekes, 2008).

“Research into the growth of agricultural farms may be important not only for agricultural economists but for decision makers, too, as the sector’s decreasing contribution to GDP, the growing pressure for concentration, and the need to increase turnover all act to force small-scale individual farmers to increase their scales of production, maybe to supplement their income from outside the agricultural sector or, in an extreme scenario, to give up their activities altogether” (Bakucs & Fertő, 2008 január, p. 26).

Ferenc Glatz, chair of the National Strategy Committee for Land Use and Water Management, mentions three factors why focus has shifted to rural development: *„First: food production. It is always going to be rural areas, that is rural settlement areas, where our food will be produced. Second: nature conservation. That is: the protection of the natural environment, the largest reserves of which are found in rural areas, emerges into the foreground. The third cause: rural areas are the reserve areas for a new type of industrial production. Partly because rural areas will produce some of the alternative energy sources (e.g. sources of green energy) and partly because a new industrialization policy – presumably inevitable in Hungary, as well – will also have its reserve areas in the countryside” (Glatz, 16 May 2008).*

Literature has thoroughly discussed the so-called bioregional model, characterized by Richard Welford (Kerekes, 2007) as follows: the bioregional model is an economic philosophy in which economic actors, as members of a nonhierarchical society, focus on local resources and on the satisfaction of local needs. In a society built upon regions, multicultural communities respecting a wide variety of values might form, where the members of the society are mutually dependent on each other. According to the Nobel Prize winner scientist Amartya Sen, new alternative models could emerge – instead of the idea of endless growth – that would be based on wise self-restriction, would try to harmonize corporate and individual interests, as today’s society is governed by self-

interest to a far too great extent. As aptly formulated by academic György Enyedi: „*Self-sacrifice is only a trait of mothers – not economic competitors*” (Bod, 2007).

The main priorities of the EU for the planning and budget period 2007-2013 include improving the quality of life in rural areas and encouraging the diversification of the rural economy. The study of Bálint Csatóri (Csatóri, 2006) points out the problem of the Hungarian countryside – which is that it did not methodically go through the “development stages” (1. common agricultural policy, heavily subsidized in the interest of the rural areas; 2. conscious development of rural agriculture, improving accessibility; 3. the revaluation of the natural-ecological-scenic values of the countryside; 4. sustainable rural development, rehabilitation of communities, improving rural-urban relationships) that could have led to the new European rural development visions being realized in their full scope and extent (Csatóri, 2006). Rural development in Hungary must, even if at an „increased pace”, go through these stages. To the question what the new Hungarian rural development policy should be like, Bálint Csatóri provides a rather concise answer: *“integrated, built upon successful inter-ministerial cooperation; sustainable and preserve natural, ecological resources; provide delicious and safe food, pursuing both modern, marketable agriculture and eco-social farming; built upon regional partnership, ensuring good accessibility and employment on a micro-regional level through urban-rural relationships; human-centered, gentle, friendly, just like the countryside is in reality, and just like the countryside that the residents and the visitors desire”* (Csatóri, 2006).

This is easier said than done, obviously, yet one must agree that how ever difficult it might be to comply with Csatóri's principles in practice, compliance should still be set as an objective at least.

II. 1. 5 Sustainability Innovations Aimed at the Preservation of the "Countryside"

The majority of sustainable development experts agree that, even though eco-efficiency usually positively correlates with economies of scale, globalization tends to have a negative effect on the state of the environment, as opposed to the positive impact of the appearance of self-sufficient micro-regions. From amongst all types of micro-regions, rural areas are of special significance. The expression “rural area” stands for a stretch of inland (in a broad sense) or coastal countryside where the agricultural and non-agricultural parts – including small towns and villages – form a whole both in economic

and social terms, where the concentration of population and that of the economic, social and cultural structures is significantly lower than in urban areas and where the main part of the area is used for agriculture, forestry, natural reserves and recreation purposes. (European Charter for Rural Areas, 1996)

The “countryside” fulfills a number of environmental functions without which the healthy existence of human societies would hardly be possible. The preservation of cultural heritage is not the only reason why the existence of the countryside is crucial. The “countryside” also creates economic and social patterns which might facilitate the recognition, and potentially, the healing of anomalies in the development of the global economy. The analogy might seem a bit far-fetched, but still, the „countryside” is like the stem-cells of the human body, which do not only preserve the individual’s genetic information in its immaculate form but they are also able to regenerate „defective” cells that were produced using a damaged code. Of course, in order to fulfill its above-mentioned functions, the countryside must remain „viable” and intact – as is the case with stem-cells. Thousands of years of European history evince European societies’ ability for renewal and, maybe, we can also state that though countries’ capitals had changed over time, rural areas often contributed decisively to the new beginning by becoming the initiators of development through some kind of „innovation”.

Studies into sustainable development devote special attention to rural lifestyles and the development of the countryside. International literature includes a large number of case studies that report of rural development experiences which, either intentionally or as a favorable side-effect, also foster the realization of sustainable development objectives.

Below follows the literature-based review of a couple of such cases, the lessons from which could be of practical use in Hungary, as well. According to the literature, social support and the existence of a clear “guiding vision” have a crucial role in the success of rural development strategies. Lately, renewable energies have started to become such a vision in a number of regions. Philipp Späth and Harald Rohracher (Späth and Rohracher, 2010) demonstrate the necessity of such a “vision” in successful development programs in the example of Murau, among others; and earlier, we also reported favorable experiences in Hungary, using Szedres as an example (Luda, 2009).

II. 1. 6 Sustainable Development Oriented Ecovillage Experiments

In the mainstream world, economic interests have become absolute top priority, while green experiments have managed to promote our ecosystems' interests, yet failed to take into account the operation mechanism of socio-economic systems. The question is whether it is possible to create and operate practicable and sustainable social-economic-ecological systems?

Ecologists and sociologists have been trying for decades to establish self-sufficient model settlements, which could serve as an alternative to today's busy lifestyles. One definition of an ecovillage, found on the Internet, is: *"The buildings of an ideal ecovillage are made from natural materials, like adobe or straw, its inhabitants pursue chemical-free bio-agriculture, use composting toilets, harvest the wind and the sun to generate electricity, install solar thermal collectors to produce hot water and use subsurface flow constructed wetlands for wastewater treatment."* Different villages might, nevertheless, have different goals. While the residents of Visnyeszéplak strive to become as independent from the outside world as possible, several people from Gyűrűfű commute to work in Pécs. Their main ambition is to realize a small-scale human social model that gives priority to environmental and ecological considerations, with special emphasis on the rural environment, villages, ranches and farms (Borsos, 2007). In Drávafok, Tamás Lantos is the one working to conserve and to revitalize old fruit varieties. The efforts of a dead-end village on the northern perimeter of Hungary are remarkable, too. As part of the village development program "Gömörszőlős – a sustainable village", headed by ecologist Iván Gyulai, a number of old buildings have been renovated, they organize and encourage the conservation of folk crafts and folk art traditions, and assist in organizing tourism. Their foundation aims at promoting the thought of sustainable development, and at elaborating local, practical models. Noteworthy is, by all means, the model farm of the National Agri-Environmental Scheme in Törtel, where István Nagy, a degree holder in farming (intentionally having others call him István „The Peasant” Nagy), leads his exemplary farm on a plot of 17 ha of his own and on 39 ha of rented land.

A telling example of the holistic approach is the „eco-valley” program in Somogyvámos (a village community of 150 people). Those in charge of the experiment see the world as a system, and give special attention to humanity's role and responsibility in the shaping of global processes. This model community provides „tangible” proof that the

global climate, food and societal crisis does indeed have an alternative. Their goal is to show that each member of the community can be ensured an „excellent quality of life” in an ecologically sustainable way. The ecovillage in Somogyvámos has developed to an experiment that is unmatched worldwide. Inhabitants put self-sufficiency into practice at all levels of their everyday, social and private lives, taking future sustainability aspects into account at all times.

Each and every idea born with sustainability in one’s mind is worth of respect. Every single idea born with sustainability in mind is to be respected. Considering the prevalence of eco-holism, some of the abovementioned experiments might be successful in the long run. Possibly, even the economic crisis might create new conditions that would confirm these researchers’ views. One thing is clear: we do need such noble experiments that aim at a more livable and more sustainable world, which is more diverse and thus more natural than the one we live in right now.

II. 2 The Meaning of Regions, the Urban-Rural Relationship

II. 2. 1 Interpreting the Concepts 'Rural' and 'Urban'

The context of sustainable development provides for a new interpretation of the urban / rural categorization. Partly because people in rural areas do not necessarily have to make a living out of agriculture any more, and the service sector has also grown in importance there. Concerning the population, two trends exist. There are people who live in the countryside and strive to move into a city (urbanization) and there are some who want to leave the city for the outskirts, or for some suburban town. The last couple of decades have witnessed an interesting tendency: a significant outflow of people from the big cities to smaller rural areas had started which later brought about radical changes in rural life and caused various conflicts. According to a study conducted in the German city of Panten, 40 km from Hamburg (Duenckmann, 2010), those „fleeing” the cities and settling in the villages – the so-called newcomers – significantly alter the traditional village structure through their differing cultural and social values.

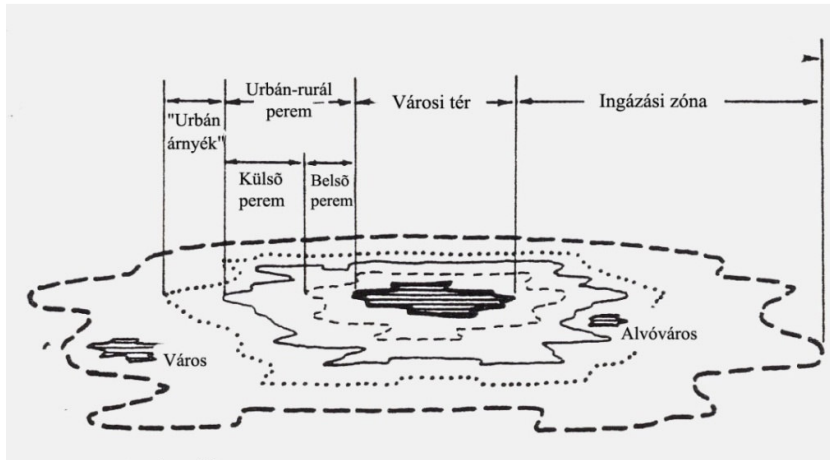


Figure 1 New phenomena in the process of urbanization

Source: (Kusztor, 2010)

Klára Hajnal (2006) suggested that „*spatial reorganization and concentration, and the related changes in occupation and lifestyles are taking place so rapidly that seemingly unmanageable conflicts appear between the emptying and structurally distorted rural areas and the overcrowded urban areas.*” (Hajnal, 2006, p. 13)

Recently, people have begun, once again, to realize the significance of the country-city relationship – both in Europe and in North America. Even Michael Porter (2004), the world-renowned professor at Harvard Business School underlined in his article that rural areas now play a greater role in a countries’ competitiveness. The performance of rural regions is lagging behind, and the gap between the performance of the cities and the countryside seems to be widening, as well. This triggered serious efforts from the US government, setting aside billions of dollars in its budget for the revival of rural areas (Porter, 2004).

The distinction between rural and urban areas has for long been subject to heavy debates in literature, even though the two concepts, city and countryside, can only be interpreted in the context of their relation to each other. Defining and distinguishing between them is problematic everywhere. There is a debate going on in the United Kingdom, as well (just like anywhere else all over the world), as to where the boundaries between city and countryside are (Midgley, Ward & Atterton, 2005). One has to ask: is there such a thing as a purely urban life at all? or a purely rural existence? The reason why the theoretical dispute over the city/countryside dilemma is of interest to us is that it has an influence on the roles and the system of relations between the regions, and their interdependence.

Laura Szabó (1999) mentions several problems related to the „urbanization” of villages: „(1) *The concepts village and city represent two differing qualities, out of which one, the village in its traditional sense, seems to be disappearing with the appearance of typically urban lifestyle elements. Villages get distorted during their urban-based and urban-direction modernization, as they lose a significant portion of their traditional functions and values, which, however, does not necessarily mean they achieve the city-quality.* (2) *Because of the differing quality, it is the negative aspects of the urban elements and the distortion-related drawbacks that prevail primarily, while the benefits of urban life hardly ever appear or do so in a distorted form.* (3) *Following the regime change, villages on the periphery became the targets of the underprivileged population 'fleeing' the cities. The aged, disintegrating communities are often helpless against the subculture of the newcomers, therefore the previously typically urban process of ghettoization is starting to conquer the villages, as well. A fundamental problem of today's villages is the disintegration and erosion of the once active local communities, historically linked to the village as a quality; which is a key issue among others because communities are the most important resource, the capital of villages, one of the main guarantees for their viability” (L. Szabó, 1999). Scientific researchers in the UK have for long been working on a new method for the categorization of regions based on their functionality, that is the purpose they serve. Jane Midgley, Neil Ward and Jane Atterton (2005) distinguish between three types of geographical areas. The first group includes the regions that have a definite purpose, the so-called functional urban regions. The second consists of daily urban systems, while the third comprises local labor market areas (Midgley, Ward & Atterton, 2005, p. 2).*

The "city-region" theory has become widely known during the last five years and it is very popular among officials and politicians dealing with the development of cities and regions. The practicability of the "city-region" concept has been confirmed by experience from the northern territories of the UK, where it was adopted as the basis of their growth strategy.

II. 2. 2 The Basic Types of Rural-Urban Relationship

The authors (Midgley, Ward & Atterton, 2005, p. 3) found three types of rural-urban relationship that have a role in the growth strategy of Northern England.

„Separable Rural Periphery”, the first type, is a relatively large rural periphery, at a relatively large distance from the cities. Consequently, these areas might as well have their own separate rural development strategy. In the vicinity of the „Separable Rural Periphery”, there is no city that could influence the development of the „countryside”. Such areas can be found in Northern England, and obviously, there must be some in Hungary, as well. In Hungary, it is mainly in the northeast and on the Great Plain where we can find areas without any significant city nearby, which could affect the rural area.

The second type, „Interdependent Rural Periphery”, is characterized by a couple of large cities scattered throughout the rural areas, yet lacking a clear indication of which city’s catchment area the region belongs to. Influence, in this case, lies with more than one city, thus relationships and dependencies are far stronger and more complex. It is the the proximity of large cities that determines the environment and also the life of rural inhabitants. The authors cited two British city regions as examples: Tyne & Wear and Tees Valley.

The third type to be found in the UK was the „Urban-Rural Mosaic”, characteristic for the southern parts of the Yorkshire and Humber region. Rural areas are situated so close to urban centers that they practically overlap, thus any one of the rural areas is part of several cities’ labor markets. Urban and rural regions tend to overlap and blend in a mosaic pattern.

These three categories could be distinguished in the more or less organically developing North of England, yet none of them exists in Hungary in such a pure form. This categorization, however, can still contribute to our line of thought insofar as we can examine how and why the situation in Hungary is different. Here, it is the rural territories in the catchment areas of Nyíregyháza, Miskolc, and Debrecen that might qualify as an Interdependent Rural Periphery. These neighboring urban centres have been traditionally competing with each other for a multitude of reasons, like historical traditions for instance (Nyíregyháza was located close to the sometime Soviet markets, Miskolc was what you could have called „The Socialist City” and Debrecen was inhabited by relatively conservative voters). Similar examples are the Transdanubian

cities Pécs, Kaposvár and Komló, and Kőszeg and Szombathely. These cities are each other's competitors regarding both adjustment opportunities and the distribution of EU funding sources.

Nyíregyháza, Miskolc and Debrecen should not necessarily have had to compete and maybe they would not have to compete today, either – yet during the communist era, Nyíregyháza was the last city before the Soviet border, which is why it had been developing relatively quickly. Debrecen was a traditionally calvinist city with conservative roots. Consequently, the then political leaders preferred, as a kind of counterbalance, the development of Miskolc. This triangle might have evolved as a type 2 (Interdependent Rural Periphery) region, as each one of the cities is surrounded by villages and thus they could have acquired specific roles without competing with each other. For political reasons, however, they were developed to become competitors.

The Urban-Rural Mosaic type of region is quite rare in today's Hungary, even though it was very typical for the pre-Trianon structure of the country. For example, Kolozsvár, Nagyvárad, and Szeged might have been such areas in that time, yet later they became separated by a historical border. Now that national borders have practically disappeared within the EU, an interesting question is whether a transition (in an economic sense – labor market, movement of goods and services) will start towards what the British authors described, or the political and language boundaries will prevent the evolution of such an organic structure (Kovács, 1989). The Danube separates one Komárom from the other, and Győr and Pozsony might also belong to the third category. Two decades after the regime change, it is already nothing unusual that people from Komárno (Slovakia) have a job in Komárom (Hungary), and some Slovaks even move to live in Hungary. Slovaks often buy plots of land in Hungary because the catchment area of Bratislava extends well over the border and land prices are lower there.

The reason why the British example is interesting from a scientific point of view is that the organic development of the regions was not disturbed by history, that there was no artificial separation. After the Schengen Agreement had eliminated the artificial separation (where political boundaries were drawn up to artificially divide what had once been an organic entity), the movement the authors discussed based on UK experience has restarted.

The authors (Midgley, Ward, & Atterton, 2005, p. 3) suggested that so-called city regions, and rural areas altogether might be developed in two ways. The rural areas

within a given region might be developed by separate programs and initiatives aimed at reducing the differences between urban and rural areas. If we strengthen the separation of rural areas and fail to develop urban-rural relationships through well-focused programs, then the development of these rural areas will have no link to the cities and thus might even lead to an increased degree of separation. Obviously, the other alternative is to regard rural areas as the subject of an integrated and far more comprehensive and holistic form of regional development, which focuses on the bonds between rural and urban areas. In that case, one has to find those development opportunities which maximize common benefits for both (rural and urban) areas. The city and the countryside need to be treated as a whole, in an integrated, holistic way. They need development projects where both the city and the countryside can perform at their maximum. Instead of creating separate rural development programs, they accept existing links and implement integrated development strategies.

Naturally enough, the various ideas are in competition with each other in Hungary, as well. Environmentalists love to talk about the importance of the population retaining ability of the countryside and of the preservation of rural lifestyles. Consequently, many would prefer that each service (school, nursery school, post office, hairdresser etc.) remain available in all townships. Others, on the contrary, suggest that a country child may only have a fair chance if they attend a school good enough to make them competitive in the education market and, later on, in the labor market. Accordingly, rural development should focus on smaller units, so-called districts (“járás” in Hungarian), characterized by analogies in terms of size or functions, where both the countryside and the city have their own specific roles (“niche”). One might also establish a good education system by locating a school of appropriate qualities in one of the larger villages (whichever the communities can most easily access), while another township hosts the health care center and a third one provides some other service. If it has, for instance, favorable natural endowments (spectacular scenery, well-suited for excursions etc.) then it will be home to restaurants and entertainment facilities. The main point is not trying to establish everything everywhere, as that will most probably use up all the resources.

The rethinking of rural development is inevitable, as if all projects focus on cities because of economies of scale, that will lead to villages being abandoned and slowly dying away.

One of the mistakes present in the majority of Hungarian ecological experiments was that all of them preferred the first model (“Separable Rural Periphery”) and did not want the countryside to change. They wanted it to remain as it used to be long ago. People should, as far as possible, live, work, earn a living, become self-sufficient and self-supporting in the very same place where they were born. Such initiatives, however, only represent an alternative to those fed up with today’s busy lifestyles (city people, that is), while they are totally unacceptable to the youth living in the countryside, who would very much like to have a taste of what is meant by teeming city life.

In her comprehensive summary, András Szabó (2006) points out the most significant problems and paints a justifiably pessimistic picture of the future: *„Globalization-based modernization represents a cruel trap for villages, as they are being forced to compete – and fight a battle in a field that is uneven anyway – while losing their most important strength at the very same time. By now, the once – maybe out of necessity, but still – primarily self-sufficient, self-helping, self-organized and efficiency-driven communities have been replaced by groups of disillusioned, desperate, demoralized and (sometimes extremely) mistrustful individuals, which remain untouched by and sceptical of any potential opportunities that might present themselves. Communities’ disintegration inherently means individualization and an increased degree of individual freedom, yet it causes a loss of identity, as well. Today, even the problems of the atomized, underprivileged village communities are being discussed on the level of the individual, on the level of human resources, even though trying to manage this moral and social crisis on the individual level is as good as hopeless, as it is nothing else but the community that can create morale and social conditions.”* (Szabó, 2006)

Each and every idea born with sustainability in one’s mind is worth of respect. Yet those formulating such sustainability theories usually live in big cities and imagine countryside life as an idyllic form of human existence.

Cloke et al. (1997) set out to understand what the power of people’s idyllic picture of the countryside resides in. Is this idyllic vision universal or are there differences between different people’s idyllic pictures? What would a realistic picture of rural life look like? Are we able to find in the depths of the countryside idyll the universal needs of the human race, like the need for attachment to a piece of land, to nature and to a community? (Cloke, 2003, p. 15)

In most of the cases, there is an emotional motive in the background, a kind of nostalgia, which acts to suppress reality: the harsh rural way of life intentionally left behind during the era of industrialization.

II. 3 Regional Innovation Systems and Sustainability

II. 3. 1 Regional Innovation Systems

Back in the 80's, theories striving to revive the countryside usually focused on technology. They all started out from the issue that the most significant problem of rural areas is the lack of appropriate economic background and the resulting lack of appropriate experts. In the beginning of the nineties, after the Brundtland definition (Brundtland Report, 1987) of sustainable development had unfolded, everything changed that businesses had thought about innovativeness in the countryside. Consequently, they started to integrate all social and individual knowledge that seemed to be potentially useful in the region. This was also acknowledged by the various EU promotion programs which meant the setting of social, economic and ecological targets in rural development projects instead of the previously prevailing technology-centered approach. While innovation, earlier, had been narrowed down to technical content, they then started to realize that the innovativeness of rural areas can only be achieved through integrated thinking and that focusing on a single element only (e.g. economy or technology) would not yield the desired results. As Géza Molnár reasoned in their 2010 study on Erkecse Ltd, "the country and its natural systems become visible only if we have an understanding of how the system works, and of the essence and the direction of its processes. Approaching a natural system, a country from the individual or from its elements constitutes a very serious methodological mistake. That perspective, namely, will not help us understand either the individual's behavior or the operation of the system." (Molnár G., 2010, p. 6) It is a fact that the countryside is both less attractive and less of a performer in economic terms. Because of the weak regional economy, there are no jobs for highly qualified employees, workforce mobility is low and, consequently, the region lags behind in attractiveness which again leads to a lack of qualification opportunities. This results in a hard-to-break vicious circle. By analyzing the strengths and weaknesses of a region, one might discover the opportunities that may facilitate the development of the area (Gerstlberger, 2004, p. 749).

The authors (Danielzyk et al. (1998) in Gerstlberger, 2004, p. 750) who have recently been studying regional innovations related to sustainable development usually take it for granted that so-called regional innovation systems, being focused on sustainability, indeed open up new opportunities for regional development and do actually differ from what has been experienced so far. It is very interesting that, as far as sustainable

development is concerned, knowledge transfer is the rare exception and not the rule throughout the entire European Union. The success stories described in relevant case studies, however, feature an incredibly high number of rare and favorable coincidences. It is coincidence rather than efforts that decides whether a project turns out to be successful. What represents a new direction in rural policy is the recognition that, in the future, learning opportunities related to sustainable development will need to be implemented in regional innovation systems the focal elements of which are planning and the transfer of knowledge related to the enterprise.

II. 3. 2 Central Elements of Regional Innovation Systems

The four central elements of regional innovation systems are: “concrete public components”, “concrete private components”, “concrete public-private components”, and the “various individual policies as abstract components”. The balanced presence of these four central groups of elements in addition to the social, ecological, and economic aspects of sustainable development – to be taken into account as equivalent – changes the picture considerably, and even “normal”, average regions can build international success stories. Previously, success always originated in some special capacity and the favorable coincidence of special circumstances. The couple of success stories resulting from such favorable constellations of random factors were then considered as exemplary with regard to regional development and the adjustment of depressed regions – that is, rural policy makers became blinded by illusions (Majer, 1997; Braczyk et al., 1998; Fritsch, 1999) in: (Gerstlberger, 2004, p. 750).

In this new approach, regions and projects can be evaluated along the following four dimensions. First, the operation and the value creation of the region are characterized by the material flows which, in a so-called normal region, join the RIS components: the social, ecological and economic aspects of sustainable development. The balance of employment situation (second dimension) is directly related to innovation, while the balanced development of infrastructure (third factor) is in an indirect relation to it. The latter one includes considerations like existing infrastructure deficiencies (including communication and financial infrastructure) or the extent to which various social institutions (schools, preschools, nurseries, health centers, theaters etc.) are present. The fourth aspect is the quality of regional knowledge transfer as perceived by its consumer. What do enterprises, as customers, think about the quality of the transfer of economic,

ecological and social knowledge (education, training opportunities)? In which ways can people acquire knowledge?

According to Holzinger (1999), and Hübner and Nill (2001), the idea of sustainable development, to be applied in the creation of sustainable regional innovation systems, can be backed by a number of different theoretical concepts. The five main types are: philosophy-driven theories (St. Gallen approach), the ones driven by discussion (Munich approach), the ones driven by the „promoter“ (micropolitical approach), exchange-driven concepts (network approach) and information-driven development theories (Karlsruhe approach). (Holzinger, 1999; Hübner and Nill, 2001; Hübner, 2002) in (Gerstlberger, 2004, p. 751)

It is the combination of these five types of theories that may make an innovation process, a regional innovation system successful. The St. Gallen approach consists of the normative models of business management. The Munich approach is centered around the basic paradigms. The organizational and content-tracking activities of the promoter are the determinants of the micropolitical approach. The Karlsruhe approach is dominated by internal and external information exchange, while the network approach is built upon internal and external organizational cooperation. The presence of success factors, just as well as central success criteria, should be evaluated from the regional innovation system's point of view. Both success criteria and success factors (factors explaining the outcome) can be considered as related to any of the five theories mentioned above. Which is exactly the analysis Gerstlberger (2004) performed and summarized in the table below:

Table 2 Individual hypotheses for sustainable RIS design

	(1)	(2)	(3)	(4)
Central success criteria <i>(What can be assessed as SD success in RIS?)</i>	Importance of regional material cycles for operational economy and regional value creations	Balanced employment situation	Balanced development of infrastructure areas with indirect relation to innovation	Quality of regional knowledge transfer from customers' (enterprises) point of view
Success factors <i>(Whereby can SD success in RIS be explained?)</i>				
Binding effect of explicit normative vision	Positive correlation between the binding effect of the vision and sustainable RIS design (<i>Individual hypothesis 1</i>)			
Density of RIS discourses	Positive correlation between density of institutionalized fora and sustainable RIS design (<i>Individual hypothesis 2</i>)			
Enlistment of RIS promoters	Positive correlation between intensity of promoter activity and sustainable RIS design (<i>Individual hypothesis 3</i>)			
Intensity of RIS exchange of information	Positive correlation between intensity of "classic" technology transfer and sustainable RIS design (<i>Individual hypothesis 4</i>)			
Intensity of inter-organizational cooperations	Positive correlation between intensity of inter-organizational cooperation networks and sustainable RIS design (<i>Individual hypothesis 5</i>)			
Cumulative effect (individual hypotheses 1 to 5)	The success factors for sustainable RIS design, visions, discourses, promoters, exchange of information and networking are mutually strengthening each other in a positive sense (<i>Individual hypothesis 6</i>)			

III. THE THEORETICAL AND PRACTICAL SIGNIFICANCE OF "GUIDING VISIONS"

„In our vision, the Hungarian countryside will set off on a path of renewal, while still preserving its traditions and values, and our diverse agricultural sector will produce healthy food while preserving the landscape and providing jobs, and hence a living for the inhabitants. Accordingly, more and more young people will opt for living and working in rural areas.”

(NVS, 2012)

III. 1 Primary Characteristics of Successful Economic Regions

Gerstlberger (2004) tested his hypotheses on three cases: Upper Austria (Steyr/Kirchdorf), Germany (Kassel) and the United States (Silicon Valley). Steyr/Kirchdorf can be considered a model of sustainable development, as far as the European Union is concerned (Liedtke, 2001; in Gerstlberger, 2004 p. 753). The economic, the ecological as well as the social aspects of the RIS in the „normal” economic region of Kassel are considered successful ((Blume et al., 2001; Hübner et al., 2001; in Gerstlberger, 2004, p. 753). From a sustainable development point of view, Silicon Valley is especially important because it has become to be known worldwide as the ultimate success story (regarding the economy, at least) of Regional Innovation Systems (Benner and Dean, 1998; in Gerstlberger, 2004, p. 753). Though undoubtedly successful in the economy, its ecological and social achievements have remained rather modest.

The cases of Steyr/Kirchdorf (Upper Austria) and the economic region of Kassel (Northern Hesse, Germany) are primarily suited to examine three of the success factors: visions, promoters and inter-organizational cooperation networks. In the beginning of the 80's, the regions were rather similar, in both economic and social terms. Concerning the economic structure, changes mainly meant the termination of large-scale industrial facilities, which lead to a high rate of unemployment. Incentives were inadequate for the tertiary sector to compensate for the declining significance of large-scale industrial plants. The agricultural and the forestry sector still had an above the average share of the economy in a national comparison, yet they seemed to have been forgotten as far as social innovation processes were concerned. Ecological problems arising from public infrastructure development, and transport-related programs in particular, stirred up tensions between politicians/administration and local green organisations.

While the Kassel region was still struggling with more or less the same problems at the turn of the millenium, Steyr/Kirchdorf managed to turn the previous trend and to become a multidimensional sustainable development oriented success story within less than twenty years' time. Problems still exist, naturally enough, in some areas; the technological qualification of the workforce, for example, might need improvement. In certain areas, there is a shortage of skilled workers and engineers, though not significant in extent. The region has practically achieved full employment. Investments into residents' quality of life have been abundant, dwellings and recreational facilities have been and are being built, creating demand for additional workforce. The material flows of the region, for example local food production or the manufacturing of furniture and household items are linked and thus harmonized with the supply of qualified workers and with infrastructure programs. Decentralized trading systems are supported by public promotions. Small enterprises can benefit from special training programs (sales, online marketing, and the like). Consequently, tax revenues in the region are continuously on the rise. The promotion of a wide range of activities, therefore, became possible, and considerable amounts were awarded to the region in grants thanks to its unified appearance („Regional Economic Management”, „Regional Development Joint Venture”). Concerning infrastructure developments, they could make joint applications for EU funding.

Contrasting the development paths of our European examples and the Silicon Valley, we find that the striking success of the latter one has almost exclusively been of an economic nature. Inter-organizational cooperation and the intensity of information exchange were found to be central success factors in this case. The importance of a vision, theoretically originating from formalized RIS institutions (promoters and occasional fora), was marginal. Negative elements are the unbalanced development of infrastructure, the (almost total) lack of ecological and social-societal innovation, and the rather moderate extent of regional knowledge transfer.

The review of these three cases might facilitate future success in the design of sustainable regional innovation systems for normal regions.

Table 3 Recommendations of action for a sustainable RIS design by means of a preliminary typology

Well-balanced success stories	Economically oriented success stories	Normal regions showing inceptions in different SD dimensions	Economically oriented normal regions	Normal regions (largely) lacking RIS inceptions
Optimizing the basic model	Embedding classic technology transfer within a multidimensional promotion of innovation	Building up and developing multidimensional knowledge transfer	Promoting classic technology transfer and embedding it within an enlarged promotion of innovation	Building up multidimensional knowledge transfer
Regularly „re-investing“ released innovation resources and motivation	Enlarging the vision step by step	Promoting inceptions for material cycles	Stepwise development of a multidimensional vision	Promoting classic technology transfer
		Coordinating fora and promoters		Initiating material cycles
				Setting out to develop a (multidimensional) vision

Source: (Gerstlberger, 2004)

A very ambitious target has been set both on a national and on an EU-wide level, namely: the energy system needs to be steered towards a far more sustainable direction (Späth and Rohracher, 2010). The target of securing energy supply and ensuring the sustainability of the energy sector has stirred heavy debates among both politicians and industry experts. Nowadays, renewable energy production is a popular regional development vision, upon which the future of an entire region might be built. If the guiding (or in other words: ruling) vision is accepted by the inhabitants of the region, it might guide the region onto a development path towards revitalization. In their article from 2010, Philipp Späth and Harald Rohracher focus on how a guiding vision can foster the sustainability-driven transformation of socio-technical systems. The authors examined Austrian energy regions and set out to determine their role in energy supply systems that can be considered sustainable. A number of authors have been discussing this problem, and above all, the system innovations the transformation necessitates. While the multi-level energy production/supply system gives convincing proof of the advantages of the existing system, our understanding of the current changes in the existing system is, from a historical point of view, far less than satisfactory.

III. 1. 1 The Role of a „Guiding Vision” in the Success of Developments

Studies pursue a twofold goal: first, they explore the role of a guiding vision in the success of development programs, and second, they examine how the roles of the individual elements of a system can be determined (Geels and Schot, 2007) in (Spath & Rohracher, 2010, p. 449). Guiding visions play a very important role in regional governance strategies. In transforming the socio-technical system, the (hopefully) guiding vision serves to steer the region towards an appropriate, desirable outcome.

The last fifteen years have witnessed a growth in the significance of visions in building coalitions and cooperations that intend to trigger political, technological and organizational changes. Meinolf Dierkes et al. coined the concept “leitbild”, meaning “guiding image”, in the beginning of the ‘90s. “Leitbild” means the coordination of the participants of technical progress, it describes the coordinative and behavioral role of the key actor. They expected the “leitbild” to build a bridge between experts of highly differing professional cultures (Mambrey and Tepper, 2000; in Späth and Rohracher, 2010, p. 450).

III. 1. 2 The Case of Murau

Murau is a city of approximately 31,000 inhabitants, located in the Alps in Upper Styria. Its population is declining at a rate above the Styrian average. The region boasts enormous reserves of wood, with forests primarily in private hands. The area is highly suitable for establishing smaller hydroelectric plants and wind farms. Economically, the region is on the periphery, and the utilization of bio energies is at the heart of its development strategy.

In 2003, the Energy Agency of Upper Styria in cooperation with a few other experts developed a process based on community participation in order to realize the „Energy Vision of Murau” („Energievision Murau” in German). They started out the process by recruiting energy activists who then developed initiatives for improving participation in the region’s various renewable energy and energy efficiency projects. The core idea was that an increased interest in biomass heating might be a decisive step towards a far more comprehensive approach to both the transformation of energy systems and regional development, and that it might be able to create synergies in a wide range of projects.

Initiators invited organizations, businesses and residents to various workshops. In the beginning, this meant a mere 30 people, most of them representatives of organizations interested in local energy matters.

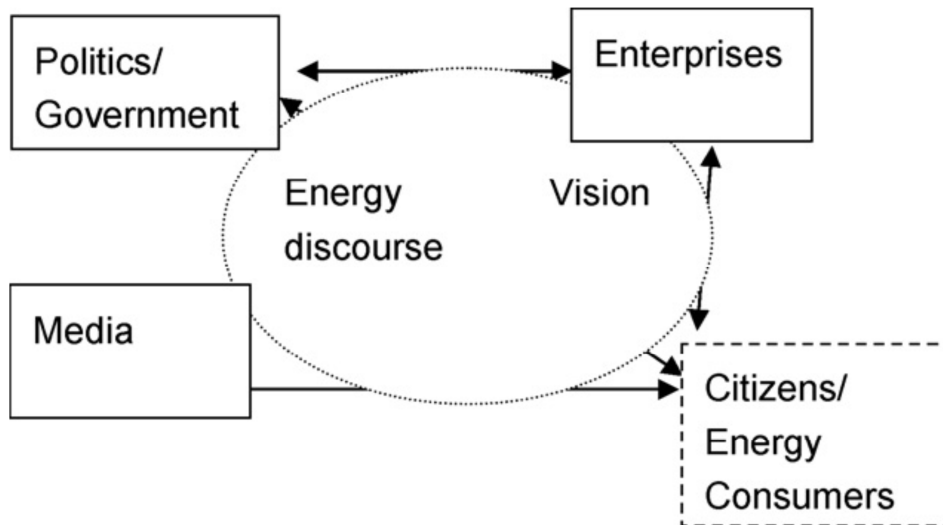


Figure 2 The Murau Energy Vision discourse and informal network connects actors of at least four different societal spheres

Source: (Spath & Rohracher, 2010, p. 454)

Participants formulated their ideas about the energy vision in order to ensure sustainability in the energy sector and in climate protection. These discussions revealed „stories” like the unique ability of fossil energies to literally have people’s money go up in smoke. Participating parties concluded that the amount of biomass the residents of Murau possess is enough for them to become self-sufficient in heating and in electricity, as well. Each participant had the opportunity to express their opinion. Active participation and the understanding of the objectives was facilitated by a moderator. Basically, this process is what lead to the formulation of the vision which, by now, means energy autonomy for the area. Five objectives were developed, all to be accomplished by 2015. The three most important of them are: (1) the district of Murau is energy autonomous with regard to heat and electricity, (2) the balance of renewables in primary energy consumption is positive (3) a surplus of value is created by a net export of energy carriers. Residents are now strongly committed to maintaining a circular energy flow. The basic priorities and measures necessary to achieve Murau’s energy objectives by 2015 have also been developed (Späth and Rohracher, 2010 p. 453).

In determining regional development tasks, the selection of the „stories”, the elements that are intended to establish a link between the ecological and the economic objectives is a crucial part of the region’s strategy. Determining the economic value of offsetting their import of primary energy sources was considered an exciting assignment. The emphasis on this aspect is not unique to the Murau project, however, it appears in several similar energy research programs, as well. Environmental issues have, obviously, contributed to steering their energy system towards a far more sustainable future. Offsetting the import was just as much a dominant motivation as sustainable energy was. Both goals were unanimously supported by all parties present at the meetings. Thus the offsetting of their imports and pro-environmental interest proved out to be equally important.

Beyond regionality, another very important element of the energy transition is energy autonomy – a principle very popular among farmers all over Austria. This need had also been voiced in the meetings, and it did not remain a mere romantic desire, but could be turned into a quantifiable, measurable objective. The actions to be taken could also be outlined. It was possible to transform the idea into a real, existing, predictable and lucrative system of objectives.

Researchers observed that the ideas that had surfaced during the debates and discussions actually proved out to be appealing opportunities to local actors, and consequently, the energy vision was indeed put into practice. Interestingly, some elements – alternative mobility solutions, for example – were excluded from the program, on the grounds of the need for the vision to remain focused. A broadening of the vision, they argued, might have jeopardized implementation. Proposals that did not credibly promise a win-win outcome were dismissed during the meetings so as not to put the success of their projects at risk.

The realization of the energy vision was planned step-by-step. Implementation required a relatively broad range of actors to participate. Local opportunities that the actors could rely upon had to be explored, and the strategies to be followed had to be developed.

The region was small enough for the affected parties to be old acquaintances. They had typically been in personal contact with each other beforehand in some other context (some were of a professional nature, and some were related to family links). The initiator of the entire program was the representative of the energy agency, who had been fairly familiar with the heating systems of the community’s public buildings, as he

had had a role in their operation as an energy consultant. As a result, he could easily have the people link up with each other in public seminars.

The participating groups discussed the more specific strategies, e.g. how wood heating should be introduced in certain areas or how solar energy systems could be installed in certain private dwellings. They exchanged views on how energy supply systems should be established, and how they could improve their buildings' energy efficiency. There were a number of renewable electricity programs, and biomass heating systems the realization of which would have been impossible if it had not been for the significant reduction in projects' transaction costs owing to the frequent meetings of these heterogeneous groups.

The organizers of the meetings strived to include the widest possible range of stakeholders. The majority of participants were professional from fields related to energy matters. These professionals did not only contribute their professional knowledge to the system, but also their reputation, which helped them influence certain decisions. They possessed an extensive network of social connections. Local officials and administrators wove the community's vision into public development projects' decision making processes and into the ecological consciousness campaigns financed by the municipalities affected. Business managers explicitly agreed to certain strategies aimed at influencing their customers. Their reputation improved the perceived rationality of the process. All these participants – professionals, business people, nonprofit organizations, and governmental offices – teamed up to form a community that does indeed possess the authority and the influence needed to meet and realize joint objectives, expectations and programs. As a consequence, considerations in favor of the social good have prevailed over individual interests.

III. 1. 3 Hungarian examples of successful guiding visions

Guiding visions, as regional development principles, are employed in a number of European countries and have already facilitated impressive achievements in developing certain undeveloped or less developed regions. A number of similar attempts were made in Hungary, as well, during the first Széchenyi Plan. In certain towns, thermal water spas were established, while others, more recently, opted for the background industries of biodiesel production: oilseed rape production and oil milling. Somewhere deep, one might recognize the presence of a guiding vision beyond these undertakings, yet it is

only a couple of them which have become really successful. The Villány wine region might be cited as a positive example, where they managed to back the product and the technology with social cooperation, thus making implicit use of the wisdom from social sciences. Where individual investors were not left to their own, but realized that even though from a strictly economic point of view they might even be considered competitors, the success of their own undertaking is still dependent on whether they are willing to strengthen each other's business. The decisive question is whether they cooperate and whether they realize that a cost/benefit analysis is not the only thing they should base their business decisions upon, but they also have to win the support and commitment of their local community. Additional values should finally be taken into account.

Cooperation has also been realized by Nobilis Zrt. in Mátészalka. In fact, it has become a key factor to their success. Throughout the last twenty years, the company has had a great relationship with the approximately five hundred apple and sour cherry producers living within 50 km from the company headquarters. Both parties benefit from the cooperation: producers consistently get a higher price than anywhere else in the fresh fruit market, while the company can procure high-quality raw materials and hence produce premium products that lack competition and thus they do not need to compete in price. *"Only what is perfect to the finest detail can be perfect in its entirety – this is what has kept us in business for so long"* as Tibor Novák, the charismatic leader of Nobilis put it, whose vision has always been focused on quality products: *"we use good raw materials and employ good professionals and good technologies to produce good products, in harmony with our natural and social environment."*

An exemplary enterprise built upon regional cooperation is Hegyközi Manufaktúra Kft. ("Hegyközi Manufacture Limited"), unifying the produce of Northern Hungarian craftsmen under a common brand name: Hegyközi Manufaktúra. Bonbons, for example, are produced in the chocolate factory at Szerencs, while fruit desserts come from Borsa Hungárai. Bertalan Halász is responsible for honey products, and wines include various sorts labeled Tokaji or Szepsy. The enterprise intends to *"assist regional producers under a common brand, and to promote and market Hungarian handicrafts both in Hungary and in the international marketplace"* (Áth-Horváth, 2011). Their strong belief in their vision is illustrated by a quotation from George Bernard Shaw appearing on

their homepage: *„Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.”*

According to Márta Holló and Mária Juhász, *„sustainability is one of the most important requirements towards regional success, and its most critical element, as well. An innovative idea may well be realized with external support, by winning tenders, yet if it cannot become self-sufficient, but requires more and more external funding, then it does actually not facilitate the development of the region, and thus even the brightest ideas or initiatives might die away. The most frequent mistake made in connection with regional initiatives is the failure to interpret sustainability in its entire complexity: they analyze and try to maximize sustainability only from an economic – or ecological or maybe technological-organizational – point of view. Whereas they should strive to harmonize these factors, to find an optimal combination. The resulting scenario might be quite far from any one of the maximum points, yet the resultant of all the positive and negative effects leads to a sustainable project in the end”* (Holló, Juhász, 2007 in Bálint et al. (eds.) p. 49).

In a utility analysis, the expected profit still needs to be calculated, but it might not be the direct gains that make the project worth implementing. Instead, it might be some other effects (usually as “by-products”) which result in a kind of additional value that the simple calculations in a cost/benefit analysis are unable to detect. *„That is, there are many more factors to be considered on both sides of the balance (costs and benefits), than what is included in investment analyses. It might well be that many share this view, yet one encounters a host of problems when looking for the solution”* (Szerényi, 2002). Most probably, investors’ profits will not be the same as they would be with some other type of business or with stock exchange investments, yet the area and the community where they live will enjoy benefits that compensate for the lesser profit. New employment opportunities, for example, might result. The streets become more livable, real estate values increase and thus the retaining ability of the community and the population retaining ability of the village improves.

The SEV (in Hungarian: FGÉ) method, according to which *“an economic evaluation and/or analysis can only be complete (real), if the entire complex set of intersections of the natural, social and technical systems is taken into account”* (Molnár, 2005), might be suitable for calculating the indirect benefits of projects. SEV expressly builds on visions, and on the incorporation of feedbacks and interactions. It is suitable for

integrating into the model the interests of future generations, and the value parts related to the preservation of goods are included, as well.

Most Hungarian development initiatives lacked awareness of these dimensions, resulting in an abundance of alienated, left-to-themselves businesses. This kind of aloneness excludes any additional benefits and additional welfare improvement potential, and most of the time, business success as well. A common characteristic of such undertakings is that they focus too much on technology. There were a number of wineries, for instance, each one of which had nurtured a highly talented viticulturist (a “hero”) and finally realized the production of even nationally renowned wines. The product had become marketable from a marketing perspective, yet their focus on technology drove the owner towards a high degree of automation. These businesses found them owning a whole lot of machines with low capacity utilization, and consequently, their capital ratio and labor productivity rose to excessively high levels. Countryside businesses should have taken a totally different development path. They should have, for example, created jobs for local residents. Instead of bottling machines, it would have been more beneficial to opt for “bottling humans,” thereby creating value for the village, as well. The majority of businesses concentrated on capital investments while ignoring the human side, which resulted in the burdens of underutilized capital equipment which caused the companies to become indebted.

Cooperation might become a kind of a vision. Collective benefits from collective efforts may turn out to be an integrating force. Interestingly, Western literature reports that business success (in Austrian Murau, for example) is brought about by priorities and action plans being determined by the community. It is the community that is able to focus on accomplishing the objectives. The commitment and the will of the community are more important than what cost/benefit analysis reveals.

Apparently, the last twenty years of Hungarian development history have seen an ever-increasing reliance on net present value calculations in making investment decisions, even by those who would not even exactly know what net present value is. If people can identify themselves with an economic development program, if they are willing to work for it, and if they see that it makes sense to agree on a common goal as a guiding vision, then, and only then, the program might become a success. Therefore, it would make sense to evaluate projects based on the extent of effort the community has already exerted in favor of the project.

III. 2 Community Supported Agriculture

III. 2. 1 The Role of Social Enterprises

In his article, Christos Zografos (Zografos, 2007) explains the important role social enterprises have in the revitalization of the countryside. A social enterprise is a business enterprise that does not primarily aim at maximizing shareholder revenue, but rather at reinvesting their income to achieve societal objectives that facilitate the revitalization of rural communities. Social enterprises improve employment and by paying taxes, they also have to contribute to the communities' income. The development trusts mentioned in the article are good examples for this kind of business. Rural development is, in its state-of-the-art interpretation, „*a process that strengthens local human and community resources, local government, entrepreneurial culture, innovation or simply the ability of people to purposefully and efficiently cooperate with each other*” (Jenkins, 2000) in (Bodorkós, 2010).

In the developed West (for example in Scotland), efforts aimed at the strengthening, the improving of rural life are very numerous. Still, rural communities have to cope with the low number of new enterprises, low incomes, an aging population and the vulnerability of the natural environment (Edwards, 2005).

In the United Kingdom, social enterprises have a very special role in everyday practice. These social enterprises are basically different from the type of employment we are trying to promote in the rural areas of Hungary. They do not represent a form of public service – they are companies, which are profitable, earn an income and pay taxes on their income. Instead of the highest possible shareholder dividend, their primary goal is of a rather public nature: revitalizing the countryside.

A low number of new enterprises, low incomes, an aging population and a vulnerable natural environment are all characteristic of Hungary, as well. And there is one more condition putting a heavy burden on this very country: a significant part of the population has been forced out of the labor market. Sometimes there is a lack of work even for those who could otherwise be employed. In Hungary, a number of rural settlements have resorted to public service programs in an effort to bring back to the labor market those living on the peripheries of society and economy, also increasing employment thereby.

Social employment and social enterprise are two different matters, yet a move from the former towards the latter (that is, the birth of enterprises serving local goals and interests, yet governed by business principles) might represent a potential development path for Hungary. Even though the subsidies once labeled 'social allowance' are now distributed as wages (the wages of those in social employment), the assumption that these enterprises earn their own incomes does not necessarily hold – as for the most part, what they do is public service (e.g. cleaning and building canals and ditches, draining inland inundations etc.). Enterprises of this type are organized by the state or the local municipalities.

In Scotland, such projects most frequently aim at making some use of abandoned military bases or other infrastructural objects in one way or another. They have a multitude of renewable energy projects. They are planting community woodlands. They are cleaning up the areas that provide the natural environment for the community. They are creating public green spaces that the community can benefit from. The community-level benefits of social enterprises are indisputable.

According to the so-called reformist view, social enterprises simply constitute an extension of a pre-existing system, the main point of which is that the government withdraws from certain areas where it would like civil initiatives to take over its previous role. They want to privatize public tasks. The government simply expands their system of institutions, withdraws from some of its traditional areas of public tasks (like looking after the green spaces in a village, planting public forests, school maintenance etc.).

However, there is a far more radical interpretation to social enterprise, too, which reckons institutions an alternative vision to the desirable way of operating the economy and taking care of local matters. It suggests that the economy should be operated according to an entirely different logic – one serving the welfare of the community. A new foundation needs to be created for the entire economy. The new principles are centered around cooperation. Cooperative economic relationships ensure both the operation of local institutions and the fulfillment of sustainable development goals. Social enterprises are the means by which this can be achieved. Both in academic circles and within the organizations (the development trusts) themselves, heavy debates are going on about their role, about the expectations of the various stakeholders.

The diversity of rural life has been discussed by a number of different authors. Relevant literature (Frouws, 1998) differentiates between three basic groups: agri-ruralists (those farming the land), utilitarianists and hedonists. For some, the countryside means agriculture, for others, it represents something that has utility (because they do actually benefit from it), and there are the hedonists, as well, who just want to enjoy the slow rural way of life.

III. 2. 2 Food Production Based on Social Participation

The delivery of agricultural produce from the farms to the consumer has a very serious scientific and infrastructural background. In today's globalization-shaped world, logistics networks and retail systems have specialized to perform this very function. The growing extent of competition was first detected by the retail sector, and the response was the heavy concentration of capital and the formation of large-unit (super- and hypermarkets) international retail chains. As a consequence, some 60 to 80 percent of total food sales in the developed parts of the world is controlled by a handful of huge retail organizations (Buday-Sántha, 2004).

During the last couple of decades, Hungarian agriculture has suffered a loss of diversity by the disappearance of small family farms, and their replacement by large-scale agricultural operations, by industrial monocultures. *„Until 1961, when the organization of cooperatives was concluded, the larger part of our total agricultural output had come from small-scale producers (crofts, auxiliary and individual farms). Afterwards, large-scale farming operations became dominant; state-owned and cooperative farms had the double of the one third share of small producers in gross production value.“* (Molnár, 2000) In his doctoral thesis, Mihály Ivitz argued for small plot farms, which, even though their efficiency has been questioned by many (*“sounding the death knell for small plot farms”*), still constitute the majority of farms in a number of countries around the world. According to him, *„small plot farms offer the opportunity for a type of farming that is efficient and productive, and even environmentally friendly, which fact needs to be declared to the public by all possible means”* (Ivitz, 2004).

Each element of the agrarian sector – agriculture, food industry, food retail, consumption – is a separate field in itself, even though there is a more and more pressing need for a new approach, for the comprehensive treatment of problems. It is not only the direction and the speed that have to be adjusted – our fundamental ideas

need to be changed. Considering the development levels of environmentalism (Shnitzer, 1999), we have certainly reached the point where the re-construction of all the processes is inevitable, where radical changes are a must. Finally, we have begun to question whether we really need the lifestyles and the economy we are living in now, whether we could not live in another way (Csutora & Kerekes, 2004).

To make a distinction between industrialized agriculture and local production based agriculture, US literature originally denoted the latter one by the term New Agriculture. Almost simultaneously, however, they also started to use the very same term for GMO-based agriculture. Therefore Thomas A. Lyson introduced a new concept: "Civic Agriculture". Civil, socially-based agriculture and food production offers an alternative solution to the need for change (Lyson, 2004). Modern agricultural activities are very closely related to the social and economic development of communities. We are witnesses to a new and innovative tendency in production and processing that will rejuvenate local agriculture and food production. It constitutes a socially, economically and environmentally sustainable alternative to the destructive practice that has become a feature of conventional agriculture. It does not only have a significant role in satisfying consumer demand (fresh, safe and locally produced foodstuff), but also creates jobs, strengthens the entrepreneurial spirit and solidifies the identity of the community. It is a real alternative in agribusiness-ruled consumer markets.

The origins of the idea date back far into the past. Having examined three American cities, Wright Mills and Melville Ulmer concluded that people living in a city relying on local ownership and small enterprises have a better life than the residents of cities with large corporations but without local owners. The findings of this survey – concluded right after World War II – were presented in an article titled „Small Business and Civic Welfare” (Lyson, 2004, p. 64). Interestingly enough, their conclusions seem to have remained valid all these years, even for Hungary, especially if welfare is interpreted in a broad sense.

Such positive examples are the practical implementations of Community Supported Agriculture (CSA); in Europe and in Japan, experiences date back as far as the sixties. Japanese women joined forces in order to be able to buy fresh and healthy food products directly from the producers. They were in direct contact with nearby farmers. This system known as "teiken" (or "food with the face of the producer") meant a contact that was beneficial for both parties, and reduced the distance between agricultural

production and food consumption to a minimum. The theory and the approach of CSA is based on cooperation, for it is a framework where – in contrast to traditional economic ideas – the buyer and the seller are no adversaries (Milánkovics & Matthew 2002). CSA is an alternative to competition-oriented agriculture (Zsolnai & Podmaniczky, 2010). In North America, the foundations of the CSA movement were laid by the Swiss Jan Vander Tuin in the middle of the 1980s. Among the CSA pioneers were the farm of Robyn Van En (Indian Lane) in Massachusetts and the Temple-Wilton community farm of Trauger Groh in New Hampshire. They established harvest shares. A lady from New York reported with enthusiasm that for her and for her starving twin-sibling, their CSA work meant an opportunity for becoming a part of a community and for a direct relationship with Earth (Adam, 2006).

According to the definition of the United States Department of Agriculture, CSA is a community of people who are committed to supporting, both legally and spiritually, food production on the community farm. Share-holding members cover (in advance) the costs of the farm's operation, and they receive additional shares in return. Producers and consumers mutually support each other, and share both the risks (including any poor harvests caused by bad weather or pests) and the benefits (sense of satisfaction, feeling of safety through attachment to the land) of food production (DeMuth, 1993).

In a United States survey (Lass, Bevis, Stevenson, Hendrickson, & Ruhf, 2001), 94.1% of responding farmers reported one of their personal goals to be to actively share their knowledge with others in order to nourish the CSA movement. In contrast to traditional agricultural entrepreneurs, CSA members tend to be characterized by a higher qualification and a younger age on average. The mode of their ages was 44 years. They are the ones to have at least 10 years of experience in farming, at least 5 of which they devoted to CSA. Some 51 percent is younger than 45, and only 12.5 percent is above the age of 55. The share of this latter age group is 48.4 percent among traditional farmers. The majority of CSA farms (96 percent) pursue organic and biodynamic production practices. Typically, farmers only devote a portion of their land to CSA farming. From amongst the various agricultural operations, some 27% use 10% of their land for such purposes, while 36% use this system to cultivate 90% of their plots.

For the most part, the owners and their families do also participate in the work. CSA members represent a significant workforce. It has actually happened that the members worked as much as 3.000 hours annually. They employ additional forms of

compensation, provide accommodation, offer learning opportunities. They organize dinners, visitors' trips, educational events for the community and the local schools. They have many innovative events to foster closer ties between the farms and the communities. Some 56 percent of all farms offer cheap programs for low-income people. Some of their produce is given away each year, and they offer scholarships, as well. Barter markets and food-for-work opportunities are the most popular programs.

In light of the achievements in North America, establishing a direct link between the farmer and the consumer seemed to be the appropriate solution, and thus the CSA approach once again started to conquer Northern Europe. In England, young adults left the cities in large numbers in order to revitalize the farms of New England, where they were greeted by the sight of a dying agriculture. Food and dairy products, vegetables, and fruits have practically disappeared from the local markets (Adam, 2006). While revitalizing the agricultural areas, these youth have also integrated into the local rural communities.

In Hungary, Community Supported Agriculture is still in its early stages. It was the associates of Nyitott Kert Alapítvány ("Open Garden Foundation"), with support from the Institute of Environmental Management at Szent István University, who took the first steps in Hungary in 1998. By 2002, the group already consisted of 150 families. In their garden measuring 1.5 ha, they primarily produce vegetables and some fruits for the members of the community, in a biodynamic farming system. Their produce is delivered to consumers in crates, on a weekly basis (Milánkovics & Matthew, 2002). Their goal is to establish a display garden (Babátvölgyi Biokertészet Tanüzem - roughly "Educational Biofarm of Babátvölgy" in English) and to develop a local bio food production and consumption system.

As the Association of Conscious Consumers (Tudatos Vásárlók Egyesülete) put it, *Community Supported Agriculture „is an opportunity for farmers and consumers to form permanent groups, and operate, co-operate in collegial communities. Their interests do not act against, but rather strengthen each other. Farmers are interested in a stable living, consumers desire healthy food. And the preservation of the biological productivity, beauty and health of their environment is their common interest. This requires, of course, commitment from both sides, which results in consumers getting chemical free, fresh and tasty vegetables, and farmers having a fixed market for their produce. Another advantage of this system is the formation of small, but open*

communities that are ideal for building human and community relationships” (Polyák, 2004).

In February 2012, the Research Institute for Organic Agriculture, Tudatos Vásárlók Egyesülete (“Association of Conscious Customers”) and the Environmental Social Science Research Group (ESSRG) at Szent István University organized a one-day event in order to summon all parties who operate a CSA (or a similar system) in Hungary today. The following groups and organizations were found to “nurse” such community initiatives: the owners of Háromkaptár BioKert (“Three Hives BioGarden” - Tahitótfalu), Évkerék Ökotanya (“Wheel of the Year Eco-Ranch” - Kistelek), Biokert (“Biogarden” - Szigetmonostor) and Gódor Bio Kertészet (“Gódor Bio Nursery” - Galgahévíz), the participants of “Kecskeméti Kosárcör” (“Basket Club Kecskemét”) and the members of Magyar Ökotársulás Kulturális Nonprofit Kft. (“Hungarian Eco-Partnership Cultural Nonprofit LLC”, hereinafter “Ökotársulás” - Herencsény); this last one is discussed in detail as part of the empirical study.

The event provided time and place for the exchange of experiences, for thinking together in order to find ways to create a model in our local farming and consumer communities that can serve as an example and that may actually gain ground in Hungary with time.

These bottom-up, small-group initiatives in Hungary were, for the most part, set in motion without the majority of the members ever having heard anything about the proud history of community farming in the US or in Switzerland. Local Food Systems (LFS) achieve food self-sufficiency through direct links between local food producers and consumers. The program in Herencsény might also be considered an Alternative Agri-Food Network (AAFN), for it is an example of a new type of solidarity-driven relational dynamics between producers and consumers that represents an alternative to the impersonality of globalized supply chains (Balázs, 2011). Moreover, the birth of Ökotársulás may be regarded as a special form of community organization, knowing that the land is owned by the community and that production is managed by the members of the community, as well.

Ökotársulás, however, does not completely coincide with what you would expect theoretically – as its owners do not live in Herencsény. The idea of making a profit is, in contrast to CSA farms, absent (at least in the form of shares, that is). In return for their investment and support, the members living in the capital receive a weekly supply of

biodynamically grown crops from the community; besides, their “virtual account” is also credited with additional benefits like the feeling of being part of a community or boosting employment in the countryside. It would be interesting, of course, to create similar, but locally owned enterprises. Naturally enough, a couple of examples for that do exist in Hungary, yet as for now, it is more typical for initiators of Community Supported Enterprises not to come from the local communities.

III. 3 Experience from the Case of a Hungarian Agro-Industrial Enterprise

III. 3. 1 Biomass as an Energy Source

If and when the measures introduced because of a given decision result in a decrease in environmental capital instead of an increase then it hardly seems justified to talk about environmental protection. Mentioning pro-environmental arguments for bioethanol or biodiesel as renewable sources of energy is not exactly reasonable. 'Environmental protection' and 'automobilism' are paradoxical concepts already.

The last couple of years have witnessed the re-evaluation of the role of biofuels. The environmental impact of the production capacities established now appears in a different light, too. It is not clear any more whether the biodiesel made from rapeseed oil or its "by-product", rape pellet, as renewable energy sources indeed serve the purpose of sustainability. A number of studies have found that certain systems require relatively high industrial inputs. The system-level analysis shows that the industrial inputs of rapeseed oil as a biodiesel raw material are too high, and thus its production is unfavorable from a sustainability point of view. In another system, however, it might generate activities the effects of which are definitely in line with sustainable development. One might investigate the employment or rural development effects of bioethanol production, and in a rural development "decision game", both cultures, along with their processing industries might well turn out to be projects worth supporting. Or, we might also treat the issue of renewable energy sources as an "energy security decision game", accepting that increasing the degree of self-sufficiency or decreasing import dependence is a strategic issue.

The real price of energy is changing rapidly, yet recently we witnessed substantial price changes within relatively short periods of time instead of the usual few percent fluctuations. From USD 60 per barrel in February 2007, crude oil prices rose to USD 145 per barrel in July 2008. Then a downward trend followed with the price finally dropping to USD 30 in February 2009, yet again bouncing back to USD 70 per barrel by September 2009 (WTI Crude Oil Data-base 2010). With oil prices above USD 100, pretty much any type of renewable energy seems competitive and rate-of-return calculations in the energy sector indicate incredible opportunities for innovation. Then

energy prices had halved in a couple of weeks thus any previous calculations became invalid right away.

In March 2011, the world market price of crude oil took off again, touching the USD 120 level from below. By December 2011, it was back to USD 90. After hitting its historic high mid-year 2008, the price touched the bottom in the beginning of 2009, and has been in an increasing trend ever since, as evinced by Figure 3 below.

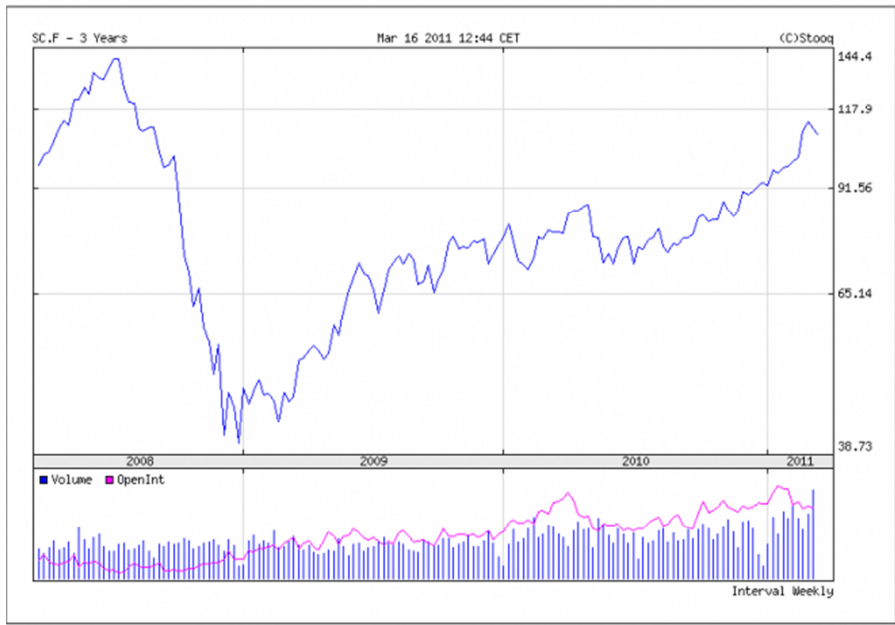


Figure 3 North Sea Brent crude oil futures prices for a three year period

Forrás: stooq.com, http://www.sourcing.hu/aktualis/drasztikusan_emelkedo_olajarak

Accordingly, Europe and the world have seen the rapid spreading of corn and rape fields during the last couple of years. Processing plants also started to appear, and then the experiences of one single year turned previous evaluations upside down. And it was not only crude oil prices changing dramatically, but also something “turned out” that has for long been known by many: biomass is sourced from where our food comes from, thus the two types of land use are in competition. In 2008, bioethanol became very economic because of high crude oil prices and mandatory mix rates artificially fueled the market boom as well. Demand for corn-based bioethanol drove corn prices to heights which poor people could no longer afford, causing starvation in Mexico and in some other regions of the world. Sure enough, there are some who found other explanations. According to New Energy Finance, the use of grain for biofuel production “only” accounts for 8.1 percent of the total increase in food prices. As they put it: „[I]n

grains, during the period from 2004 to April 2008, global dollar prices increased by an average of 168 percent. The rising price of oil accounts for an increase of 32.5 percent and other inputs – such as land and labor costs – contributed 7.4 percent. Dollar depreciation accounts for a further 17.9 percent. Supply and demand imbalances account for the remaining 57.7 percent, with biofuels responsible for up to an 8.1 percent increase in global average grain prices (the impact on U.S. corn was clearly above average). The biggest issues were failure to improve yields to compensate for global population growth, along with the failure of the Australian harvest (LaMonica 2008).”

The evaluation cited above provided further proof that averages tend to cover the truly important matters and that a universal energy policy cannot be right, not even in today’s globalized world. An 8.1 percent average price increase does not seem too large, yet in some regions, it might very well be enough for some to die of hunger.

III. 3. 2 Experiences from a successful alternative thinking business venture

Back in 2007, the owners of an existing business decided to contribute to the EU renewable energies strategy: they founded a rapeseed oil mill for producing biodiesel raw material – a true model plant from a sustainability perspective. They employed an integrated approach to all the social, political and economic dimensions and ecological-environmental aspects and thus developed a tailor-made strategy for the given conditions. Sustainability was also accounted for in the location decision-making process. The primary objective was to find an agricultural region where a sufficient amount of rape could be produced in a 50–60 kilometer range, as by minimizing transportation distance one can decrease both transportation costs and the burden on the environment.

As for all business ventures, profit maximization was the primary goal – but social and environmental benefits were also taken into account, knowing that in the long run, these would actually bring even more serious benefits for the business as well.

Biofuel production is a very sensitive field, because the majority thinks it is only the industrial-scale farming systems that have an economic potential. A number of professionals, however, believe the biomass-based energy industry to be one possible solution to the problem of sustainable energy management, provided that the biomass-based energy production system includes each one of the following elements: food

production, fodder production, energetic utilization and the utilization of agrarian products as industrial inputs.

The plant started its activities in the renovated buildings of a former agricultural cooperative in Southern Transdanubia. Today, it has seven employees. Thanks to the production of 9,000 tons of rape annually and related logistics needs, downstream employment benefits are significant. The plant now has a processing capacity of 750 tons of rapeseed a month, which yields 250 tons (270,000 liters) of rapeseed oil and 500 tons of rape pellet.

Rapeseed oil is sold to biodiesel producers, in the domestic market only. Its quality would allow for using it as a fuel in the plant's own agricultural machinery, if Hungarian legislation did not prohibit such uses. Future plans include a rapeseed oil fueled diesel generator to supply the plant with electricity. Their own heating and heat energy demand is met by a pellet stove, fed with self-produced rapeseed pellet. Rape pellet is primarily sold for foddering purposes to nearby farmers and fodder producers, thus the plant's by-product (rape pellet) is returned into the material cycle of animal husbandry. A potential excess of rapeseed oil or rape pellet may be sold internationally.

The model aims at creating jobs in the countryside by taking advantage of opportunities in agriculture, and at contributing to the supply of biofuels in Hungary. In the long run, the plant could (partly or fully) meet the energy needs of its micro-region, and thus end (or reduce) its energy dependence. The project should be realized as a comprehensive model. Improving food security, energy security and population retention in the countryside, as well. Mutual cooperation offers an opportunity to the rural population to make a living. If people realize that animal husbandry actually makes sense, we will have set the cornerstone to the revival of rural farming.

As is quite apparent from the below example, it highly depends on crude oil prices whether market opportunities are favorable or not. Following heavy fluctuations, the rapeseed market stabilized in summer 2009.

The price for rapeseed settled at HUF 63,000 per ton. Considering price and cost levels from 2009, the plant can be operated economically (as 3 tons of rapeseed yield 1 ton of rapeseed oil and 2 tons of pellets): $(1 \text{ [t rapeseed oil]} \times 620 \text{ [EUR/t]} \times 270 \text{ [HUF/EUR]}) + (2 \text{ [t pellet]} \times 37,000 \text{ [HUF/t]}) - 3 \text{ [t rapeseed]} \times 63,000 \text{ [HUF/t]} = 52,000 \text{ [HUF]}$

According to estimates by Oil World (AgroLine, 2009), the EU harvested a re-cord amount of rapeseed in 2009. In 2010 the rapeseed crop totaled 20.12 million tons which even exceeds the previous year's record figure of 18.91 million tons.

In spite of the above calculations, there is no reason for optimism, as it is uncertain how over-production will affect the market. Neither do we know how slow or fast our emergence from the crisis will be and how that will influence the crude oil market, which, as we have indicated earlier, fundamentally determines rapeseed oil prices.

Table 4 Fluctuations in the prices of crude oil, rapeseed oil and rapeseed as a result of the crisis (2007-2011)

	Crude oil price (USD/barrel)	Rapeseed oil price (€/ton)	Rapeseed price (thousand HUF/ton)
July 2007	75	580	50
July 2008	145	1100	110
December 2008	35	600	70
September 2009	70	620	63
September 2010	85	800	100
September 2011	110	970	115

Source: Compiled by the author based on the WTI Crude Oil Database and data from the rapeseed oil mill

In July 2007, rapeseed cost HUF 50,000 per ton, while it was al-ready HUF 110,000 per ton at the time of harvest. This figure is not that surprising when compared to rapeseed oil prices which rose from EUR 580 per ton to EUR 1,100 per ton following a similar trend (they fell back to EUR 600 per ton by 2009). Experience from the last three decades suggests that it is advisable to buy up at least 50 percent of one's annual rapeseed requirement at harvest, when it tends to be the cheapest. This is what the present plant did: they bought up 3,000 tons at HUF 110,000 per ton.

As a result of the outbreak of the financial crisis in August 2008, the price of rapeseed plummeted to HUF 70,000 per ton by December 2008, thus the change in the cost of raw materials alone caused losses of HUF 120 million $[3,000 \text{ t} \times (110,000 \text{ HUF/t} - 70,000 \text{ HUF/t}) = 120,000,000 \text{ HUF}]$.

The problem is that such businesses are very seriously affected by any change in the world in the economic environment. Everything which is somehow related to agriculture in the European Union is heavily influenced by the EU's subsidy policies. But changes in energy prices, which are influenced by the operation of the economy as a whole, might well be dominated by factors far more powerful than agricultural subsidies – for example, the crude oil price fluctuations between USD 145 and 35 we witnessed during the last one and a half years. This was a strikingly high level of variability for a time span of only eighteen months, no sign of which appeared in any of the forecasts.

The fluctuations of the past five years have by far surpassed anything considered normal, even in the crude oil market – and they are completely new to the agricultural sector, as the costs of agricultural inputs used to be rather balanced. The price of biodiesel, however, is so closely bound to that of crude oil that any radical change in the latter ruins biodiesel initiatives as well. The majority of businesses in this sector are small enterprises, usually with strategic investors. The past two years have proved that businesses founded with the promise of high incomes and government subsidies in mind are doomed to quick failure when exposed to the vagaries of the rapidly fluctuating energy market. Such hectic market conditions could only have been survived by companies who had stable financial investors able to dampen these impacts and to hedge out some of the risks. Local entrepreneurs, having built their businesses on “agricultural potential”, however, rarely have financial investment groups as investors. Because of their lack of capital, the immediate sale of the end product – rapeseed oil in this case – is an absolute must for them. Thus it may seem reasonable (only to the “sensibly minded” environmentalist, of course) to ask the question “should production be considered ‘local’ if the factors for successful production are in the hands of global capital?”

The rapeseed oil mill introduced in my thesis would not be of too much interest on its own, but given that almost all similar plants in Europe went bankrupt, there are some important lessons to learn from its survival. One of them is that the enterprise would have been unviable on its own, yet a long term oriented financial investor turned up and gave a capital injection in order to ensure a positive cash flow. Another point is that biomass energy production was not the sole purpose of founding this mill. Most rapeseed mills simply wanted to produce biodiesel raw material taking advantage of the EU policy prescribing the relevant mandatory mix rates, whereas the enterprise we examined aimed at establishing a micro-regional network. They completed a brown-field development to establish a small plant on the premises of a former large agricultural cooperative. By partnering with the former employees (now farming their own land) and suppliers of the sometime cooperative, they enjoyed some benefits which all the other, green-field businesses focusing on fuel production could not. Its close relations with agricultural entrepreneurs guaranteed strong local support for the company. The project improved food security (livestock kept on controlled, locally produced fodder), energy security (public institutions heated with rapeseed pellet) and

population retention (stable jobs), as well. Cooperation provides for a win-win situation. Neither a rapeseed mill, nor livestock farm-ing or biomass heating seems a promising project on its own, individually. As part of an industrial-ecological system, however, the undertaking as a whole can actu-ally operate economically, and the countryside can also remain a place that is worth living in.

Recent years have showed us that the harmony between the environment and the economy lies with those smaller enterprises which offer significant employ-ment opportunities and thus are desirable from a social point-of-view as well. Considering rural development purposes, biofuel production projects might well be worth supporting as they might provide employment for the rural population, improve population retention in these areas and aid in maintaining viable rural communities.

By now, the plant's capacities have been expanded by a new investment, and plans have been formulated to extend the activities of the enterprise beyond the scope of biofuel production.

The residue of rapeseed oil milling can also be utilized as a highly nutritious type of fodder, in the form of rape pellets. It would be a far too concentrated source of energy and nutrients in itself, yet it can be mixed with less nutritious biomass wastes that could not be used as fodder on their own, either. Feeding livestock with a mixture of pellets and household food waste or food waste from the catering trade (provided that it is permitted by EU legislation) allows for a particularly efficient utilization of fodder, and thus largely improves the economy of the entire system.

The environmental utility of biodiesel and its by-product, rape pellets is undoubtedly questionable in certain systems, using them in a combined form, however, definitely supports the view that these activities can, as part of a more complex system, be operated in an environmentally friendly way. A certain share of the pellet (which, by the way, can also be used for heating) is sold at a reduced price to small-scale producers that are trying, with backing from the local municipality, to revive household husbandry. Recently, primarily as a result of the popularity of various fodder products, household animal husbandry has become extremely uncompetitive in comparison to large-scale industrial breeding, which led to the disappearance of household husbandry from tha majority of Hungarian villages. Rape pellets, in addition to being much cheaper than professional fodder products (the production of which puts, to top it all, a heavy burden on the environment), perfectly complement the waste materials and low-

value agricultural biomass products – like fodder maize or any other vegetable nutrients – that do not have the energy content to be used to feed livestock on their own. This system allows for the household utilization of vegetable waste, thus ensuring the economy of household husbandry, which then again means that families will have a supply of ecologically produced meat.

Town hall meetings in the Bereg, the Borsodi Mezőség (approx.: "Lowland of Borsod"), in Nagykörű and in Szeged (Vágvolgyi et al., 2010) suggest that actual farmers believe plant cultivation alone is not viable: animal farming has always been and will always be necessary. They clearly agreed that a structure similar to the sometime croft system (a form of small-scale agriculture called "háztáji" in Hungarian) would be necessary, yet without people making financial losses on it.

People have lost their appetite for farming, because crofts are unable to compete with supermarket prices. In the supermarket, meat or eggs are sold cheaper than what it costs to produce them. Rape pellets allow for significantly lower food production costs, and food quality is improved, as well. This might re-awaken the entrepreneurial spirit of the population. What should be investigated is whether there would be demand for such food products, if production costs were lowered by employing this feeding method. Meat and eggs from crofts are more valuable, thus a higher price can be secured, which might return people's faith in entrepreneurship – a potential opportunity to significantly improve employment. It would mean self-employment and additional incomes for rural families, and it could revitalize our village societies.

IV. EMPIRICAL STUDY – SUBJECT AND METHODS

IV. 1 Purpose of the Empirical Study

Agricultural enterprises do not only provide a living (create economic value, create profits) for the people, but they can also extend beyond the scope of the economy, and also create value in the nature and in our society. A beautiful, cultivated agrarian landscape that harmonically complements its natural environment and the enjoyment from one's work are values that need to be realized and recognized whenever rural development is concerned. Development projects tend to ignore the community focus. Underdeveloped regions are prioritized in the majority of rural development initiatives. They use various indicators to define what exactly qualifies as an underdeveloped region. Those most frequently used are per capita income in the region, access to infrastructure, penetration of certain consumer durables, unemployment rate, life expectancy at birth and similar indicators. Those who examine the countryside using statistical data and generally accepted categories (underdeveloped regions) usually fall victim to the pitfall of focusing on the economic aspects of the problem alone, ignoring everything else.

If we accept that diversity is very important to both nature and society, then we can hardly accept that the natural-social units (characterized by differences both in terms of space and time) we refer to as the “countryside” be evaluated using general statistics, various standardized indicators. The unique characteristics resulting from diversity (e.g. how far a rural settlement is from a city or from cultural centers, the (socio-)geographic situation etc.) need to be taken into account.

This is exactly why I decided to survey entrepreneurs from three different regions. These three regions, where the entrepreneurs live and work, do substantially differ in their nature, as well. In my hometown, Jászfényszaru, people still maintain traditions of Jazygian (“jász” in Hungarian) origin, which is why their attachment to the village, to the area also represents an attachment to a sort of minority. This attachment does, most probably, have an influence on how well the inhabitants feel and why their ways of thinking differ from those of others, who, for example, live in an area where none of the ethnicities is present in large numbers (Budapest). The second and third samples came from a region of Palóc roots (Herencsény and surroundings). I explored the similarities that connect and the differences that distinguish various entrepreneurs. The three

samples might also allow for outlining the extent to which the values of various entrepreneurs differ. I am trying to find out what an agricultural entrepreneur is happy about, how materialistic they are, to what extent they are determined by their surroundings in general and how far they are affected by the micro-environment they exist in.

Concerning their success, Hungarian settlements are extremely heterogeneous. An attachment to one of the ethnic groups (in villages of Jazygian or Palóc roots, for example), as mentioned earlier, might be among the reasons, for it might constitute a cohesive force of remarkable strength.

I analyzed what and why the agricultural entrepreneurs living in these settlements do, what system of values they represent and what special combinations of these factors they are characterized by. It is emotional intelligence, most probably, that should be more intensely developed in rural communities, as if we do not succeed in that, then even the countryside's ability to support our lives becomes questionable. The new sewage system and the gas pipe line will all be in vain, the youth will move away from the village because of the lack of the cohesion that could be present even without the sewage system if it was for the "I feel good in this community"-feeling.

IV. 2 Research Methodology

IV. 2. 1 Sampling Area Selection

Any research project is bound to be constrained by time and budget limits. These were rather tight in my case, thus I could not commission any third party interviewers. Even though it proved out to be useful that I administered the survey myself, it did obviously impose certain limitations on research methodology. At an earlier point, I have already explained my interest in the human factor.

The resulting selection of sampling areas was intended to allow for the inter-regional differences in history, culture and economic development to be also reflected in our results, along with the differences between the individuals themselves. Accordingly, the two regions surveyed substantially differ in nature and in their traditions, as well. My tight budget was a decisive factor in selecting the two concrete sampling areas: I had to choose areas that were within a reasonable distance, and where I could hope for some sort of assistance. This way of selection does unquestionably influence the generalizability of the results – I believe, however, that the error will not render my findings invalid. One of these two areas was my hometown, Jászfényszaru, where people still maintain traditions of Jazygian (“jász” in Hungarian) origin, which is why their attachment to the village, to the area also represents an attachment to a sort of minority. This attachment does, most probably, have an influence on how well the inhabitants feel and why their ways of thinking differ from those of others, who, for example, live in an area where none of the ethnicities is present in large numbers. Jászfényszaru is, however, not a typical agricultural settlement. Industrial corporations have located in the immediate vicinity, and part of the labor force is employed in nearby cities or in the capital, and thus Jászfényszaru has become an expressly open town.

The area to be surveyed first was Jászfényszaru. Owing to my pre-existing contacts, the individuals to be interviewed were relatively easy to select. Jászfényszaru is a relatively small settlement where people (including me) know each other, and they can also tell you who is an agricultural entrepreneur. My mother works as a kindergarten teacher, so she could easily arrange the interviews for me through her contacts. All but a few have agreed to participate in the survey. The few entrepreneurs I had already interviewed when testing the statements for my thesis draft were omitted from the sample this time –

even though it might have been interesting to assess whether and how their views had changed during the six months that had passed.

The other region was Herencsény and its surroundings. Historically, Herencsény was a Palóc settlement. Economic opportunities are far less abundant than in Jászfényszaru. The sample of agricultural entrepreneurs from Herencsény was far more difficult to set up, for, as it turned out later on, agricultural entrepreneurs are not very numerous around Herencsény. The leader of Ökotársulás introduced me to the local beekeeper, who was my starting point for the "snowball" method. The Herencsény sample did not only include locals, some entrepreneurs were from nearby towns. When the snowball "got stuck", I asked the major of Herencsény for help, and he did indeed recommend a couple of entrepreneurs worth interviewing. Finally, 18 of them were included in the sample.

Most of the entrepreneurs who own Herencsény-based Ökotársulás, which is basically what literature refers to as a "community supported" enterprise, are from Budapest. The owners might have some sort of background in agricultural entrepreneurship, yet that is not a decisive element of their character. I contacted all but a few of the members of Ökotársulás. I asked the driver responsible for the weekly shipping of their produce to also deliver my letters. Their "crates" are delivered to 54 families each week. All but four of these crates also included my envelope with the statements. I asked my potential respondents to return the results with the empty crates the next week. My hope, however, was in vain: the yield of the first week was a mere 3 envelopes... Given that I had been in contact (even if in an indirect form) with each and every one of the members, this result was quite devastating. Before next week's delivery, I sent an email to each member, asking them to please fill in the questionnaire and return it with the next crate. This brought in another two questionnaires. That was the point when I decided to also prepare an online version, guessing that those living in the capital might be more inclined to use the computer. It was not a breakthrough, but I still had four more questionnaires afterwards. There was no other choice left, I had to resort to personal interviews, which are the most difficult to say no to. The three entrepreneurs I had asked to participate in an in-depth interview also filled in the questionnaire. I had arranged to meet the others in person, and they performed the Q-Sorting in my presence. Looking back, I am very pleased that I had met a couple of fellow-members in person,

for it facilitated the interpretation of the results, and because, as a favorable side-effect, it did also increase the group's cohesion.

The empirical survey consisted of two main stages. For each respondent, a short structured interview was administered first, followed by Q-Methodology. There were 20, 18 and 19 respondents in the samples establishing their preferences using the Q-tables. Unstructured in-depth interviews (profile interviews) were also administered to a few subjects from each sample.

The three samples might allow for the exploration of the similarities that connect and the differences that distinguish various entrepreneurs. An interesting question is: To what extent are their values and life philosophies similar – or different? I am trying to find out what an agricultural entrepreneur is happy about, how materialistic they are, to what extent they are determined by their surroundings in general and how far they are affected by the micro-environment they exist in.

IV. 2. 2 Experience from the In-Depth Interviews

In-depth interviews are the most popular amongst all qualitative data collection methods. Sociologists distinguish between three types of in-depth interviews: structured in-depth interviews, mixed interviews and life profiles. The below nine interviews would be rather hard to classify. Maybe the apt statement of István Kemény holds true for them, or at least I sincerely hope so: *„The in-depth interview is a conversation. A conversation that intends to reach into the depths of the personality, and to surface things that have not been known, not even to the subject himself.“* (Solt, 1998)

If I still had to choose a category, it would probably be life profiles, because that is what I asked the respondents to do: to tell me their lives. I did ask some questions, of course, like in a structured interview, but I let the interviewees talk afterwards, without any limitations concerning the level of detail or the topic. What I would most like to call these interviews about people's lives and opinions about the countryside is open conversations. Full openness was, of course, somewhat compromised by the statements that the interviewees had had to evaluate beforehand. In retrospect, it would have been better to administer the interview first, and only hand out the statements afterwards; unfortunately, I did not have the means to correct this.

There are differences in the structure of the individual interviews, because I strived to be open in each case (in all 57 interviews), and followed my instincts concerning what

is acceptable (the use of a recorder, for example) in a given situation, and what is not. Whenever I felt that someone wanted to "get over it" as fast as possible, I did not try to force them to continue talking. I always filled in the statistical data, during the short structured part of the interview, and I had everyone do the Q-Sorting, of course. If and when I felt that a question was embarrassing, I skipped it, and the narrative life profiles were optional, too. Depending on the informant's openness, an interview lasted between 1-1.5 hours. Concerning the in-depth interviews, some of them took as much as 3 hours. Whenever I could not use a recorder, I noted down the most important bits myself, often writing down word-for-word what was being said.

I did have certain preliminary ideas about whom I would like to make in-depth interviews with from each sample, but I made the actual decisions during and based on the interview sessions. Sometimes I was positively surprised, and sometimes I was disappointed. It did happen a couple of times that I was unable to create an atmosphere that would have been appropriate for such a conversation. Unfortunately, I cannot tell why some of the conversations could not get "deeper". It might have been the lack of time, a busy entrepreneur, bad timing or not having made my intentions clear enough. All in all, what I recorded – in one form or another – were highly substantial conversations. I am very grateful to everyone who contributed to the study. For me, it was a great learning experience, too.

I would also like to note that it was only after quite a number of interviews that I realized I cannot expect everyone to just open up to me at once. Experienced researchers often try to call our attention to the value of silence; silence, that should not be feared, for it is the "engine of the interview". Still, I rather frequently felt that if I opened up to the interviewee and told them about myself during such a period of "embarrassing" silence, they would also open up to me, and become more enthusiastic about telling me about themselves.

After all, the in-depth interviews I decided to include in the thesis were the ones I deemed the most "colourful" from my present point of view. I did have some useful conversations about rural development, too, especially when asking about the opportunities for revitalizing country life during the structured interview. Some of these I did note down, yet whenever the economic and political aspects of the issue took over the conversation, I went on as a conversation partner, but quit as a researcher (did not

take any further notes), for I felt the answers were not adequate to the topic of my thesis.

I think, the simile of Kristin Esterberg (2001) is a strikingly relevant description of the process of my empirical study: *„in-depth interviews resemble a dance, in which one partner (the interviewer) carefully adapts to the other's (the interviewee's) movements. The interview having no fixed script, the dancers might, however, also make a surprising step or two”* (ELTE, 2006).

IV. 2. 3 Narrative Life Profiles, Narrative Autobiographies

One of my own internal motivations – and one of the research purposes, as well – was to support my hypothesis that the reason why many are turning away from city life nowadays, and moving to a village or looking for some sort of rural attachment is that their positive childhood memories of the countryside have resurfaced as a result of their dissatisfaction with their present busy lives. Furthermore, I also wanted to illustrate that the childhood experiences of getting in touch with nature, with "completeness" are significantly related to one's attachment to the countryside, to agriculture. For many, these experiences are the only memories they can recall: their grandparents, the life in the rural, plants, animals, flavors, scents etc.

„I'm of peasant origin from my mother's side. The most characteristic, dear memories of my childhood are all linked to the countryside. During the summer vacations, I spent a lot of time in the nature, at my relatives' place in Heves county. The aroma of the fresh tomatoes, peppers and spring onions we had for breakfast was a decisive experience for me.”(Sümi)

In order to prove the above statement, I employed the methods of narrative autobiographies (Ökotársulás sample) and narrative life profiles (samples from Jászfényszaru and Herencsény). *„The narrative form is the one that 'explores the experiences, observations, desires, emotions etc. of someone, from a subjective point of view, the way they themselves see their own life, and the events that happened to them, and the way they want others to see them”* (Pászka, 2007) in (Löffler, 2009, p. 145).

„An autobiography is when the author withdraws to submerge deep in their memories, and to write down whatever events and experiences they consider the most important. Mostly what they can recall from the perspective of the present” (Pászka, 2010). As far as autobiographies are concerned, I focused on one single aspect: I wanted one or more childhood memories to re-surface. I asked the responding members of Ökotársulás to describe the most important experience or memory that had determined their childhood.

All but three respondents (out of a total 19) actually prepared such a piece. An important remark is that the members of Ökotársulás live in the capital, and that I did not emphasize that I wanted an experience related to the countryside. Interviewees were free to decide what they wanted to write about. Their responses might, however, been biased by the fact that they knew my research was related to rural development. The fact that more than 70 percent told a memory that was somehow related to time spent in the countryside might, of course, be a consequence of respondents having made the connection with my research topic, and thus having tried to "meet my expectations". I do think, nonetheless, that the autobiographies, the stories presented below are suitable for confirming my hypothesis.

„Narrative analysis is an empirical, text-based type of research, which aims at exploring how stories work, and how and for what purposes they are used by people.”

(Szokolszky, 2004, p. 484) in (Hofmeister-Tóth, Kelemen, & Piskóti, 2011). Readers of a narrative autobiography build a mental picture of the storyteller's own little world based on the story told, and maybe they also realize that childhood memories still have a decisive influence on how we act today. For example on what kind of profession or hobby we choose, what our social relationships are like, whether we are hospitable or not etc. What we have "brought" with us from the past, where our origins lie. Móni's knowledge of the Japanese language, and her tourist guide qualification, for example, originated in a memory from when she was thirteen:

„It happened when I was 13. We lived in a small village in the Mátra (a mountain range in the northern part of Hungary). I was sitting in the huge-broad armchair of my mother's, and looking through a brochure of IBUSZ ("the" travel agency of the time). I'd already skimmed through several journey descriptions when the trip to Japan caught my eye with its program, and the accompanying picture that showed a beautiful Japanese Garden. I was mesmerized, kept staring at the picture, and decided that I'd like to see it in real life. I knew I wouldn't have the money to buy the trip, so I figured out another solution. I would become a tourist guide, learn Japanese, and thus be the one to escort the Hungarian tourist group in Japan. This way, I could even make some money, and see the garden at the same time.” (Móni)

Judit became an attorney because she had always been disturbed by injustice, even as a child. She agreed to look after the legal matters of Ökotársulás because she wanted to participate in the creation of something positive.

„I've never been able to tolerate injustice. This is why I became an attorney. I'm upset if someone is challenged for something they aren't responsible for. Or if, for example, someone gets unearned praise in school. My love for the land comes from my maternal grandparents. With my grandmother on my side, I could experience that the seed we planted actually yielded something. It's creation that I love most about my work, too. Establishing Ökotársulás was a task like that.” (Judit)

The love for the land, the picture of completeness and the certainty that work has its rewards are all part of Judit's memories. As a child, she did actually see that if you plant a seed, sooner or later it will yield fruits. Her childhood memories are a link to her grandparents from the countryside, and she is not the only one to have such ties. Anci also reported something similar, adding that life has its order, which order she was taught by her grandparents:

„As a child, I spent each summer at my grandparents' place, in a small village in Békés county. During my time there, I experienced that life has its order. And if we keep ourselves to that order, we will always have something to eat. I experienced one's love for the animals and nature. Last but not least, one's respect for the other, when we were playing in the gipsies' street.”(Anci)

This was the time when her emotional intelligence and social sensitivity were developed, too, for children are always more tolerant of their mates. As children, we all still knew that everyone is equal, and that respect and tolerance towards each other are connatural abilities of ours. The countryside also plays a role in preventing us from losing activities that connect people with nature, with pure human relationships. We fight for a common goal: to sustain life.

The most decisive experience in Jázmin's childhood was her grandmother:

„The most decisive experience in my life was my grandmother, who was probably the one whom I loved most in the entire world. We had spent a whole lot of time together before she passed away (when I was 11). Her lilies in front of the house, the worm-like flowers in the cracks, the rabbits in the backyard. We were feeding a little swallow hatchling, but it couldn't make it, unfortunately. I was very angry with her (it was not her fault at all, of course). I still miss her.” (Jázmin)

Having read the above few rows, we can already picture the countryside idyll, and the colorful personality of Grandma as it lives on in Jázmin's heart. It was most probably this longing for nostalgia that drove Jázmin to join a community that would establish a link to the countryside. Both Jázmin and Voci have experienced at their grandparents' house what it was like to care for, to look after animals:

„We frequently visited my grandmother in the countryside. I loved to look after the animals there. It was interesting to see them go out for an "excursion" in the morning, and come back in the evening. It was good to chop wood, to ride the horses. Discover mysterious places with the kids from the village. To dig bunkers with a clamp iron, and spend half the day in there.”(Voci)

The order and intelligence that reside in nature are wonderful things, which, however, often remains unnoticed. A child's mind, however, tends to wonder how the animals can

return back home in the evening without anyone ever giving them a sign. The same time, each day. In Transsylvania, herds of cattle are still a frequent sight as they are walking home at dusk, following the rhythm of nature.

The purity of a child's spirit was also mentioned by Klára, the role model for whom was her grandfather. It was his knowledge that had the most significant influence on the development of her personality, on her positive attitude, and on her love and respect for nature.

„By the time I turned five, my dearly remembered grandpa had taught me how to read and write. Thus when my classmates were still struggling with the correct forming of the "letter C(at)", I already enjoyed the adventures of Robinson Crusoe. I did not consciously know then, but I did exactly feel that knowledge is power itself. In order to prevent envy, I was eager to help anyone, especially the "donkeys" of the class (those whom noone was nice to) – the incredible purity of a child's spirit – what happens to it as we grow up? Learning is good – it had become my guiding principle, and that has not changed ever since. There might be things I could only preserve fractions of, but I could keep this one completely. Grandpa, my living almanac – who's never needed a book to tell a tale – just freely or, as we'd say these days, interactively – for I was also allowed to shape the story; he could also speak Latin. The first real challenge in my life was to learn the Latin names of all the plants around us – and not just those in the house, but also the broader environment, the ancient park, the Theresa Hill. The only thing I can still remember: there were 73 species to learn – I'm going to "re-learn" it some time, in honor of my granddad's memory. His real lecture was about loving and having respect for nature.”(Klára)

It was the autobiography of Bálna that shed some light on the urban/rural relationship. He was a city boy, who caught a glimpse of the countryside idyll at his grandparents' place. As a result, they picked up gardening in their weekend garden, and most probably, this was his internal motivation for joining Ökotársulás, as well.

„My mother was born and raised in the countryside (Lesencetomaj), my father came from the city (Miskolc). Accordingly, we regularly visited the countryside, where I could catch a glimpse of the opportunities in rural life. I could see how a croft works, and each year, I took part in the grape harvest. Later (when I was 8) I started to do sports, and with the death and the moving away of my grandparents, this idyll disappeared from my life, too. Yet it's not completely gone, for we acquired a "weekend garden" with a cabin, closer to home, and we went on "farming" there – yet that only meant a small garden with a couple different crops. Afterwards, as I got more and more engaged in sports, I could hardly ever make it to this garden. When my father passed away, we even decided to sell the garden with the cabin, as getting there was becoming more and more of a burden.”(Bálna)

During the in-depth interview, I asked Benedek Aldea, the leader of Ökotársulás, how he stumbled upon the Herencsény region. I did not get a concrete answer. You might call it coincidence, but the below story will provide an explanation for this, and also for why "Bence" regards the cooperation between the city and the countryside important.

As a child, I always spent the summer in Bánk, a village near Herencsény, in Nógrád county. Having been an enthusiastic little boy from the city eager to explore and eager for adventure, I could hardly wait to dive deep into the ocean of country life. The first couple of times, I was amazed to see and experience the full-of-life days of a village – yet it still felt so natural. On the streets of the small village, then far less popular than now, I saw the multitude of cows returning home in the afternoon. I used to "roam" the banks of the river along with the ducks and the geese. To our house, where we, city-people spent our vacation, came an elderly dame twice each week, with a large basket on her back, and offered fresh vegetables and fruits for sale with a broad smile in between her rosy cheeks. Sometimes they would invite us over to their place, which was full of poultry. I clearly remember that it was there that I first saw how cottage cheese was made, how they milked a cow, and so on. I saw how these decent country people took care of themselves, full of conviction and satisfaction. And I also saw that we, city-people were able to join in, by purchasing the fruits of their work and their land. There was a certain special power I felt, something, some kind of vital, cohesive spirit, unlike anything I've ever experienced during those more than thirty years that have passed since then." (Aldea, 2011)

Above, I only quoted those parts of the narrative autobiographies that could be directly related to my hypothesis, yet the other parts and all the other pieces I did not quote from were very informative, as well. The complete texts of these autobiographies can be found in Appendix 5.

The “extracts” from the life profiles of the agricultural entrepreneurs from Jászfényszaru and Herencsény were recorded by myself at the same time the survey was administered. I asked the question “What is it that comes first to your mind (childhood memory) when the countryside is mentioned? Has your life been influenced by an acquaintance, relative or family member who lives in a rural area?” I made sure they did not have time for thinking – it was really the memory they would recall first that I was interested in. And we might ask ourselves the very same question, as well. Do not forget: the very first thought! This is important to the evaluation, when trying to answer the question whether childhood experiences and charismatic relatives as role models have a role in one's attachment to agriculture.

The agricultural entrepreneurs of Jászfényszaru reminisced about the following:

Katóka:

“My parents and grandparents, as well, were doing farming along with their jobs, and it seemed like the most natural thing to me, too. I inherited my grandparents' house, where all the conditions required to go on with farming were in place. In our family, even small children worked together with the adults in roles that suited their ages. The everyday task of rotating the eggs in the chicken incubator, for example, was assigned to us. It had to be done in the evenings, and it really was an experience to see the first chicks hatching. During harvest time, we were assigned some minor tasks, and always got some treats from the market in return. Sweets, fruits (oranges, bananas).”

Ördögne:

„Fear. I was the late-born, only child of my parents. I lived with them and my grandparents in a family house. I was afraid of the dark, and of the dog by the gate of the backyard, yet I still had to feed it every evening. Since we moved to the farm, I am afraid neither of the

dark, nor of being alone any more. It was my husband who had the greatest influence. We've been together since I was 17. He is a more close-to-nature person than I am."

N. Sándor:

„In Sándorfalva, where I was born, the water always flooded the meadows. Inland excess waters were high. We used a huge trough as a boat. It was early springtime. We tipped over, naturally. The water was very cold. In the wintertime, we used to skate there. I didn't have any relatives who could've influenced my relationship to agriculture, it was later that I developed this kind of attachment."

Izabell:

„We used to pick the potato beetles in the large garden. There was no spray. Climbing the fruit trees, cooking a "lecsó" together, eating raw sunchokes."

S. Andi:

„My parents and grandparents. Picking cucumbers, digging out potatoes, and when we used to go into the forcing house with my grandma, where they grew those small peppers. Going hunting with grandpa, chasing the rabbits. Cutting the "piksis". Turf blocks."

Gitta:

„Playing by Lake Boros. Skating there. Falling into the lake. All six siblings are licensed small-scale producers. My parents worked at the cooperative, and they also rented some land. They used to go to the Bosnyák market."

N. Gergő:

„Sitting in the combine harvester, since I was five. Grandpa kept animals such that he also planted two rows of corn. I don't want to make a living out of agriculture, for the time being. You can only keep animals if you also cultivate a piece of land. Fodder would be too expensive to buy."

K. Ernő:

„Riding the horsecart with my grandfather, here in the village. I must have been 2 or 3 years old. Force feeding the geese. There were animals. Living together."

K. Béla:

„I have no such memories. Greenhouse farming was introduced in 1966. My mother already had one by 1967. She also had 40 pigs. Meat was 26 forints a kilogram, but not like now, with all the unpredictable fluctuations. The price was 26 forints in the spring, and it was 26 forints in the fall, too. She always tried to observe others, to figure out what other sort of work she could do. For me, it was the same with beekeeping – I saw others do it. We didn't have any in the family. I was quite fond of honey, so I decided to "catch" a bee colony. That's how they started reproducing."

Rajmund:

"It is the nursery and the red pepper field of my grandfather what comes to my mind first. He used to push his small cart laden with the vegetables and carrots he grew on the Kozma-bank to the grocer's early in the morning each day. My grandfather was a stubborn, resolute man, always tense as a consequence of four years as a prisoner of war – yet his life has been exemplary to me."

Entrepreneurs from Herencsény and its surroundings recalled the following memories:

Sz. József:

„The geese, the forest, the seek-and-hide, and the strolls we had are what come to my mind. It was my father who influenced me, who taught me that you can only get along if you are hard-working and have the necessary respect. You have to fight for it, yet it is not only the goal that matters, but the path you take, as well."

J. Károly:

„The picture, the seasonal colors and scents of the landscape where I spent my childhood in Budapest (Virányos, Zugliget). Experiences from the vacation spent at our countryside relatives' place. Dirt roads, grass-covered ditches, going by bike or on foot, tranquility, peace, a simple but clean environment, a raspberry drink from our own raspberry, with our own well water, clean air, self-invented games (no computers or TVs at all!), the joys of a family and/or playground community. Heritage, I believe; I was influenced by my father, and by having been repeatedly "exposed to" country life for short periods of time.”

P. István:

„It's the warm rural community I long for. The celebrations spent together, the mood of the weddings where several generations, and a number of relatives got together. The feeling of being a part of something, being safe, not being alone. It was the loving care of my grandparents that influenced me most. I feel the strings attaching me to the countryside getting stronger and stronger, and more and more numerous..”

D. György:

„Riding the tractor is what comes to my mind first. My father was a tractor driver at the coop on the Plain. My mother's family-centered approach was exemplary to me. She helped us at all times, and I learnt that you have to work more than the average.”

B. István:

„I was the youngest one in the family. While the others were playing football, I had to escort the sow up and down the field. That's maybe one of the reasons why I don't have pigs. From my grandfather, I learnt his extraordinary endurance, and how he could budget his force. I know my own limits, and my merits.”

F. Gyula:

„Driving the geese. Getting lost in the forest. Coming and going freely. That's why I became a forester. I just didn't keep it up.”

P. András:

„Having spent my first twenty years in the countryside, the rural way of life has truly "penetrated" me: good air, continuous activity, being continuously "on the guard". I felt bad in the city, especially because of the air. The agricultural enterprise being a family heritage, it's traditionally expected to go on with it. My child, when grown up, will have to decide for himself whether he wants to go on or rather sell the farm, and invest the money elsewhere. To me, agriculture, and the value it represents are both assets, and they fit in well with the diversification of monetary assets (real estate, savings account, shares, land etc.).”

Erzsi Sz.:

“I was born in a city, yet I spent my childhood in a rustic atmosphere until the age of fourteen. For in the outskirts of the city, people were living in simple, small farmhouses, raising animals, growing crops in their garden. Thus, even as a city child, I helped out in looking after the animals, and I saw pig slaughters etc. It was my grandmother – with whom I spent these fourteen years – who has had the greatest influence on my life. My parents already had “city jobs”, they hardly participated in this kind of work. Because of their jobs and the three children. When I was fourteen, we had moved to a flat in a block of flats, which had really seemed great at first, yet in a couple of years' time, I felt my soul was dying. After my marriage, I ended up in the countryside again. Here I got back the atmosphere of my childhood, and I still very much enjoy living here. Having experienced both, I can compare the two lifestyles, and thus I clearly see each and every advantage of the rural way of life. I feel I made the right decision. I'm happy to live here.”

Gyula M.:

“I was born in a single-street village of around two hundred souls, and I also lived there until secondary school. My parents, my ancestors were all farmers. They made a living

from animal breeding and farming. We had also worked in the countryside for forty years. We are still living here. We had always kept poultry, and a pig or two wasn't rare, either. Others killed chickens for the holidays, we killed them if we ran out of money. The village where we live and where we had taught had 1200 inhabitants until the '60s, now it's only 450. In preparation for our retirement, we started breeding goats about ten years ago. It all looked very promising in the beginning, we partnered with our middle son. The bushy mountain meadows provided ideal conditions for the animals. Our cheese has been and is still selling well, yet there came the EU accession and along with it came a plethora of mindless, unenforceable laws and regulations crippling the countryside. They set up a bureaucratic organization, MVH (originally: Mezőgazdasági és Vidékfejlesztési Hivatal, "Agricultural and Rural Development Agency"), the "Agricultural and Rural Destruction Agency" (in Hungarian: "Mezőgazdaság és Vidék tönkretévő Hivatal"), to keep badgering us, which is still governed by the rules of Comrade Gráf. They cripple rural areas by means of the AKG (in Hungarian: Agrár-Környezetgazdálkodás, a program for "Agricultural Environmental Management). The KET Act (Act on the General Rules of Administrative Proceedings and Services) does not bind MVH etc. My being really down right now is partly due to having to give up a 15 million forint tender because of a lack of self-financed sources."

S. Lajos:

„From my father, I learnt that I shall not desire what isn't mine, and I shall not give up what is mine.”

T. András:

„My parents were farmers when I was a child. By the time I went to high school, I had already committed myself to agriculture. Having graduated from the university, I worked at a coop. Around the time of the change of regimes, I consciously prepared for farming individually. I bought some land. That's how I provided for a living for myself.

Sz. Örs:

„I got eight children. I've been striving to convey to them the values I learnt and experienced during the years. I'm a believer. Human relationships, dignity, love, caring for each other, helpfulness, and that there is no alienation are all very important to me. It's important that my children have opportunities, and preserving traditions is important, too. I cannot feel sorry for anyone who wants to earn an income without working for it. I've always believed that whatever it is that you do, you should try to do it better than the average.”

P. Lajos:

„It is my grandparents what comes to my mind, where I always wanted to come home from. They lived in Tótvázsony. I've always been obstinate, and I don't think that's ever gonna change.”

These life profiles told us that the parents or grandparents of our respondents were, without exception, somehow related to the countryside and they were all running agricultural enterprises. Values like diligent work, humility and fighting for yourself were all conveyed by their parents and grandparents. It is questionable, however, whether our respondents will be able to convey all this – love of work, importance of looking after the animals, maintaining traditions etc. – to their own children and grandchildren. Unfortunately, the number of those who at least have a chance to pass on the positive patterns in rural life has dropped dramatically. Yet all is not lost yet, the generation who keep a memory of their grandparents' industrious hands and love is still alive. It is maybe the account of Erzszi Sz. where the advantage of the countryside over

the city is the most apparent. She has experienced both, she is credible. She felt her soul was dying in the city. She can compare the two, so she can value the countryside. Her nostalgia for rural life is built upon actual experience, unlike the feelings of those who have never lived in the countryside, but are just longing for it. The present National Rural Strategy, titled Darányi Ignác Plan, has formulated the objective of "food safety and food security", and the need for "sustainable food production that relies on Hungarian and local resources and that strives for quality and diversity" (NVS, 2012). According to the plan, financial security is an important aspect, as well. If rural families had animals and/or some produce in their own garden, those could be sold and thus used to bridge a period of financial distress. Gyula M. regards goat farming as an opportunity, a source of income in addition to their pensions. Especially that the "bushy mountain meadows" are at hand. Animal husbandry requires a daily routine of care and attention. As a pensioner, he has got enough "spare time" to afford looking after animals.

I asked my supervisor the very same question to make him realize, while pondering about the "justification" for my research project, that the thoughts formulated when recalling our very first childhood memories actually have a very significant influence on our entire lives. The example shown by our parents and grandparents is of decisive importance. This is the childhood memory he recalled first:

„The horsecart of grandpa, and the cow (Riska) in the barn is what comes first to my mind. A horse and the hens. And I also remember the grapes. Ten rows of grapes, and then the largen garden behind them. Grandpa rented the press-house, in Tata, on Újhegy. There was a summer apple tree there. With sweet, white apples. It was astonishingly tasteful. In our yard, there was a pear tree, they called it Kálmán pear, I've never eaten a pear like that ever since. In the backyard, there was another pear tree, its skin was pocked, we called it dirty pear, but it was very delicious. Behind the house, there was a poultry yard. We were small children, thus they bought a goat, hoping that we would drink its milk, but we had already got used to cow milk, and wouldn't drink the goat's. We also had a dog, a little mongrel called Bodri. Me and my brother could sit on its back. It never hurt the children. We even harnessed it to a four-wheel cart. That's all I can actually recall from my childhood. I must have been 4 or 5. My brother was still alive, and we went to greet our father, who brought us some "took-back-home" bread. He took it with him in the morning, but didn't eat it. It was dry by the time he got back. They must have been cultivating some land, because they used to bring home ears of corn on a horsecart. My father and grandfather. I recall the horse once having balked at the gate. The senior horse-experts figured they would start a fire under the horse. My mother was horrified by the mere thought, so she took the two children, and walked away "for good". My father, of course, came after us, and they didn't start a fire under the horse, but rather carried the sacks for a good hundred meters.”

IV. 3 Q-Methodology in Determining the Types of Agricultural Entrepreneurs

Most analyses are struggling to overcome the problem of trying to characterize certain social categories, groups of people or their opinions in terms of statistical figures (relative frequencies for the most part). All questionnaire methods tend to think along socio-demographic categories, yielding statistics by age group, by profession, by gender or by education. Q-Methodology abandons that approach in order for the subject, the individual to become the object of analysis.

A more or less inherent deficiency of questionnaire methods is that usually, the questions already include the assumptions of the interviewer, that is, what the interviewer would like to prove. To such questions, respondents typically provide the answers they are expected to provide, and thus the majority of questionnaire surveys are plagued by respondents' will to meet the interviewer's expectations or to appear in a more favorable light. The interviewer being inevitably driven towards asking questions that tend to confirm their assumptions and hypotheses, the majority of methods commit the mistake of trying to interpret differences of a mere few percent, whereas the relevant nonsampling error might easily be in the two-digit range. We are trying to interpret differences the extent of which is smaller than the bias caused by respondents' willingness to meet our expectations. Differences of the few-percent range can most probably not be considered significant.

Q-Methodology can eliminate some of the typical deficiencies of questionnaire surveys. The reason why this method is considered special is that respondents have no opportunity to express their willingness to comply with the interviewer's expectations, for it is an integral part of the system that how ever they distribute the scores (as far as they adhere to the rules), their answers will always follow the standard normal distribution. We will not know the number of respondents who agreed with our statements, nor the extent to which they did so; our sample sizes would have been too small for that, anyway. There will be no percentage statistics, either. We will "only" learn which statements our respondents were in agreement on, and which ones they were significantly divided about.

Q-Methodology is a sort of bridge between qualitative and quantitative analyses. It is based on the mathematical procedure of factor analysis, even though it represents an

interpretive and constructivist approach. The qualitative nature of the method comes from the lack of sample size and representativity requirements (unlike quantitative analyses) (Zsóka, 2005). The "soft side" of the method formulates statements, which are later processed by the "hard side" using mathematical statistical methods. Here, it is not the figures that one should focus on, but rather the statements on which people agreed or disagreed. That is, we are not interested in how many respondents there are in each group, but rather in why they belong to that specific group.

The aspect in which Q-Methodology differs most from the questionnaire methods examining the distribution of individual opinions in a given population is that instead of generating a percentage distribution, it aims at furthering our understanding of the structure, of the frame of reference of people's opinions on the matter (Duenckmann, 2010). It is not an overstatement to say that Q-Methodology is interested in analyzing the structures themselves rather than the individuals that make up those structures (Stainton, 1995). Q-Methodology is based on a model of subjectivity that is open to communication and holistic in nature. The building blocks used by Q-Methodology to build up the factors are individual opinions that can be expressed in terms of respondents' opinions.

Many of us are inclined to treat statements like "farmers think that" or "well-to-do people think that" as stereotypes – even though these stereotypes do frequently have a real message, a real background. Various studies have confirmed, though not very clearly, that these stereotypes do actually have some deeper roots. Any type of human activity is governed by some subjective assumption or by an idea, a mental picture of something. And it is this very subjectivity that social sciences try to focus on in scientific research projects (Stainton, 1995). Which then again means that Q-Methodology constitutes a new, fresh opportunity as far as studies of the countryside are concerned.

Q-Methodology was developed by a psychologist and physicist named Stephenson (Stephenson, 1953); its roots date back to the fifties, yet it has only become popular with social scientists during the last couple of decades. In 2003, Müller et al. found some 2800 publications related to the application of Q-Methodology (Müller & Kals, 2004).

IV. 3. 1 Q-Sort Technique

The researcher administering the survey presents the statements to respondents in the form of randomly numbered cards. Subjects then have to rank the cards on a predefined scale, relative to each other, according to the extent to which they agree with each statement. Participants first have to sort each card into one of three groups, according to whether they agree with the statement, disagree with it or it is indifferent to them. Afterwards, they start ranking the statements according to the categories of the evaluation scale, relative to each other, carefully thinking over their decisions one-by-one. The evaluation scale used in present study consisted of 9 categories (-4...+4), representing the extent to which the respondent agrees with each statement.

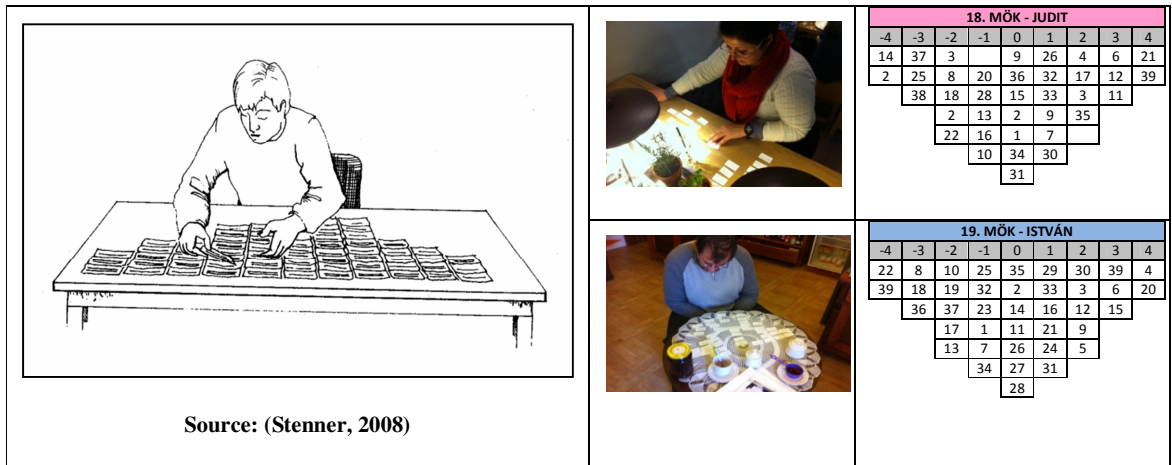


Figure 4 The Q-Sorting process and the resulting tables; two entrepreneurs filling in the tables

IV. 3. 2 Q-Sorts

Based on the similarities and differences, the method allows for the classification of the individuals evaluating our statements into factors, and for the identification of the reasons why they got classified into the very factor they are in. The evaluation of the statements yields an individual ranking for each individual respondent; these are the so-called Q-Sorts. „The method processes respondents' preference rankings (that is: the Q-sorts) by comparing them pairwise, and determining the relevant correlations. This results in a so-called intercorrelation matrix, which can be used, by employing the principal component or the centroid method, to extract the factors, that is, those typical Q-Sorts that represent the "common denominator" of the individual opinions" (Zsóka, 2005). Each resulting factor contains respondents with very similar views.

IV. 4 First Experiences from Testing the Statements

During the two months I spent at the Rochester Institute of Technology, I managed to develop a deeper understanding of the topic I had chosen, and used my time there to discuss the topicality and the direction of my choice of topic („Building Environmental and Societal Relationships”) with the participants of the online program in Environmental, Health and Safety Management. The students actively participated in the project, there was a continuous flow of comments to the proposed subject. This greatly inspired me in my further research and convinced me about the topicality of the matter.

During the preliminary phase, I had 12 respondents test the statements using Q-Methodology, and at the 2011 workshop in Rochester, another 9 people were invited to participate. That makes a total of 21 people. Respondents included a regional manager, economists, engineers, housewives, and agricultural entrepreneurs and agronomists, as well. The test persons from Hungary filled in the table one-by-one, while at the Rochester workshop, participants did this simultaneously. While they were evaluating the statements, we saw that some of them did not notice that some of the statements were negations. They did not realize that, based on their views, they should deny those negative statements instead of agreeing with them. This calls the interviewer's attention to the need to make it clear to all respondents that in order to ensure a normal distribution, some of the statements need to be negations such that the number of 'agree' and 'disagree' answers be approximately equal in number. Based on experience from preliminary testing, as reported in my thesis draft, I decided to omit the below statements from the original set of 33 (Appendix 4). Either because "entrepreneurs" could not clearly identify them or because it seemed advisable to formulate new statements to support my hypotheses.

- I do know who my buyers will be already before starting production. I have what you might call a stable market.
- I expect my employer to tell me what I have to do and how I should do it.
- My favorite types of job are the ones with varied assignments and full of challenges.
- I keep in touch with people in similar professions for information exchange purposes.
- I like it if I am allowed to decide for myself what tasks to do each day.
- Businesses must have multiple sources of income in order to survive in such a rapidly changing world.
- I like foreseeable, predictable, repetitive tasks.
- I think it is natural that the products I produce are sold to consumers at much higher prices than what I get for them.

The preliminary study was very useful in clarifying and complementing my hypotheses, which then again necessitated some additional statements. In the end, there were 39 statements (Appendix 1) instead of the original 33, which meant a total of 14 new statements.

- The money we spend in our home region contributes to the economic development of the area.
- Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.
- The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.
- The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.
- Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.
- Because of the negative views on the countryside, external investors tend to avoid rural areas.
- It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.
- It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.
- An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.
- The local community is far too divided, each group would prefer some other direction.
- Industrial employers located in the vicinity have an unfavorable effect on the nature of the village.
- It is typical for the newcomers in our settlement not to accept our system of values.
- Hungary should strive for food self-sufficiency.
- The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.

V. RESULTS OF THE EMPIRICAL STUDY AND THE IDENTIFICATION OF THE TYPES OF AGRICULTURAL ENTREPRENEURS BASED ON THE Q-SORTS AND THE IN-DEPTH INTERVIEWS

V. 1 Characteristics of the Sampling Areas and In-Depth Interviews with the Entrepreneurs

V. 1. 1 Some Facts about Jászfényszaru

The ancestors of the population living in the Jászság (a region in Hungary, approx.: "Jazygian area") belong to the separate ethnic group of the Jazygian people. Their forefathers did not arrive with the first Hungarians, but in several waves before and after the Tartarian invasion. Jazygian people are of Eastern origin, and they have preserved a wide range of traditions (Pethő, 1999). Geographically, Jászság is made up of 18 settlements between Jászladány and Jászfényszaru. Jászfényszaru started to flourish in 1745, the year when they ended their decades of being "sold", when they managed to pay the appropriate redemption for their privileges to Maria Theresa. Jazygian people have always been especially conscious of their privileges. During the redemption, several rich serfs of non-Jazygian origin paid to redeem plots of land around Jászfényszaru. After 1745, land was owned by the community, and it was distributed for use in proportion of the redemption paid by each family. The freedom of the peasantry induced spectacular economic growth in the Jászság (Farkas, 2007). In 1831, Jászfényszaru received the title of borough (a type of small rural city, "mezőváros" in Hungarian).

Jászfényszaru is a small city of nearly six thousand inhabitants in the Jazygian micro-region, located in the north-western part of Jász-Nagykun-Szolnok county, in the northern part of the Great Plain region. The town is situated on the border of three regions, near the confluence of the Zagyva and Galga rivers.

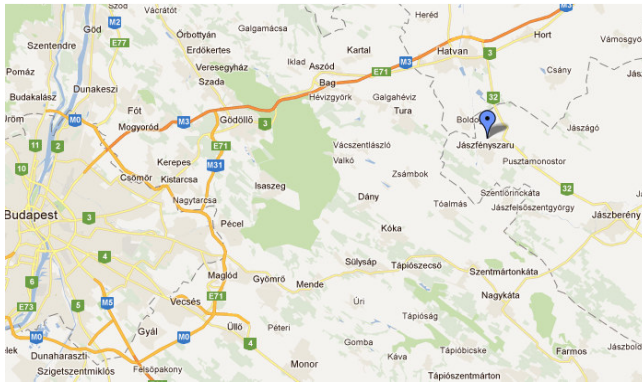


Figure 5 The geographical location of Jászfényszaru

Source: GoogleMaps

According to the National Spatial Development Concept, Jászfényszaru is located in a semi-rural region with urbanized areas. Its residential area is 398 ha, while non-residential area amounts to 7235 ha. Its most important natural endowments are the fertile soil and the (as yet untapped) thermal water sources.

The area is a moderately warm, dry flatland that was filled up by rivers. The dominant soil type is meadow soil; besides tillage (primarily cereals), forestry is significant, as well. The traditions of commercial vegetable production date back to the previous century, for the fast warming-up of the soil is ideal for intensive gardening activities. Commercial vegetable production (both in unheated greenhouses and on ploughlands) is significant, too. Large-scale animal breeding disappeared along with the termination of the sometime agricultural cooperative. Considering local small-scale producers (this is an official category of agricultural entrepreneur, "őstermelő" in Hungarian, which could approximately be interpreted as a "licensed traditional small-scale producer") the level of animal husbandry is just as low as the country average, and no significant improvement in the count of animals is expected, either (Dankó, 2011).

Owing to the transformation of the agricultural sector, and to depressed producer prices, the profitability of greenhouse cultivation has dropped significantly. „Anyone in the village could tell you stories from the Bosnyák market about how defenseless you can get as a producer bringing their produce to the market. It has happened several times, for example, that a car-load of sweet pepper had gone that long way in vain, because it could not be sold in the end” (Pethő, 1999, p. 128).

Table 5 below shows the annual report of the responsible "village agronomist" (a government official), indicating a drastic drop in the number of small-scale producers:

Table 5 Number of small-scale producers in Jászfényszaru , 2005 to 2009

Év január 1-jén	Östermelők száma
2005	995
2006	971
2007	970
2008	976
2009	216

Source: Annual report of the "village agronomist", in (VitalPro, 2010)

Regarding social structure, the proportion of those employed in the industrial and the tertiary sector has significantly increased, while the figures for the historically dominant agriculture have sunk.

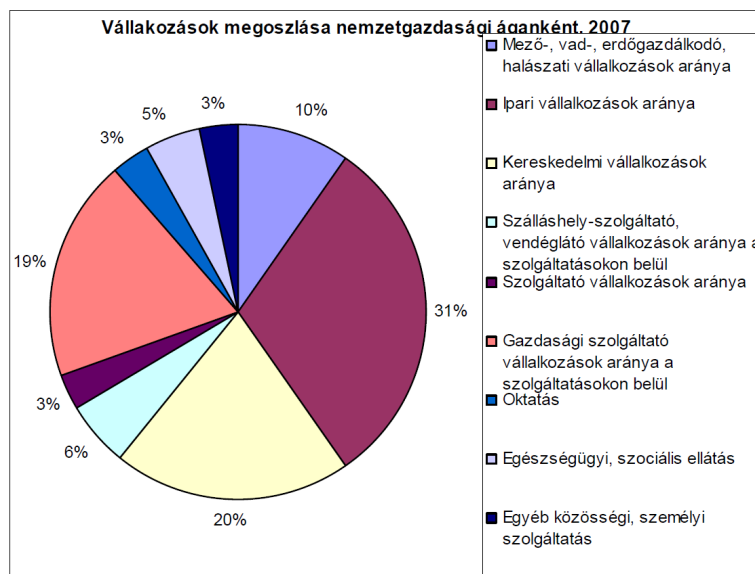


Figure 6 Sectoral distribution of enterprises, 2007.

Source: KSH Tájékoztatási adatbázis, in (VitalPro, 2010)

The number of vegetable producers has been stagnant since 2004. Those working in agriculture cannot make a living solely out of "the land" any more, agriculture can only serve as a source of additional income. Only 10 percent of all functioning enterprises belong to the agrarian sector. Industrial enterprises boast a share of 31 percent. Employment in the construction sector (as wage laborers) became dominant after the formation of the agricultural cooperatives. By now, the development of the city's industrial park has created a significant number of industrial jobs. Today, the city can already be considered a transformed agricultural town.

In 1989, the South Korean company Samsung acquired the Orion television factory located in Jászfényszaru. Today, it is the largest Samsung plant in Europe. The Integrated City Development Strategy of Jászfényszaru states that due to the favorable geographical location of Jászfényszaru, and to the role the industrial park and Samsung have in the region, „buses transporting commuting workers arrive each day from as far away as Tiszafüred, which is a 100km ride” (VitalPro, 2010).

V. 1. 2 In-Depth Interviews – Jászfényszaru

V.1.2.1 Ördögné Czeglédi Mária (Mária Czeglédi, wife of Mr Ördög) bio-farmer, licensed small-scale producer, Jászfényszaru

A conversation about where I have already been and where I am still planning to go in Jászfényszaru to make interviews. Herencsény, my other sampling area, which is also the place where they go each year for the Palóc Saint's Day Feast, was also mentioned. My host, János Ördög, made the oven himself. They do themselves whatever they can. The oven is also used for cooking and baking. We are sitting next to it, talking with the mistress of the house and her elder son. Her husband is looking after the fire. In the past, as I got to know, there was a chimney corner, too, where small children were kept. Right next to the beehive-shaped body of the oven. „You have to keep stoking the oven until the witches start dancing in it.”

Let's start at the roots, how did you decide to live on a farm?

Mária Ördögné Czeglédi:

It's not what either of us studied in school. My husband is a forest (and hunting) technician. Based on that, it was obvious right from the beginning that we were planning our future in the countryside. We had not considered, however, moving to a farm. Having tried everything for treating the allergic asthma of our children, a physician suggested that we should take them out into the nature. So that they could ride a horse, swim, run etc.

At the time of the change of regimes, we could get compensated for the piece of land that had been owned by our family since 1876. So we came out here to the farm, to a place without running water and electricity. There was nothing at all here. Merely the waste land. We firstly built a small shack, later an outhouse, with two little rooms. One for our sons, one for ourselves. We started our life in the farm with a paraffin lamp and a basin. In the village, in Jászfényszaru, we had the well-equipped full-comfort house. For years, we were living in two places. This entailed a whole lot of surrender. We gave up our jobs. Our sons got better, stronger and healthier each year, in spite of the fields of meter-high ragweed.

We started farming in 1993. János was 5, István 3 years old at that time. There was no infrastructure. A part of the livestock was out here in the farm with "dad", me at home with the children. One could get up at 3 in the morning to take care of the animals, then at 7 we turned to the children to make sure they get to the school in time. It worked like this for years. In springtime, the whole family moved out. And then as we returned to the village in September, so did the illnesses, as well.

Our farm slowly began to develop. Its profitability increased, and in the meantime I completed the course in bio-agriculture course, and thus became a qualified bio-farmer.

We've been living in the farm since 2000. It was not a conscious decision, but I wouldn't return anymore. When we came out here, I was not aware of what I am taking on me. If I had known it brings so many anguish about, I wouldn't have started it in the first place. It is however very good for me to always have something to do, to see the results of my work. The animals are very thankful for the care you give them. I really love living here. There's a lot of potential in this farm that we would like to realize. If I'll be able

to make it, physically. A „rural” cat who has to catch the mouse itself, who is exposed to snow, water, mud, and ice, doesn't live any longer than six years, whereas a cat from a block of flats in the city may easily live to an age of ten. It is physically very exhausting, but strengthens one's soul so much that a person learns to deal with these pains.

In 2005 we moved into the farm-house. We tried to find a natural solution to everything. Even the isolation is made of natural materials here. Hay, straw, soil. All fenestration is made of wood. It isn't an „eco-house”, as it hasn't any underground eco-heating system. It's ground is loose sand, and everything would've cost twice as much if we had built an eco-house, but we've never been rich people, and we won't ever be, either. Work was the only thing we were taught. But we are ventilating through the roof, the windows are not set symmetrically to avoid draft. These are wisdoms already known by our ancestors.

What was the reaction of your parents to your relocation?

Mária Ördögné Czeglédi:

They were shocked. But when they saw the growing livestock, and that there was no place anymore at home for the animals, fodder and dung, they accepted it. They've always been doing farming, too.

We are building up our stock on fed cattle. We buy the little three days old calf and sell it after one and a half or two years with a weight around 500 kg. All of them are males. We breed them extensively. They only eat the fodder we grow ourselves. No hormones, no artificial growth promoters. There is grazing. In the morning and in the evening they receive forage. And they aren't ever tethered.

This year we opened a processing facility. We have just acquired the right to process and sell the meat of our own-bred cattle. We couldn't have set up the HACCP system if it wasn't for János. This is a very difficult task for such a little farm. All products have to be labelled with individual marking. We give along recipes to the products as a free gift.

Where do you market it?

Mária Ördögné Czeglédi:

We can sell it to you, if you want. ☺ Like folk-tales, it spreads by word of mouth. Actually, we sell it to Turkey. They take it alive on a ship. It is quite a big deal to try to load so many cattle into a truck, as these animals have never been tethered yet. It's a real challenge.

And one can ask in what kind of condition they arrive at the destination?

Mária Ördögné Czeglédi:

We are not so far yet to go with them, but I would rather like to accompany them once. ☺

My thesis is about the connection between the city and the countryside, about the importance of finding the appropriate balance between them in order to avoid overloading the countryside with the moving in of crowds that were socialized in an urban environment.

Mária Ördögné Czeglédi:

That would be the destruction of the countryside.

János Ördög:

I think, people can move back if there is a professional oversight of the relocation. If only so many people move back that the countryside still remains professionally manageable.

Mária Ördögné Czeglédi:

People shouldn't be allowed to come back to the countryside in masses. Let's take the example of the so called sand-farms in Jászfényszaru. People from Budapest moved in there in view to have a quiet, good life on the farm when they retire. But that's far from reality. I had the opportunity to see it personally how these areas are being devalued, where crowds of declassed elements from the capital settle down.

János Ördög:

People are becoming negligent towards each other, although the essence of rural life is that I know my neighbour, I know what he is doing, and if he is doing something I don't like, I don't go right up to him with my lawyer and a policeman, but I am striking the right note. Those moving in from the capital have no idea about the local ways.

Mária Ördögné Czeglédi:

In Jászfényszaru, the reason why people have begun pursuing agriculture was not the lack of any other choice. The farmers' average age is below the national average. Their educational level is higher. They are younger, more educated. They were not forced to do this work, they have chosen it on their own, therefore there are a lot of farms out on the fields.

Whatever a person takes on himself by his free will, he will obviously work for it day and night. He is dreaming of it, he is thinking on it, he is developing it. Therefore this undertaking has a vision, a path to go, a reason of existence. The forced undertaking is, however, always like working time, you only start at the end.

Here you can rejoice about a tree, or a rose bush, because you have planted it. Or if it rains, or if it doesn't. Because both are good.

It's important to balance the existing conditions of the natural environment, the human factors and profitability. Our farm has the minimum size that is necessary in order to be more or less profitable – if you are keeping a close eye on everything, if you strictly calculate every penny, and if you make use of all available EU funding.

Everything belongs to everybody. Everything is common. Income, expenditure, work, work, work. But we always have to manage our resources with care, so that something remains for tomorrow as well. The principle of a decent undertaking is one year in the barn, one year in the stall and one year in the bank. That's the way it should work to have a full cycle.

What do you think the most important step is in the revitalization of the countryside?

Mária Ördögné Czeglédi:

To increase the profitability of the agricultural sector. If people understood that it will produce profit, money for them, they would surely do it. Young people are not lazy, just weakly motivated. I think, the prestige of agricultural work should also be increased. People should become aware of what the previous

generation has known: harvest, product, value will only be available if it will be produced. The chicken doesn't just come out of the nylon bag, but there is a process behind: first an egg, then a little young chick, then the hatcher and a whole lotta work until it finally becomes a chicken. Then comes the plucking, the slicing, not to mention the cooking and baking. Like the children's rhyme says: „This went out to hunt, the next one shot it, the next one carried it home, the next one cooked it and this little one ate it all up!” [It's a Hungarian children's rhyme to go through the fingers by pointing to each finger at the respective section of the rhyme beginning with the thumb and ending up with the little finger.] Nothing is going to yield anything unless they work for it. When value creation becomes the example to follow. Maybe they didn't do anything else than plant a tree in front of their house – and thus, instead of showing off with a sunshade, they take care of themselves in a more natural way.

I am especially glad that you mentioned „value creation”, for the expression appears in the title of my thesis, as well. Thank you for this conversation.

During their interview with Helga Balla, the Ördög family also told us what they think will be most important in the future: „Father: A new generation should inherit the farm. Mother: Healthy family cohesion. János: To tend to the farm in the certainty that the tomorrow brings opportunities for development. István: A stable market” (Balla, 2011).

V.1.2.2 Vencel Ézsiás farmer, tradition keeper cavalry captain, Jászfényszaru

Vencel Ézsiás, tradition keeper cavalry ("huszár") captain, commander of the Mihály Szűcs Cavalry Banderium (a now obsolete term for a military unit serving under the banner of a feudal lord) of Jászfényszaru. He refers to himself as a free Jazygian; his family name is listed on the self-redemption of the Jazygian people. His parents were simple peasants. He himself is an agricultural entrepreneur, who now has to take advantage of the opportunities offered by industry, in the hope that he will once be able to return to agriculture.

I had a conversation with him and her wife in their family house in the company of a glass of homemade wine.

Could you please tell me about your everyday life? How do you run the farm?

Vencel Ézsiás:

Since we have been working for Samsung, everything else got pushed into the background. We still have our land and our tools. If it will to be, we can return to agriculture. We have always preserved this possibility. We have rented out our land and tools. We have own rights for 45 hectares. The farm makes out 5 hectares where previously animals were kept. There is a big stall for 100 cows and a calf grower stall, and the family land connected to it. We have 3 horses, 2 cattles, 15 sheep, 8 pigs and 3 geese. Thanks to my parents-in-law we have a cow as well. They said, they didn't give money to their oldest grandchild but a cow. So Máté happened to receive a cow last year. It gave birth to a calf but it was taken back to the grandparents. They gave us an other sucking calf in return. Unfortunately, there is nobody to milk it. Now that we have the Samsung job, we can't do it, either. We didn't have time to go out to the

farm to milk. These days, the profitability of the enterprise is much higher than that of the farm. Farming has been made impossible. This other business, however...I wouldn't say it's voluntary. In economic terms, it has been successful for 11 years, but I've always been more fond of farming. I was more balanced. I felt more at ease. I don't regret having tried this other business, but I already know, this isn't roses all the way either.

Dr. László Pető, lecturer at the college of Jászberény once wrote a book about us, titled *A microregion at the turn of the millennium*. One of the chapters about Fényszaru has the title: „Last pair runs forward!” [This is the name of a children's game similar to Round Robin.] (Your dad will know exactly who it was written about, as only initials are provided.) It is about the political changes in Jászfényszaru. The title of another chapter: „Can somebody be strong, clever or rich?” It tells about that five families who began farming after the political changes and land distribution. The families of Ernő Gy., Feri P., Imre T., Pista É. and myself. These were the five families that started up an agricultural enterprise together. It is a very interesting reading what the heads of these families thought about the world at that time. Five years after the first interview, in 1993, László Pető visited us again, and completed his study. I was the one to quote the granddad of Pista, and his simple, rural wisdom: if you are not strong in your twenties, not clever in your thirties, and not rich in your forties, you won't ever be either. That's where the title came from.

As the destruction of individual farms and the forced collectivization began, it entailed the quiet degradation of the former farmer class to agricultural worker or „agproletary” and made them unlearn thinking. If somebody had an idea, all the others began to imitate him. If somebody set up a business for freight transport, and others saw the business was running well, suddenly 29 other transportation enterprises appeared in the village, and finally all died of „starvation”. That kind of self-control is missing, that I don't imitate someone else.

The tragedy of the commons is just about the lack of self-control, that driven by greed, people only care about themselves and look only after their own personal benefit. With this attitude, the system will sooner or later fall apart. According to the example, the cows of all the farmers will die as nature cannot provide enough grass above a certain limit.

Vencel Ézsiás:

Autonomous thinking is missing, like to say: if you plant tomatoes, I will plant peppers or string beans. And when we all go to the market, we can provide 4-5 different kinds of produce at the same time and the merchant would be happy to take the whole stock.

Would you please tell me a bit about your path of life?

Vencel Ézsiás:

I have four professions. I learned to be an operator of heavy current equipment, I have the high level qualification of external trade sales clerk. I have never worked as a sales clerk but I got to know an approach. I have my own business, I am the manager of the Ltd. After its creation, the main business of the Ltd. was connected to the agriculture but we were actually not farming. All equipment, machinery, farm, lands are there to start it anytime. When I was farming, I was producing seeds. This is a pretty special field. It is a technology of high standards and requires all attention. It was running smoothly, we made a good living, but profitability was far from what you see in the industrial sector. We were rotating

wheat and pea. There was a year when 6-700 quintals of distraint wheat seed got seized and it could not be sold. The markets were depressed. These were intentionally driven tendencies. When we started, the first year went very well, the next one was a bit weaker, and gradually it was worth and worth. At the end we earned our living out of bales which could be sold in winter and I was doing a lot of contract work. At the time of the change of regimes, I was out on the fields day and night. Alone. During the day I was mowing, that could be done in the heat as well. In the evening and at morning dawn when it began to dry up but was not breaking, then I was baling. At the time, baling was a well-paid form of contract work. But I lost weight and it also happened that I fell asleep in the tractor and drove right into the river Zagyva through the dam.

Would you like to return to agriculture?

Vencel Ézsiás:

It comes to my mind more and more often, because industry ruins the countryside. Even me, one who tries to think in perspectives, I have a lot of doubts, just like the average farmer, because people are not particularly keen to pass on wealth and economic possibilities. But we are licking our own wounds. Hundred employees were recently taken away from us. But even a business connected to the industry is running less and less. There were times of deep trouble, as well, when I had to close the gate in front of the guy who came to collect the electricity bill, not to be faced with the fact that I don't have the money; and there were times, as well, when we could afford more. But money cannot compensate for the hours spent with your child out there in the workshop, telling them, showing them, teaching them things they might find useful in their lives.

The tragedy is that knowledge will be forgotten. It can not be excluded to have such a worldwide food crisis that those will survive, who are capable of self-sufficiency. At the front, the boys enrolled from farmer families were the best soldiers, because they were capable of killing an animal, they were not afraid of blood, they could make their own bed even at the front in the cold out of bast and bark. Farmers had to be skilled in lots of things. They had to cooperate with nature in harmony. The big tragedy of the farmers, of the countryside society was that they got a bit reserved, intensive. The traditional farmer society has changed. The century-long tradition of the farmer society has gone away.

Three hectares of land should be enough to provide for a living for a family. Half a hectare of vegetable garden, one and a half hectares of fodder plants. and one hectare of forest. With a healthy ecosystem, this could provide heating for a farm, for an optimally built house. In former times, these territories were inherited from father to son. But now, everybody should start from his bald ass. Of course it will be very difficult.

In your opinion, what is the most important step in revitalizing the countryside?

Vencel Ézsiás:

To strengthen village communities. Villages need to regain their supporting power. And there are a thousand elements to this. To make people understand that their aspiration level should not be up in the skies. It is not by chance that some urban people are looking for this path as well. An educated, intelligent person has to come to a point where they realize that they cannot overrule everything, that they have to

finally to understand that there is a certain power between the sky and the earth (the snake bites its own tail), according to which one can live their life. Because, after all, health is the last thing you can buy for money.

What kind of childhood memory comes to your mind first if we speak about countryside life?

Vencel Ézsiás:

My childhood vacations on the farm are my most beautiful years. My grandparents' farm was located at the border to Tura. I just recently told to an acquaintance that I feel myself cramped here in the village. I won't have rest until I will move out to a farm. Sooner or later we will have to go anyways, because it's no good here. Although my land stretches over 6000 m² even here in the village. He instantly asked me whether I have lived on the farm during my childhood. I told him that I didn't live on the farm, but spent a lot of vacations there. He said, if you've experienced the life in the countryside, in the farm once (a farm is the most suitable environment to live in for a human being), you won't be able to live anywhere else, your soul will be longing to return and fly.

That's the reason why I bought some geese, too, because I have another memory when my mother killed a goose on a Sunday morning and then we had goose cracklings, goose liver with potatoes and onions for lunch. The potato was steaming on the table and she was pouring the hot, jarring fat on it and served it with goose liver.

Who has influenced your life? Some acquaintance, family member from the countryside?

Vencel Ézsiás:

It was my grandfather who has influenced my life most. My father's father by the way. The man ideal, a hero. For his knowledge, for his openness. He was really an intelligent farmer. He read the newspaper. He was well informed about the political scenery. That kind of farmer ideal who had seen half of Europe because of the wars and gained a broad perspective. When he died, he had some savings I did not know about, and he said that the child shall receive it. His behavior was exemplary. I learned from him a lot. About having steadiness, strength, being dedicated, longing for knowledge and so on.

From the female prospective, it was my mother, that kind of traditional farmer women of the countryside who was, given her social class, rather refined, intelligent and educated. And she was very-very empathic, altruistic, she kept our family together like a hen. With the healthy and unspoiled spirit of openness that one can only find in the countryside.

V.1.2.3 István Ézsiás agricultural entrepreneur, Jászfényszaru

Kutatásomban agrárvállalkozók értékrendjét vizsgálom. A feladat első része úgy kezdődik, hogy van 39 In my research I examine the value system of agricultural entrepreneurs. The first part of the task begins with 39 statements, all being formulated based on the literature and discussions with professionals. You should have a look at these first, and indicate the extent to which you agree with them. First you read a statement than you put it into one of the categories, namely agree, neutral, disagree. Based on this categorization, respondents will be assigned to different groups. Depending on what they think about the countryside.

Ézsiás István:

The statements cover a very broad spectrum. Entrepreneurship, settlements, social policies. What kind of school do you attend?

This is the former University of Economic Sciences, I am a Ph.D. student at the Department of Environmental Economics. After graduating at the University of Horticulture and Food Industry as a food industry engineer, I started the doctoral school. I realized that I am very interested in the countryside life. Probably because that is where I come from. The relationship between city and countryside, as a topic, is very attractive to me, as well.

Ézsiás István:

I've just experienced a form of alienation. We went to Hajdúszoboszló to enjoy a wellness weekend. I am a rather communicative person, with a large circle of friends. I also tried to start some conversations with the people there, but I didn't succeed. In the bar, I ordered draft beer but they did not have any, because, they said, the guests do not drink just go right up to their rooms. The atmosphere was depressing. The world is heading in a bad direction, and as I see, these people were all from the city. As of now, life in the countryside is still more normal. Neighbors are still greeting each other here, and they do sometimes have a chat on the street. I think, traditions have to be preserved. If there is no tradition, the country will perish, and the world too.

I have been living in Budapest since I was 14. I was staggered when I realized that I have changed, as well. In Jászfényszaru I am open and friendly, but in the house I live now in Pest, it is my explicit desire not to get to know anybody. It's also true, there aren't too many Hungarian flat owners in that house anymore. Most of the flats have been empty for a while.

I would like to ask what you think is the most important step in revitalizing the countryside?

Ézsiás István:

There is a magic word we use in EU grant applications a lot: diversity. Diversity is what should be increased and not production. Not using larger and larger areas to produce cereals, which are then sold to foreigners right after the harvest. We need to ensure quality and diversity at the same time. Not several sorts of vegetables within the same greenhouse, that's not what I mean, but one farmer growing kohlrabi, the other growing sweet peppers, and so on.

Back in 1987, I worked on a farm in France for three weeks. They kept dairy cattle. I asked them why they didn't have chicken. The farmer replied "they have chicken in the neighboring farm, that's what he is good at, and I'm good at producing milk. I don't think everybody needs to be competent in everything. One shall be knowledgeable about one or two fields, but they should be really good in those areas. The neighbor must always do something else."

During the era of collective farms, Jászfényszaru boasted some 900 acres of ploughland. One acre is about 5700 m². 500 hectares. Unbelievable. But that was a time when the canning factory was still running. And the products were brought to Pest, as well. Nowadays, it is probably our family that cultivates the largest area of ploughland. This is a disaster. Even though this is what the fields around Jászfényszaru could be used best for. There is water and sand everywhere, and that's great for growing crops. But people don't do it, because there is no market for it. When they started up the cold store in Jászberény, there could have been a market, but there was no uniform supply of produce. Production is

not easy to boost. You've got plenty of time to find someone to buy your wheat, but peppers are over and done with after a week. The cold store in Jászberény still operates. That's where we deliver. too. You deliver your produce, and you get the money within one week's time. Strong finances, they have. The problem is that we don't have enough producers in this area, and competitors have entered the market who have 5-10 hectares of greenhouses in the Danube-Tisza Interfluve region, in the Nyírség. Someone had the means. Completed the investment. Yet it only works, if the peppers they produce have a stable market.

Do your products have a stable market?

Ézsiás István:

Yes, we deliver our horticultural products to the cold store. Tillage crops (sunflower, corn, wheat) are sold to stockbreeders through my private connections. This year, producer prices were high, and I have been doing it for quite a while, as well. Everything is sold, fortunately. And it has also been paid for. This is very important nowadays.

How long have you been doing this?

Ézsiás István:

I became an entrepreneur in 1994, but I was working for the sugar factory then. In 2002 I became a full time farmer of our family enterprise when it became obvious that the sugar industry is condemned to death, as well. For a certain period of time, the two activities were running simultaneously, but since July 1, 2006 farming has been my only job.

You do it alone?

Ézsiás István:

No, this is a family business. My mother still helps us with the greenhouses, though she is 76 already. She still gives us a hand with the peppers, cause „noone can pick peppers the way she can”. In the summertime, my daughters usually help us out, as well. And we have employees. Our "lecsó" pepper ("lecsó" is a thick vegetable stew, believed to be of Hungarian origin) is usually sold to a merchant from Pest. Éva oversees the hinterland. Each family member has their own share of the tasks .

Is that what you've always wanted to do?

Ézsiás István:

Experience has shown that the members of the Ézsiás family are late bloomers. I grew up in this farming environment, but it was the last thing I wanted to do. It's all begun in 1990, when there was an opportunity to reclaim our family lands. We got back the land in the fall of 1992. On February 28, 1993 my father passed away. We had to decide what to do, and we decided to continue. In fact, I've always felt attached to agriculture. Based on my profession, as well. I've always worked for agricultural projects, and this was my field in the sugar factory, as well. I've always liked farming. Today, I couldn't imagine doing something else. I am my own man. I need to keep going for at least another 10 years to be able to provide for my daughters. By all means, I see a future for me. We are continuously developing. If there is a plot of land for sale, I usually buy it, but I also invest in technical developments. This sometimes clears out the family wallet.

How wide do you think is the social gap today and what would you consider normal?

Ézsiás István:

They are huge. During the period after 1990, some people earned fortunes because they were at the right place in the right time, and not because of their expertise or their love for the land. I'm not envious, but it would be nice if they could use their wealth like the Hungarian magnates of the 18-19th century. For the good of the community. It's not me who is in need, it is the community. Society has become pretty introverted. Money rules, in Jászfényszaru, as well. And even more so in other parts of the world.

What kind of childhood memory comes to your mind first if we speak about countryside life?

Ézsiás István:

The first thing right now is a picture, as my grandfather from the Ézsiás family prepared the two horses, put me and my grandmother on them, and we went to work. I spent a lot of time at my Ézsiás grandparents' house. My mother's parents grew melon, and my parents worked very hard.

There is another memory, too. I used to go to my grandparents each morning by bike. Passing by the Boros lake, the geese always chased me. I've never liked geese ever since. Their farm is still standing. A half acre farm with a stall, pens, and a lot of animals. I always loved to be there. There was a cow, there were horses, there were turkeys, and those used to chase me, too. Even the cow used to chase me. My grandfather has led the cow in to the court from the herd, she was called Szegfű, and in order to let her drink, he unleashed her. As the cow saw me, she started to come up to me. I started running away, so we went around the building.

Who was the one to have the greatest influence on your life, if agricultural enterprise is concerned?

Ézsiás István:

It was my Pető grandfather. My mother's father. He died in 1979. I know his path of life. He had to start again from scratch several times during his life. He always tried to invent something. Sometimes, I also have periods when I go out to the farm to do nothing but walk, and think about what it is that I should do in a better or in a different way.

What I told you about my Ézsiás grandfather are dear memories, but in regard to farming, it was my Pető grandfather whom I felt more attached to. Partly because my Ézsiás grandfather died in 1967. I was 11 at that time.

Values are a topic of special focus in my thesis. Which values did he represent?

Ézsiás István:

Family was very important to him, and to be able to make a living of his own. He earned his living through his own enterprise. He started all over again several times. Crises, wars, revolutions crossed their lives, and still, he always managed to stay of his feet.

Thank you very much for the conversation!

V. 1. 3 Some Facts about Herencsény and the Agricultural Entrepreneurs of the Area

V.1.3.1 Characteristics of the Area

We are in Palócföld (approx. "Palóc-land"), Nógrád county. The very heart of Palócföld. Between the hills of the Belső-Cserhát ("Inner-Cserhát"). This is where Herencsény, the small village of 640 souls can be found; within the sampling area, they were the first to do the Q-Sorting. After having interviewed the agricultural entrepreneurs of Herencsény, I also visited some respondents in the nearby townships, some statistics of which are presented below, in Table 6.

Table 6 Statistics about some townships in the vicinity of Herencsény

Name	Area (ha)	Population (fő)	Interviewees
Balassagyarmat	2374	16520	Mihály B.
Bercel	3588	2022	Lajos S.; Örs Sz.
Cserhátsurány	1880	856	István B.; András P.
Herencsény	3318	640	J.Sz.;K.J.; I.P.; Gy.D.; Á.Sz.; E.Sz.; K.G.; L.P.
Szügy	1951	1397	Gyula F.; Kálmán T.
Terény	2435	430	Gyula M.; Ibolya M.
Vanyarc	3222	1289	András T.

Source: *Helységnévkönyv adattár 2010. KSH, January 1, 2010*

Herencsény, this beautifully situated, traditional, hospitable community has been continuously struggling with the aging and the shrinking of its population (Jusztin, 2009).

The „Élő Cserhát” (approx.: "Living Cserhát") Integrated Landscape Rehabilitation and Regional Development Strategy gives a detailed account of the Középső-Cserhát ("Middle-Cserhát") being one of the economically and socially most underdeveloped micro-regions in Hungary. Because of its weak transport infrastructure, the region constitutes an inner periphery within the Carpathian Basin. Even though it is relatively close to the Budapest city-region, it has traditionally been in a peripheral position because of the deficiencies in its transportation system. The settlements make no use of the opportunities and resources offered by the local landscape. The unfavorable processes reinforce each other and thus result in the degradation of the Middle-Nógrád region in social, economic and natural terms, as well. People keep leaving the region, mainly for the Budapest agglomeration, and they are typically leaving for good.

Another problem is the dependence of the local population on large distribution systems (regarding food and energy, as well). From this point of view, especially considering the

natural and societal processes of the present and the foreseeable future (intensification of climate extremes, energy crisis etc.), it is absolutely essential that the countryside be able to sustain itself again, that local communities primarily rely on their own, locally available resources.

V.1.3.2 The Relationship between Jászfényszaru and Herencsény

Fényszaru is the only area in the Jászság that has Palóc traditions. During the Turkish era, Jazygian townships struggled under the burden of triple taxation. Taxes had to be paid to the emperor, to the Turkish sultan and to whichever troops happened to be roaming the area at the time. Less surprisingly, whatever they had was taken. Therefore people left the area, the Jazygian villages were abandoned. The population of Jászfényszaru left for the Palóc area, for the most part. That is why there are so many by the family names Rimóczi, Palóc, Cserháti etc. in Fényszaru. When they returned after the Turkish period, together with their spouses, they also brought along the culture. Fényszaru is the only village to have Palóc traditions. It is only here that people know what a fricassee soup or a sour soup is. For historical reasons. Each year, Herencsény is host to the Palóc Saint's Day Feast. It is also home to the "Patron Cross of the Palóc" ("Palócok Vigyázó Keresztje" in Hungarian) – a cross to which people brought portions of soil from each and every Palóc settlement. Some of it came from Jászfényszaru.

V. 1. 4 In-Depth Interviews – Herencsény

V.1.4.1 József Szandai beekeeper, Herencsény

I had a conversation with József Szandai in the spinning room of Herencsény:

I am a PhD student at Corvinus University of Budapest, Department of Environmental Economics and Technology. I'm writing my thesis about the holistic approach in rural development. An important part of the work is to ask people who are experienced, and operate an agricultural enterprise.

Sz. József:

What does your department think about József Ángyán? Józsi and me, we "lived" in neighboring rooms at the university for five years. What is more, we were in the army together. I graduated at Gödöllő.

And have you always lived here in Herencsény?

Sz. József:

I was born in this very house 59 years plus one day ago. This is my birth house. We were already the owners when a gentleman came and bought it, to donate it to the village as a community space. So, it is good for my soul that after all, this house has become the place for a kind of community event.

My topic is the integration of the urban and the rural way of life. I think that what we at Magyar Ökotársulás Kulturális Nonprofit Kft do now here in Herencsény is not a burden for the countryside in the sense that we don't want to move in here along with our urban way of thinking, and try to live the same quality of life as in the city. One of the reasons why this initiative has become the apple of my eye is that this way, people from there (Budapest) use their financial resources to support the development of the countryside here (in Herencsény).

Sz. József:

That's a nice thought, yet there's a downside, too, namely how far the quality of life of the cities is sustainable, in its present form. I not only mean financially, but also taking into account environmental matters. I think, the role of villages will be revalued in economic terms, as well. Because of food as a strategic product, and because of the protection of the environment, too. We provide the air, the oxygen to the cities, among others.

Yesterday, we visited the Krishna Valley in Somogyvámos, and we had a conversation about the potential role of technology. They are trying to realize a form of self-sufficiency, that if anything happened, say, an element of the system failed, for example we had no natural gas or oil, then they try to prepare, to make sure they can still sustain themselves. What we (Ökotársulás) are doing here, however, that means a kind of dependence. If something happened, if we, too, don't learn how to do farming, and don't live a rural life, then it cannot be a solution, yet I still think this initiative is a step on the path towards a solution.

Sz. József:

Well, I think there might be a back-and-forth dynamics in this, cause right now, the rural is about to lose the ancient knowledge that was the very essence of the countryside a while ago. Strangely enough, it is the appearance of city-people in the countryside that is starting to revitalize it. The sort of interest that, out of curiosity or because it's fashionable, has recently arisen towards the rural, concerning traditional crafts or some other hip ideas. This has started a sort of thinking in the countryside, that we should capitalize on the ancient knowledge still possessed by our seniors, those who are still alive I mean, but

fading away with our generation. What happens when they're dead, too? So, yes, this initiative does have a positive side for the rural areas, too.

Is the impact of Ökotársulás already palpable?

Sz. József:

Your appearance, among others, seems to be a truly positive story, as well. People start thinking like "look, here they come, these 'wackos' from Pest, and how much they appreciate all the produce, and here is us, mowing the lawn in the garden instead of growing vegetables?!"

I am trying to convey this message to the people myself. I have been working in rural development for more than ten years now. We already drew up two Leader area strategic programs, and we keep repeating these things, yet they only exist in some desk drawer, in the papers. It's not much that's been realized.

Looking back on the last ten to twenty years of rural development programs, a lot of money has been distributed here and there, yet you don't see any real results. There's a huge apparatus behind it. By now, for example, half the people in this country are capable of drawing up a tender application. That's not much of an overstatement. However, if you take a look at how many people have a job, a job in the countryside, behind all this, if you look at agriculture, the handicrafts or tourism, the picture is quite miserable. Billions and billions of euros have been spent on...on rural development, theoretically. Yet they couldn't really get any of the underdeveloped regions "moving". It's sad, but still true today: rich regions are getting richer, poor regions are getting poorer. They spent all that money to create a balance between the regions, yet the gap has just become wider than ever.

Large tenders indeed require a lot of administration, that's something I know from experience.

Sz. József:

Still, there have been a number of benefits, 'cause a lot of people have become smarter. We've learnt how you can develop the countryside – in theory. We know the "magic" words, the buzzwords. Fifteen years ago, everyone talked about basketry, and then some other crafts that should've revived the countryside. Then we forgot about that one, just to hail tourism that would bring about miracles in our lives. Right know, we have an economic crisis – too many eskimos, too few seals. Actually, there is no effective demand. There's no tourist attraction here in Nógrád country that could make people come here. They kept repeating that tourism will do it, because agriculture won't be able to any more, because the "gold crown value" (the measure of the quality of arable land in Hungary) is low. Relatively low. Low for large-scale farming. It's difficult to arrange (geographically) the various functions efficiently, because there are lots of jagged valleys. At the same time, "gold crown values" are low, too. For example, in the Mezőség or the Jazygian area, "gold crown values" range from 20 to 30. Here, the figures are about 15-20, concerning soil productivity, I mean. That doesn't mean, however, that you couldn't do farming or grow vegetables, fruits or keep animals. There are lots of unused meadows in this area. As a matter of fact, the majority of households really don't have pigs, chicken, geese or ducks now, like they used to have in the past – they have their lawn to mowe, as I've said before. We got un-used to working. And it might take years until something starts to move again. People need to be very-very frightened for that to happen.

Are they frightened yet?

Sz. József:

I don't think they are. They still aren't. Interestingly enough, people would rather get used to poverty than try to get to their feet and say "so, okay then, I'm gonna grow my own potatoes and vegetables, at least, and keep some animals." As far as I know, there is not a single cow in the village as of now.

In my thesis, I will also try to find out how people could be motivated to revive thecroft system. At least on a level that is sufficient to grow their own produce. It would be difficult to draw up an action plan, but maybe the example of Ökotársulás could be an opportunity. We can show people how very much we value these products.

Sz. József:

In that regard, the appearance of Ökotársulás in the village might become a success story. It might open up people's eyes to see that this can actually be done in a different way.

The elderly generation still cultivate their garden. They do it instinctively. The youth, especially those who have a job, don't. As I said before, they rather try to economize even more instead of starting to think how they could produce somewhat more tomorrow. This way of thinking doesn't exist. If you only consider that they can produce bio-quality food for themselves, and that it's better to spend their afternoon fiddling outdoors in the nature than staring at some rubbish in television, it was already worth it. From a financial point of view, well, indeed, multinational food-store chains sometimes sell peppers or cucumbers cheaper than what it would cost to grow them yourself. If they add it all up, having bought this, and that, and the seedlings etc. it's almost more expensive, but still, it's a different feeling to know that it's not poison what you eat. And I think people need to experience success, to enjoy work, to enjoy having done something. Having completed something. "I grew it myself." Returning to one of our previous topics, one more thing, a rather "nasty" thought has just come to my mind about the characteristics of this region, and well, what the heck, I'll say it out loud. Before the change of regimes, during the era of industrialization, a whole lotta people have left for the cities, for jobs. Which was, frankly speaking, a sort of genetic loss for these small villages. The people who were then ready to face the unknown, to face the challenges, who wanted to achieve more than what could be achieved in this rural world, those people left the area. Given the opportunity, they even moved to live in or near the city. It was a sort of exodus. It was the ones eager to meet challenges, the ones with an entrepreneurial spirit who had left. Those who remained here were... I am one of them myself, and that's exactly why I don't despise them.

I was born here. I've been challenged so many times to leave. Once, I worked at an import-export company. I could've worked for a research institute. But I could never let go. My attachment to the countryside, to the family was too strong. I'm a third generation beekeeper. Whenever any sort of uncertainty cropped up in my life, my inner voice always answered "never mind, we still have the bees". I always backed down from challenges, and I always tried to remain on the safe – yet more tiresome and less lucrative – side. That's how I turned out to be a beekeeper.

When did you come back?

Sz. József:

I was at the university for five years, in Gödöllő. A research institute offered a job there afterwards. My mother broke out in tears, that Gödöllő is very far from Herencsény. 80 km ☺ Then I left and worked as an animal breeder at a state farm for one and a half years. From that time on, I was a beekeeper, and officially a slacker dangerous to the public. Around the time of the regime change, I worked for an import-export company. My responsibility was, of course, honey, but interestingly enough, I did face the challenges I encountered there, and afterwards, when I could've finally enjoyed the comfort of routine work, I said to myself "hey, after all, I'm a beekeeper, and not an official." And I left. So I'm a beekeeper. And I have been one all my life, practically. With some minor intermissions.

My father was a beekeeper. And his father, too.

Do you recall any decisive childhood memory that comes to your mind first if bees are concerned?

Sz. József:

No positive memory. I do have negative ones. I was stung. I have three sons, and I can't see the burning enthusiasm in any of them that he would become a beekeeper. That he would have beekeeping as his last resort.

Do they live here?

Sz. József:

They are scattered all around the globe. The eldest one lives in Paris. He's a famous jazz musician. Mátyás Szandai. He plays the double bass. More than forty records. My middle son lives in Pest. Works for the cultural "criminal organization" called RTL Klub ☺. The youngest one, he lives here, at home. He might become a beekeeper, maybe.

And how about beekeeping nowadays? Financially, morally, any other aspects?

Sz. József:

Changing all the time. The market in changing continuously. It's never a sure thing. We are left to the mercy of God. Because of nature. Each year is different. If the acacia suffer a freeze in the spring, then our yield's going to be relatively low. Those employed in agriculture, the agricultural entrepreneurs, the licensed small-scale producers do generally know that this isn't something that would earn them a fortune. But the fortunate ones feel a sort of internal acceptance, that I am my own man, and I can live in respectable poverty. In a positive sense, I mean. 'Respectable' was the important word, not 'poverty'. I know I won't get rich, but I do know that I won't die of hunger next year, either.

Gives a certain internal security?

Sz. József:

Exactly. One has to be prepared. In former times, old farmers used to say that (they meant their land, the wheat) a year's harvest should be out in the fields, another year's produce in the storage, and a further year's harvest in the bank. This is what provides for security, that if the year's crops are destroyed by the hail, they can still fall back on what's in the storage, in the granary. And should there be a problem with

that one, as well, they still have a little reserve. This thing with the bank, this doesn't work out nowadays. I'm a conservative type of peasant, I'm not very fond of loans, 'cause they will need to be paid back anyways.

Nowadays, this doesn't seem to be clear to a lot of people, unfortunately.

Sz. József:

We're all paying for the LCD TVs, and all the irresponsible car purchases.

Turning back to beekeeping, it is relatively hard work. Nowadays, if you want a sort of financial security, you'll need a large "stock" of bees. Which means two to three hundred colonies. And that already means a lot of work, continuously, throughout the year. I've got 465 colonies. It's changeable, for we also sell colonies sometimes.

Unfortunately, I don't know much about beekeeping. (But I'd like to, some time.) Are there special colonies?

Sz. József:

No. A bee colony is a bee colony. You can make your bees reproduce. You can raise a mother bee. You can take some worker bees, and "move them in" to the queen. That's a small colony then. And that small colony can become a larger colony in a few months' time. And you can sell that one. There are differences in quality, too. There are "kid" colonies you need to look after, to feed. A beekeeper may also have several sources of income. 1. Produce honey. 2. Raise mother bees. 3. Sell bee colonies.

„Cserhádi falvak. Az élhető és az élető vidék” ("approx.: "Villages in the Cserhát. The countryside where you *can* and *want to* live") A local rural development plan, my personal work. It was prepared within the framework of the 2005 Leader program. In cooperation with the local "task force" of the villages in the Cserhát. I can lend it to you, if you can use it. The section exploring the prevailing situation of the region might be interesting. There are a couple of project ideas in it, too.

And has this been realized?

Sz. József:

No, unfortunately.

V. 1. 5 A Bridge Between City Life and the Rural World - Ökotársulás

Magyar Ökotársulás Kulturális Nonprofit Kft. (approx. "Hungarian Eco-Partnership Cultural Nonprofit LLC", hereinafter: "Ökotársulás") was founded by the joint effort of twenty-four Budapest families on February 14, 2011 in Nógrád county, on the grounds of the Cserhát Natúrpark ("Cserhát Natural Park"), in the village of Herencsény with the purpose of devoting their financial and intellectual capital to establish, through gradual transition, a bio / biodynamic model farm on the 5.9 ha of land they own.



Figure 7 The farmland of Ökotársulás in Herencsény

This plot of land located in a non-residential agricultural area, bounded and sheltered from three sides by the village itself; previously, it was used for conventional, primarily chemical-free farming. Today, multi-cultural bio-farming methods are employed to produce native cultivated plants and native species of livestock. The principles of biodynamic farming are based on the rhythm and the repetition of life phases, observations of the cosmic world and the exploration of the relationships between all these. A biodynamic farmer intends to realize this organic system as a whole through the cultivation and the manuring of the soil, by using spraying preparations, by nursing the plants and by letting in herbs and even weeds (Mezei, 2000). In order to determine the exact date of the various farming tasks, they explore the scientific background of traditional countryside rules of thumb, and take into account the rhythm of cosmic constellations. Sowing, for instance, is scheduled according to the lunar cycle (Sántha, 1996).

The organization of the community began in 2010. Families, more than ten of them, started to become attached, in true love, *"person-to-person, heart-to-heart, hand-in-hand"* (Aldea, 2012). Today, the community already consists of 54 families. Though there exists an intellectual foundation to the community, basically originating from a single person, it is still absolutely open and receptive to all kinds of spiritual paths.

Each one of the founding members leads a city life, they are linked to the city by both their jobs and their professions. Yet they still have the faith, the enthusiasm, the internal motivation and, of course, the financial means for leading themselves out of the cul-de-sac of city life and, simultaneously, catalyzing the Hungarian countryside to operate in a better fashion.

The primary goal of the members is to receive, in return for their present investment, organic food products in the future. Their vision however, being the basis for their unity, has deeper roots and clearly points in one direction: the ecological and social balance of Hungarian society. Members form a community based on self-organization and mutual trust. They are everyday people who consider the following important priorities in their lives:

- Creating a livable, ecologically more harmonious future for themselves and their children,
- Contributing to the world with their positive, constructive powers,
- Supporting the unfolding of Hungary's healing powers,
- Reducing their ecological footprint,
- The spiritual way, a healthy lifestyle and ecologically sustainable development being important cornerstones of their life,
- Bottom-up social development and taking individual responsibilities are their own personal objectives,
- Being open to forming communities with others,
- Supporting not-for-profit undertakings, where making profit is not an objective, but the fulfillment of individual interests is. Community interest is the most important, and it is to become the basis for social interests in a broad sense.

The community intends to operate in cooperation with local residents and other regions. They plan on hiring the necessary workforce from the disadvantaged labor base of the region. The city-countryside cooperation results in a win-win situation, as it facilitates the production, processing and consumption of good quality, healthy local products. Thanks to the community's philosophy and its not-for-profit organization, local residents will not become servants to external capital. Owing to the continuous development and the mutual cooperation between city and countryside, local inhabitants do not need to fear that their own resources and opportunities will be utilized by others (Gyulai, 2008). This form of mutual cooperation provides a way for countryside people to earn a living. As the European Charter for Rural Areas states, the *"city and the countryside share the same fate, and the backbone of the countryside is agriculture"*.

The community intends to set up a dialogue between city and countryside. Their long-term goal is the realization of a concept that would lead the families and the village towards self-sufficiency. They would like to establish a model farm, which would basically be a reflection of a well-functioning family croft. It would serve to motivate, through its mere presence, those families in the village who have the necessary means (background, house, area, tools etc.) to engage in something similar.

Also, part of their plan is to start an information/education center to promote the 'sustainable production – sustainable consumption' line of thinking. Topics of focus would be the current issues of the ecosystem, biodiversity, the ecological cycle, landscape protection, heritage conservation, animal protection, local production and the use of renewable energy sources.

- The farm would be presented as a model that can be and is being realized, and practical training sessions on the ecological use of the landscape based on local traditions, on how to produce and how to market one's produce, on the new types of consumption and on the preservation of our cultural heritage would be held to economic actors from both urban and rural areas, to potential croft-owners, to students and to children.
- The model farm would grow healthy produce in a community supported farming system. The quality assurance system would be built upon the members of the community mutually assuming responsibility for their part of the work.

The physical part of the project is intended to show how a complex home mini-farm could look like – capitalizing on both ancient knowledge and our knowledge of our current society, economy, energy matters and technological opportunities.

- Establishing model family gardens. A family from each of the neighboring villages establish their model farm, with help from the project assistant. Continuous training and education is part of the cooperation. The cooperation yields local croft produce.
- Taking advantage of the direct link between city and countryside created through the information center, these ecologically produced croft products can reach city consumers directly, without any marketing intermediaries.
- Part of the project is the organization and realization of programs to create a link between city and countryside, and to re-create real communities; programs may include markets offering croft products, and any other activities fostering community building and the preservation of cultural heritage
- The model farm, in cooperation with the actors involved in the local croft program, creates a model program for organic compost based (animal and/or plant origin) energy production in order to compensate for the energy crisis, and to facilitate the ecological protection of the landscape and the soil.

V. 1. 6 In-Depth Interviews - Agricultural Entrepreneurs from the capital

V.1.6.1 Benedek Aldea alternative therapist, managing director of MÖK

Conversation with Benedek Aldea, managing director of Magyar Ökotársulás Kulturális Nonprofit Kft. (MÖK - approx. "Hungarian Eco-Partnership Cultural Nonprofit LLC", hereinafter: "Ökotársulás") about the future opportunities and their plans concerning tender applications.

A.Benedek:

We intend to follow a concept that makes a move towards the sustainable village. The survey of Cserhát Naturpark has clearly pointed out the critical issues of the countryside, why it's not working. Looking at the life in the rural, it's apparent that the way of thinking of countryside people completely lacks a want for self-sufficiency. The majority of people do not care about their own self-sufficiency, and thus they don't care about agriculture, either. They are totally vulnerable to the hectic fluctuations of market conditions. They have no connections in the marketplace, they have no marketable produce, so they obviously can't supply the market. The problem originates in the majority of the countryside population having lost their values, and their faith in themselves and in their own living-space.

Basically, the essence of the tendering project we're planning is how we can foster countryside people to re-create this state of self-sufficiency, and we would also like to induce that the rural population regain their values, and their faith in themselves and their own living-space. We would like to show them values, norms that they have lost. We would like to make them aware that agriculture, self-sufficiency and the production of croft produce are all very-very valuable things. Unfortunately, what the media has been suggesting for long is the exact opposite, that what they represent is of no value.

Szandai József said that the presence of our garden in Herencsény has already induced changes for the positive. People started thinking about that if it's worth for the members of Ökotársulás to grow their own produce, then it must be worth for them, too. Of course, it would have been worth it for them all the time, but the media kept telling them implicitly that it's some other values that are the real values, so they abandoned their own values.

Does this mean that there is a value crisis?

A.Benedek:

At least they believe that it's somewhere else that they have to look for values. An interesting question is how we could possibly re-create the right values and a sustainable type of behavior for the countryside. That families, once again, believe that croft farming is a true value. What could be the reason, for example, why it's worth to do farming in Slovenia and Austria, even though conditions are far less favorable for agriculture? They grow their produce there under alpine conditions, where the whole season lasts three months only.

It must by all means be considered value creation if we manage to guide the mindset of the rural population in the right direction, if we make them understand that they can indeed create value, and that

they themselves are valuable, too. For what they are able to do on their fields makes them extremely valuable to society. Furthermore, we need to show them how they can create value the quality of which is indeed high, according to today's standards. How they can breed animals under appropriate quality conditions. How they can produce chemical-free food in such a way that the product is considered appropriate at the present level of consciousness.

We also have to teach them (to "deliver" the information, so to say) how they can find their own markets. In our communication, we would like to emphasize that a sustainable society can only be based on the joint responsibility, the interconnection of the city and the countryside.

According to my experience so far, the primary function of the model farm we plan to establish would be to create these values. To show participants how they can become free, self-sufficient farmers. To show the connection opportunities, the paths through which a farmer can supply sections of the market they now believe to be practically non-existent.

It's just come to my mind that this would be a model project intended to create the model values that could be followed in economic, social and environmental terms, as well.

A.Benedek:

Practically, the project is intended to present what a complex small-scale home farm looks like. Maybe one of the participants only wants to breed chicken, the other doesn't want anything else but grow vegetables, but what we would like to demonstrate is what a small-scale home farm looks like. And the example comes from nowhere else, but our ancestors, who did still know what a farm looked like in historical times, when the peasants were still a self-sufficient layer of society. Our model project shows how a complex small-scale home farm looks like - capitalizing on both ancient knowledge, and our knowledge of our current society, economy, energy matters and technological opportunities.

The model farm is actually intended to present a well-functioning peasant farm. To show that it could be done this way, as well. To show the alternatives how this should be done, and how it could be realized by means of our own effort.

So, if I get it right, you plan on transferring, through continuous and regular trainings, the knowledge base you developed based on all the collected information to the part of the population that could potentially become active. Those who have a house, a garden, and can start running a croft. Which channels do you intend to use for transferring knowledge?

A.Benedek:

Continuous training and education is part of the cooperation. The cooperation yields local croft produce. We would like to draw up training processes. To teach the method to those interested in it. Model houses would be established. We would like to involve one or two families from each of the neighboring villages who are able to complete the process with our help, who are willing to accept the community's values, and to learn or revive the ancient knowledge. At the model farm, a family from each of the neighboring villages who take it upon themselves to endure through it all would look at, and learn the various forms of croft farming, with help from the project assistant.

In my opinion, this is a very good idea, for as of now, rural families still have the infrastructure and, quite frequently, the necessary tools and equipment. It only needs to be "revived", dusted, restored.

A. Benedek:

We would like to accompany the participants all along the process through which they become a part of the change. All the way, we would hold their hands and help them realize it. They would get involved in the work through contracts. This would create value, because there would be one or two families in each village who could serve as an example to the others (neighbors), such that they see the positive examples that "It can be done!"

Just to give an example: we started to fertilize our fields with organic fertilizer, and soon, our two neighbors started to do so, as well, even though they hadn't used organic fertilizers for ages. And we didn't ask them for it. We only said that "pétisó" (a Hungarian brand of nitrogen-based artificial fertilizer that has been rather popular since it was invented in the 1930s) wasn't healthy. And they walked up to us whether we could have a truckload of organic manure delivered for them, as well. For 4000 forints it was good enough for them, too.

Have you considered attracting, as a kind of rehabilitation, disadvantaged young people to the model farm, and involving them in your work? This is a very complex job, necessitating considerable expertise and care, but in my opinion, it would be worth to devote a significant amount of time to their education. You can transfer knowledge in a conference-like manner, as well, yet I think it is of immense value if they become part of a community, where they meet people who can serve as examples, and who, at the same time, represent high moral values.

A. Benedek:

Yes, of course, we would like to involve disadvantaged youth in our work, maybe even as "boarders". We would like the project to serve as an example where everyone can get a chance to emerge.

The first step in the communication process is to create a webpage, one that can get popular among the youth, and to start "attracting" them through that interface. To bring them in to the real "platform", that is to our eco-farm. Looking at the forecasts, food supply doesn't seem to be a "limited" story, and there might and will be demand for any arbitrary quantity.

Within the right framework, taking into account the principle of diversity. The topic of diversity should by all means be included in the project. You need to make the inhabitants of these villages realize that they shouldn't all follow the same pattern. Their creativity needs to be awakened. In my other research area, in Jászfényszarun, almost each and every single one of those respondents who cultivate greenhouses grow sweet peppers, and well, sometimes it happens that they can't sell it or that they don't get the price that would make it worth selling.

A. Benedek:

Our farm will be a multi-cultural one, and we are going to teach that each farmer needs to be knowledgeable about a number of different crops, or at least as many as is necessary to keep the vulnerability and risk associated with growing one single product only low. We establish a peasant farm that has some excess produce. We would also like to assist farmers in how they can sell and deliver their excess to the consumer through the direct channels we have established.

Budapest is far from Herencsény. From an ecological point of view, the garden in Herencsény is not optimal for the Budapest people, because it's too far. Our consumption of fossil fuels is too high. Too much transportation. It's minuscule if compared to China, but we should still strive to figure out how farmers can supply the cities that are actually near.

To the question what they think the most important step is in revitalizing the countryside, most of my respondents answered that the food industry lacks the local processing capacities and the markets, the producers' markets that existed in the past.

A.Benedek:

Producers' markets are worth taking a look at. We have a local product magazine. We have a local market movement. I'm a bit sceptical about local markets, because I believe that the real market for countryside producers is represented by city-people, who want to buy healthy, secure, nutritious food, possibly produced using bio- or ecological methods, directly from the producer. Temporarily, it would be worth contacting the really big cities, because the inhabitants of, for example, Balassagyarmat, are probably not characterized by the sort of consciousness that could create a market large enough for countryside producers. In my opinion, it's not worth producing for the local market as a first step. That just isn't real life, 'cause the locals don't typically roam the local markets, but they simply do their shopping at the supermarket. A market study would, in my opinion, reveal at once that the real market of the countryside is to be found in the city.

As I see it, it would be possible for the croft producers of the nearby villages to find their market in a form similar to how we supply the members of Ökotársulás now (the "crate method"). Their products could fit into our crates just as well. [Products of the model projects/farmers from different villages → Model farm → Families in Budapest]

So, if I get it right, if Ökotársulás does not produce, for example, honey then it would enter an agreement with a beekeeper, who would then, let's say each month, "smuggle" a jar of delicious and healthy, biologically clean honey into the crates.

A.Benedek:

There's nothing new in this social pattern. It's just the consciousness associated with it that is different. The sometime "delivery obligation" to the cooperatives was something similar, just in a social and economic situation of a completely different nature, based on a completely different ideology.

During that time, in Jászfényszarun for example, there was someone who bought all the pigs, so they kept swine in every other garden. As soon as this buying up ended, swine breeding came to an end, as well, even though before that, if someone had kept a pig for sale, then they also kept two or three for themselves.

A.Benedek:

I would like to have a trademark registered for the system I was talking about previously, and I'd also like to see its own quality assurance system, which should be somewhat "looser", easier to handle, cheaper, and more understandable to the farmers than the now existing bio-qualification system. The present bio-qualification system is expensive, complicated, and requires a lot of administration. It's not worth applying it to croft products, for the most part. It's not bio-production that is difficult – it's the documentation, and the maintenance of the system. Today, in order for someone to grow bio-products in Hungary, they do not only need to possess a bio-approach, but they must be able to do all the paperwork, too.

Right now, the gap is wide. There are products that are very cheap and very bad quality, and there are perfect bio-products that cost five times as much. We would like to serve the people who are willing to

pay somewhat more for the product, demonstrating their trust in the quality of our healthy, community-produced goods, and accepting the fact that the products are not being controlled for several hundred thousand forints each month. Maybe, possibly, we might use a bit of some sort of "chemical", but it's still at least hundred times healthier than the produce of intensive farming.

There would be a brand for it, say "healthy croft product". There would be a sort of control, but far less sophisticated than the present regulation on bio-production. We'd like to turn the situation upside down. There would be less paperwork, but they would have to take part in a training of, say, half a year, where we would convey the values. The purpose is that they shouldn't want to produce quality products because someone expects or prescribes them to do so, but because their attitude has changed.

The attitude changes. For the human attitude is basically good. Mankind is good. I think that if the issue of the market is solved, then they basically, morally strive to grow quality products. For example, neighbors only compete in whose produce look more beautiful.

A.Benedek:

It should be included in our communication that we would like to regularly organize events, for example the Palóc Saint's Day Feast in Herencsény, where we can communicate our thoughts and plans. I hope we will be the ones to organize it next year. We would create events where the farmer families could meet the families who consume their produce could meet in person, face to face. They could come, for example, to visit them.

This is what they call "assuming responsibility". As soon as you've met them face to face, you can feel the responsibility. The producer assumes responsibility for their produce, for they receive direct feedback from the ones consuming it.

A.Benedek:

The joint responsibility of those from the city and those from the countryside. From time to time, they meet. The city family comes to visit the family where the pig is kept – in Becske, in Herencsény or in Cserháturány, wherever.

The kids can see which hen their eggs come from, which goat the milk they drink each morning comes from...What is more, they can even pat them.

A.Benedek:

These people will look into each other's eyes at these events. And that represents a far greater power than having them fill in a lot of "bio" documents, and have them pay the 38 thousand forint registration fee per product.

I'd put it this way: we strive to elaborate a quality assurance system that assumes that we have a community. It says what you cannot do: for example, you cannot feed the animals with antibiotics. It does meet the basic bio requirements, it does require a certain amount of documentation, but the main point is that the product comes from community supported agriculture. That is the brand: that we have a community. That it is bio, in addition, that is absolutely obvious. It is evident, because it's a basically voluntary decision of the community originating in their responsibility towards each other. After all, this is not too big to be transparent.

In my opinion, what should by all means be planned in advance is that there should be a limit, in this case these 54 people (families), and for example 8-10 more families from the village. We determine our range of products, and then the system gets "closed". This is a unit. This is what we would like to write a tender application for. This is what we communicate.

A.Benedek:

And these can be spread. From village to village, maybe combining two or three villages. Right now, the plan is that there will be one district-notary office and one mayor's office for every two villages. As far as I know, Herencsény is going to team up with Cserhátsurány. It would be worth to set up the system such that the two villages are together. But it can be narrowed down to a single village, too. The size of the community is limited. It will be similar to a permacultural community. Would it grow too large, the personal nature would be lost, the joint responsibility part wouldn't be transparent any more.

As of yet, do you know of any families in Herencsény who would take the challenge?

A.Benedek:

I do. There are several young people who would do it. I think there would be about 5-6 families in the village, in the first "round". But the pattern is that in the first round, there are a few brave pioneers, and then afterwards they come in "masses".

I can imagine that we will be pretty surprised about the myriads of tools, and equipment that's not been in use for a while.

A.Benedek:

Myriads, indeed. Empty pigsties. Pigsties and poultry sheds. Some things need to be refurbished, of course. I have seen barns where everything lay exactly as it had been left fifty years earlier, when they gave up animal husbandry. The stores, the troughs, the hoppers etc. Today, it's most probably impossible to use the traditional equipment for everything, considering the complexity of things. Modern equipment is necessary, too. People's wants have changed. You need equipment that can be attractive to a twenty-something farmer. But you can make a corn grinder that is driven by a windmill. The tender application needs to include energetic solutions that are renewable.

The system can market this pattern as a know-how. The education, and trainings necessary for the next project would all be conducted in this information/educational center. Our communication and education is for the entire region. As a result of our communication, the managers, entrepreneurs, farmers, youth etc. of the neighboring villages who come to visit us will take home with themselves the alternative that we offer. Having acquired the information, they will probably develop a need for establishing another unit like this. First, the inspiration is born, and then comes the will. And finally, the pattern will have been transferred to yet another village.

It's sure there will be ones that cannot be measured.

A.Benedek:

It can be recorded as a result, too, if they said that this is not exactly the way they want it. Or if they go and find three families from Budapest to supply them with produce. That's a result, too. As a matter of fact, this result is at least equally important, for our purpose is to foster the creation of as many units as possible, and to plant the seeds of these ideas into fertile ground. A "balancing" logistics center will by all

means be necessary. Ökotársulás is going to establish this platform. We are going to find the layer of consumers who are receptive to these ideas.

Our concept would clearly bring the countryside closer to getting to their own feet.

V.1.6.2 Tamás Dientsmann construction entrepreneur, member of MÖK



Tamás Dientsmann was awarded the Pál Szontágh Prize for his efforts in value preservation, among others

Source: (Pekár, 2007)

In 2007, Tamás Dientsmann was presented with one of the most significant awards of the county, the Pál Szontágh Prize. He was honored for having established the Spinning Room of Herencsény, the house of Palóc tradition and culture, which he donated to be used as a community space for tradition preservation. He was the one to come up with the idea of the "Patron Cross of the Palóc", and also the one to realize it along with the chapel (Saint Stephen's Chapel) right next to it (Pekár, 2007).

What was your internal motivation that drove you to join Ökotársulás?

D.Tamás:

Let me tell you a story or two. I've been an urban kid all my life, but I've always loved nature. I've been doing sports from my early childhood. Kayaking. Before 1956, I attended a school in Veszprém, where there was the Bakony (*a mountain range in the western part of Hungary*). When I was about 8 or 10, I spent my summers far away, at distant relatives' places in the countryside, where I saw the harvest, how they milked the cows etc. It was a wonderful, nostalgic experience about countryside life, about the romantic nature of countryside life. During the summer holiday, at the time of harvest, when they worked with the scythes, I was a water-boy. That left deep marks in my soul. I haven't known about that all my life. I only got to know how deep the marks left by the rural world were as I grew older. I don't know how it goes with other elderly people, but I do know that the presence of this picture is very strong and definite in me now. I was living in Canada, and the thought of coming back to Hungary didn't really mean a thing to me then.

During which period did you live in Canada?

D.Tamás:

I got there in February 1957, and left in 1991. I spent 34 years there. It was out of nostalgia, a kind of "awakening" that I came back. My sometime classmates, with whom I did *not* graduate from high school, because I was only 16 when I left, they sent me a card from their reunion. This lone postcard has changed my entire life. There were only two lines written on it: "We're having a high school reunion, and we're really sorry you can't be with us. Kind regards, Feri, Pista, Marika, Jancsi etc." I had not felt any sort of nostalgia with respect to Hungary anytime before, but then I began to feel it that much that I just packed my things, and within two weeks' time, I was sitting on the plane to Hungary.

You came home for good that time?

D.Tamás:

No. First, I only came to revitalize my relations. Until that time, I didn't have contact to my old friends. I did my over-focused things. I've been an over-focused person all my life. It's always been one thing that I concentrated on as if I was obsessed. I think, the age makes some people hear the call of the land, the nostalgia of their childhood memories from the countryside.

One of the hypotheses in my dissertation is that if someone abandons city life and moves to the countryside or looks for some other form of rural attachment, that is probably because they have some positive memories, experiences from their childhood that have resurfaced as a result of their dissatisfaction with their present busy lives.

D.Tamás:

That's one hundred percent true in my case. I've always lived in an environment where gardening was particularly important, for my partner, for example. I had three wives, by the way, but I have never been interested in agriculture. It was here, in Herencsény, at an age of 71 that I created my own home garden for the first time in my life. Out of the apple and carrot juice I had this morning, the carrots were grown in my own garden in Herencsény. My secretary prepares it each morning for me. There is apple in it, carrots by all means, sometimes an orange or half a beetroot. This is my vitamin bomb. That's how I start the day.

Another produce I'd like to grow and conserve is garlic. I consume a whole lot of garlic. Usually, I conserve it in oil or apple vinegar, like the Italians do. Yesterday, I had a rich garlic soup with at least 15 cloves of garlic for lunch. The garlic is from my own garden, too. I had some tomatoes. But I didn't succeed at all with the peppers.

What size is that little garden of yours?

D.Tamás:

10 x 15 meters. It was the nostalgia that brought me to the village. I was the one to erect the cross at the top of the hill. In those days, the business prospered. I spent 17 million forints on that cross. I bought the spinning room and 14 other houses in the village, with beautiful plans to do rural tourism. I didn't do what the old wisdom says, that sit down and draw up a perfect business plan. Now I have a legion of quasi-ruins. There is the spinning room, a great disappointment of mine. Not the spinning room itself, 'cause I donated it to the village, but the village couldn't care less. The ownership is mine. Ökotársulás can now use it, and I'm happy about that, the only problem is that right now, I can't afford to spend several hundred thousand forints on repairing it. 'Cause noone's doing that. But, whatever, it's just temporary.

Nagy Andor, our representative was the one to suggest to Benedek that he should come to Herencsény to look around, 'cause there would be both workforce and land, probably. They bought these 5.5 hectares from me. That was my land. I still have another plot, that one's residential, but I don't want to sell it for that price. It was not my goal to sell that piece of land, because the money I got was precious little. What I said to Benedek was that I was only going to sell for that price if I can become a member of their association. I wanted to become a member by all means, because I think it might easily have a great future. I do believe that this is what has to be done. I do strongly believe in that. Not for the least part, there is my son and his family living here, in Hungary. I have a 10 months old grandchild. The toughest kid ever. My daughter-in-law is a girl of peasant origin from Transylvania. Her father has horses, and "horny hands", but she's already a true city-girl. And I had a wife from Switzerland who was desperately trying to forget where she came from. It's the girls where I see this most.

I have my roots in the countryside, too.

D.Tamás:

That doesn't mean anything.

I think the fact that I'm in rural development does mean that I have a rather strong attachment. I was astonished to notice that every school I ever attended, everything I ever learnt, they all point to the same direction. The drift that made me find what I'm truly interested in among all they myriads of possibilities.

D.Tamás:

There is that beautiful little village Herencsény I fell in love with so much. I've seen every nook and cranny of this world, except for the Antarctic, but nowhere else have I seen a such a beautiful sunset. It would be a long story to tell what people can find beauty and goodness in. I've developed an incredible liking for Herencsény. For the surroundings, the hills all around.

But I experienced terrible disappointment concerning Herencsény. I erected the cross, and I created the spinning room, but that was all in vain – it's a place where nothing works. It's like a car tyre with a huge hole in it. You try to inflate it. Until you do it on full blow, it's not flat, but as soon as you stop it, it runs flat the very same moment. That's what I experienced in Herencsény. I was totally surprised that some people there actually hate me, because all in all, I've put in 35 million forints there, and I never ever took anything back, not one forint. I've never expected gratitude, 'cause that's not like me, but the hate, that surprised me. I'm not surprised any more.

The day Bence and his team turned up here, I thanked God for giving another chance for my dreams, and for the village. For this beautiful place. And all those things I was unable to create for a relatively remarkable amount of money, those might finally come true. There's a second chance, and the approach is, in my opinion, ten times better than mine was. Because I used to think along the lines of rural tourism, and reviving the old spinning room. But that's something the locals aren't interested in.

These last couple of sentences, obviously, are the answer to the original question, why I joined Ökotársulás.

What I think is totally missing is consulting and assistance for the disadvantaged layers. Today, there's a village agronomist system in place in Hungary. I would reinforce this system, and transform them into

assistance centers. It must be a country-wide system. I do hope we will be able to make up for these deficiencies in Ökotársulás. People are "exposed" to the cruelty of bureaucracy, that's imposed upon them, so as to enable them to survive in this labyrinth. I really cross my fingers for the government, because what I've experienced in Hungary so far has always been about the people having to serve the bureaucracy. And the goal is to make it as big as can be. That's completely nonsense, for bureaucracy was originally invented to serve the people.

How many children do you have?

D.Tamás:

Three. Three sons. It's one of them who lives in Hungary, the other two in Canada. One is a furniture maker, the other a police special forces officer. The one who lives here in Hungary, he worked for me, and now he is struggling to keep his wife's enterprise afloat.

I'm building houses in Herencsény like an obsessed madman, as if I was twenty. I'm twenty with fifty-one years of experience. Two neighboring houses. We've just covered the floor of the fifty squaremeter cellar, this weekend. We used reinforced concrete, so it could be used as a bunker, too. On top comes the building itself, where I would like to do processing work. Black currant, for example, with bio-methods.

It's an important issue in agriculture whom the processing is done by.

D.Tamás:

They take it from us, and they even squeeze us, our German brothers. They buy the raw material of echinacea for 50 forints, and bring it back to sell for 1600. I used to have black currant in several places, and there was a year when they bought it (the picked fruits) for 28 forints a kilogram, even though black currant is a wonderful food colorant and raw material for medicines. There's a lot of work with black currant. I can tell you about it another time, if you like.

Thank you for the conversation!

V.1.6.3 István Nagy horticultural engineer, the horticulturist of MÖK, manager of the farm

I graduated as a food industry engineer. After graduation, I decided to continue my studies. I enrolled at the doctoral school of Corvinus University Budapest, Department of Environmental Economics and Technology. That was the first time I got involved in environmental protection. My topic choice has gradually turned towards humanity, the countryside, and rural development. I have always been particularly interested in the urban-rural relationship. Having reviewed the literature, and having completed the draft defense, I've come to meet you as part of my empirical study. This in-depth interview today is the last one, as far as this project is concerned. The title of my dissertation is: "An integrated approach to rural development. Value creation in the agricultural enterprises of Hungary." I'm looking for an answer to the question why the people who have the necessary means do not start to pursue agricultural activities again. Or at least start farming as a croft. It is not my intention to formulate the concrete answers, but this is the topic I would like to explore. To me, it is the agricultural entrepreneurs themselves that is interesting. I have two sampling areas. One of them is Herencsény and its surroundings, the other Jászfényszaru, where I was born. I have a series of statements that I would also like you to give your opinion about after the interview. There are 39 statements, which will have to be classified according to how much you agree with them.

First, I would like to ask you to tell me about your life, where you came from, how you started out, what the major milestones of your life were, and how you got to the point to become the head of the farm of Ökotársulás.

N. István:

I'm not very good at exact dates, it's rather impressions that I have from my life, impressions of the feelings that inspired me. It's these impressions I would like to share. There are a couple of facts. I have my roots in the eastern part of Hungary, I was born in Nyíregyháza. I lived in Szabolcs country for 18 years. That's where I came to the vicinity of Budapest from. My parents were not particularly interested in agriculture. My father was a border protection officer, and my mother worked in light industry, as a warehouse manager. At the time, we lived in a block of flats.

Concerning the early experience related to agriculture, to farming, what I have is an impression of a memory: my father somehow got hold of a small piece of land, and we are sowing corn there together. Step-by-step, along the marks of the hoe, we could work together. Somewhere near Nyíregyháza, it was maybe Sóstó.

How old could you have been?

N. István:

Seven, I think. But I don't know what happened later to that land. That's lost behind a benevolent layer of fog in my memories. It was after a long series of attempts, and ups and downs, approximately six years ago, well no, by now it's been eight to nine years, that I arrived at Csobánka, at a place for disabled people, with my wife's help. They had a farm there, and initially, having been unemployed, I worked there as an agile outside worker. First, my presence didn't have a financial "aspect", I simply had the time and the energy to get to know those disabled people, whom I was very prejudiced about previously. They were people who had grown up in Csobánka, with weak to moderate intellectual disabilities. I'd like to underline: they were adults. And they have a farm there, where later on, out of love for the nature (which I have from my childhood), there was an opportunity for me to be employed as a foreman. I got to like it. Afterwards, I graduated at the faculty of horticultural engineering of Corvinus. With a major in ecology. That's how I turned out to become a horticultural engineer.

I think the rest is already the history of Ökotársulás, how we stumbled upon each other with Benedek, or how he found the man who could manage the farm with the necessary experience.

We met each other with Benedek through the biodynamics guys. I do have some ideas about farming, and I was glad to see that the ideas that Benedek represent are compatible, they can support each other. I believe, farming is heading in that direction.

It is a vital question of our lives where we will get our food from, whether we will have something to eat, and how the food we need can be produced. Are we knowledgeable enough to produce it? What is our attitude, how close can we get to what we call farming or food production? How can this be done in a way that gives us a short "leave" from our everyday lives? It's very hard to do.

There are a number of advantages to such a farm, or to nature-related activities. From the seed, through the mystery of the growing produce to the reasonable use of time. In *Candide*, Voltaire formulated it like this: „work keeps at bay three great evils: boredom, vice, and need.”

Has it lent you a feeling of security that you've learnt how to do farming? That whatever happens, there will be something to eat for the family?

N. István:

My life has been so full of ups and downs, and I've experienced such a multitude of things that this is exactly what I think can give you the most security. My ability to adapt. Hoping that wherever destiny happens to drive me, I will be able to sustain myself, that I can feel at home anywhere. This is what gives me security. I've never thought that land would be a permanent, and secure thing. But I haven't thought so about trade or dog breeding, either, what I have experience in. Neither of the ad-hoc jobs I took on earlier (street sweeping, dishwashing etc.). I've never felt that something could give you absolute security, but the more you know, the more things you are knowledgeable about, and the more you experience, the more secure you feel, or the less you care about your security. Depends on your point of view.

I do have an opinion about where the turning point of our present situation is. How difficult it is to make a living out of a farm. Why the condition of agriculture, horticulture is as it is now.

I believe, accepting certain values is a pre-condition to everything. If I see it in television that people have swimming pools and they live a *dolce vita* full of champagne, then I want that to be mine. I would like to have part in it, and I am willing to sacrifice certain things. Sometimes money, sometimes energy, and well, sometimes principles. And that's the worst problem of it all.

My father in law (we've been together with my wife for ten years, and my father-in-law is engaged in agriculture) comes from an agricultural family, where they indeed produced the food the family needed, day-by-day, using their own energy. They lived in a farm-system. They kept themselves to self-sufficiency, in a good sense, and they only spent on petroleum that was needed for lighting. Everything else they produced themselves. But this is not possible any more, because have a different level of needs. Whether this is good or bad, I don't know, but it's obvious that there is some sort of directedness in it. Some kind of influence. I understand that consumption needs to be stimulated, as there would be no development otherwise, but I think that it is the dictation of these false (or internally not-yet-understood) values what has turned consumption into what it is today. I'm talking about the consumption in which

actual manual labor isn't really given credit any more. The value of me growing the food of my family myself is not competitive with the value of "growing" money instead of food, and purchasing the food from someone else. Someone else, who stayed with their land, and realized that they can produce the double with artificial fertilizers. But if they do not even need the land any more, they do the same thing all year long, with enormous investments they enter the treadmill, a vicious circle, where they produce food on a cellular level. They do not grow, they produce. They do not keep animals, they produce meat. They don't do gardening, they don't grow vegetables, but they create something, like a plastic bucket in a factory.

If I get it right, this is the shadow of capitalism, of the hunt for money. But what do you think is important as a value? You've already mentioned the love of work, and the respect for manual labor.

N. István:

The value would be, first of all, and this is after all another dictation, that the circle in which I live, or the company to which I belong, where I am has certain laws, certain moral norms. That there are certain expectations towards people. I can only justify my existence according to the feedback from others. If you call my name, I know that's me. If I'd be alone in an empty room, it's not at all sure that I would feel the need to become something different, to change. By being in contact with others, I receive feedback of myself, of my existence. What my needs are in this existence, maybe that's what makes me move from one place to another, or what makes me feel good in one or the other job. It's very hard to formulate it categorically what a good job is like, 'cause with some exaggeration, but if I can find beauty in agriculture or in roaming the nature, then I might just as well find it in the creation of machines, too. To some other people, challenge maybe means growing produce underwater. Or he would like to double the yield, and at once he feels justified in using artificial fertilizers.

My answer is, unfortunately, that I don't know what is a value. I think that what I feel good in is the value. But maybe some time later, it won't feel good to do that thing anymore. This is my own internal value crisis.

From what you say, it follows that very frequently, people are not clear about what the consequence of their work is. I believe you should only do work that you know the impacts of. For example, two years ago, right before Christmas, they called me to make me take a loan for presents. And I asked them, kindly, that I understand that it's their job to convince me that I need it, wrapped into a story about how nice it is of the bank to make this offer, but I asked them whether they have ever considered that their work might generate a process that could lead to the population becoming indebted, and all this "wrapped in Christmas decoration".

I think it's very important that a lot of people do not, out of good faith, consider that the job they take might have serious and bad consequences.

N. István:

What do you mean by bad? In the movie Food, Inc., there is an interesting scene about how large corporations produce foodstuff. There are retail networks that sell that stuff. It's large corporations behind the bio-products, too. By getting a bio-product onto the shelves of a retail chain, we can offset the use of some 20 million tons of artificial fertilizer. Now, which one is good? If we shake off the chain, or if we "push in" the bio-product there? This is far too complicated for me to see through. I myself do not know what is good, and what is bad. I can understand it until the point until which I can track this thing in my mind, that I won't poison the plant, that I won't use a pesticide that gets absorbed, 'cause maybe it will be

my kid eating it. But I guess, this line of thought must continue further. The one who invented this pesticide that gets absorbed, I assume they did it with joy (no one forced them with a gun to their head), it was a professional challenge to them, a problem to be solved, and they must have felt satisfaction when finally the product was born.

It is not a purpose of my thesis to answer this question.

N. István:

If we decide that we are in a community the basic values of which are that we care for nature, that we care for each other, we help each other in love and peace etc., then what the other do is, of course, bad. While we do something good by trying to create value with a joint effort, with healthy food. If I find my place in a small group, where I feel good, and the norms and rules of which I accept, then I'm at the right place after all, and what I do is indeed good..

Have you considered moving to Herencsény with your family?

N. István:

My wife works at Csobánka with the disabled people. But I would be willing to move. I do have enough lust for adventure to move. And this I say knowing that I can't do it as of now. Today, we're feeling "soil-bound". But there is a certain desire to get away, for a potential new beginning.

How much time do you spend in Herencsény?

N. István:

Three days a week. I spend two nights there, each week.

What was your first impression of this region, of farming there? Was it easy to get started or did you feel some sort of resistance?

N. István:

I met the people with whom we still work today right during the first couple of days. They are a filter between me and the village. It's their opinion that I respect concerning whose work we should support, and whom we shouldn't work with. They are my sources of information in the village. They work according to my expectations, concerning the pace and the quality of their work, and their enthusiasm, too.

As a conclusion to the interview: could you give me a summary of what you think about the future of Ökotársulás? What we can expect?

N. István:

What I've wanted all my life - those emotional "flares" from my childhood were all about this - is to do it together. It would be nice if we could get to know the people such that there is strong cohesion within this small group. Therefore I have a MÖK house in my visions, along with a well-functioning farm. With a lot of smiles, and a lot of smiling faces.

Thank you very much for the opportunity, and the conversation! ☺

V. 2 Characterization of Agricultural Entrepreneurs Based on the Q-Sorts

V. 2. 1 Characterization of the Agricultural Entrepreneurs from Jászfényszaru

In Jászfényszaru, twenty individuals filled out the survey. Most of them pursue agricultural entrepreneurship as their main source of living, yet some of them only try to make some additional income in agriculture. The area of the land they cultivate varies in a very broad range: from a few to around 300 hectares. Some of them pursue intensive or greenhouse farming techniques. Their greenhouse areas range from 150 to 7000 sqm. The majority of these entrepreneurs are professional agricultural engineers, some of them, however, are qualified nursemaids, kindergarten teachers or carpenters/scaffold builders. Some basic facts about the participating entrepreneurs are shown in Table 7 .

According to the procedure detailed in the methodological chapter, the respondents filled in the data sheets; the evaluations of the individual entrepreneurs can be found in Appendix 6. I am only going to include a few of the result tables in the main body of the thesis. One of them is **a Correlation Matrix Between Sorts**, which shows the similarities between the opinions of our respondents. The matrix alone already indicates that the views of Katóka, Ernő N., Vencel, Jani Ö., Ördögné and Sándor N. are similar. Accordingly, we expect them to be classified into the same factor during the factor analysis. It is exactly these relatively high pairwise correlations that make it possible to "concentrate" the entire body of information about the twenty respondents ("variables") into a set of a mere 4-5 factors, which is far easier to handle.

Table 7 Some statistical facts about the entrepreneurs from Jászfényszaru

<i>Nr.</i>	<i>Name</i>	<i>Age</i>	<i>Education</i>	<i>Profession</i>	<i>Present job</i>	<i>Livestock</i>	<i>Farming area</i>	<i>Primary product</i>
1.	Katóka	41-50	College	Kindergarten teacher	Just given up greenhouse farming	2 swine, 4 donkeys, 2 sheep, 20 chickens	It was 4pcs of 40m x 12m greenhouses	English cucumbers, sweet peppers
2.	Ördögné	51-60	College	Bio-farmer	Licensed small-scale producer	47 cattle, 3 horses, 9 sheep, 5 swine	57.6 ha	Beef
3.	P.Árpád	51-60	College	Pest control engineer	Agricultural entrepreneur	Swine, horses	300 ha	Pickled cabbage
4.	T.Imre	51-60	College	Horticultural engineer	Licensed small-scale producer	-	7000 m2	Sweet pepper (white)
5.	János	41-50	Skilled worker	Carpenter/scaffold builder	Licensed small-scale producer	Horses, dogs	-	Processing and sale of pork
6.	P.Vencel	> 60	Skilled worker	Joiner, qualified farmer	In a family farm	-	130 ha	wheat, corn, sunflower
7.	N.Sándor	51-60	University	Agricultural mechanical eng., machine repair spec. eng.	Technical director	1000 cattle	650 ha owned 850 ha rented	milk, sunflower, wheat, corn, rape
8.	Izabell	41-50	Skilled worker	n/a	Nursemaid, greenhouse farming as an extra	Dog only	Sweet pepper in 150m2 greenhouse	Sweet pepper
9.	S.Andi	31-40	College	Kindergarten teacher	Kindergarten teacher, prod. chili peppers as an extra	Poultry, swine	Chili pepper in 10x20m greenhouse	Chili pepper
10.	P.Gyula	31-40	Skilled worker	n/a	Licensed small-scale producer	-	5000 m2, vegetab./fruit, flowers	Sw. pepper, chrysanthemum
11.	Gitta	51-60	Skilled worker	n/a	Licensed small-scale producer	-	2000m2 greenh.	Sweet pepper, cucumber, sorrel, spinach
12.	N.Gergő	31-40	High school grad.	n/a	Finance manager, farmer	29 swine, 2cattle, 9 sheep, 3goats, 9 mallards	Fish farm, 6 quintals fish brought in, 4,5 ha	Fish
13.	László	> 60	College	Agricultural engineer, swine breeding spec. engineer	Pensioner	swine (100 annually)	50 ha, forestry	Logging
14.	K.Ernő	18-30	University	Agricultural engineer - economist	Agricultural entrepreneur	15 sheep	325 ha	Ploughland farming, corn, wheat
15.	É.Vencel	41-50	College	machinist, export salesperson	Licensed small-scale producer	3 horses, 2 cattle, 15 sheep, 8 swine, 3 geese	45 ha rented out, 5 ha manor	Nothing at present
16.	Ö.Jani	18-30	College	Agricultural engineer	Site manager	47 cattle, 3 horses, 9 sheep, 5 swine	57,6 ha	Beef
17.	É.István	51-60	University	Agricultural mechanical engineer	Agricultural entrepreneur	60 sheep	300 ha	Ploughland produce, sweet pepper, tomato
18.	K.Béla	51-60	Skilled worker	Structural metal worker	Licensed small-scale producer	1 pig	1ha, 100 bee families	Honey, cabbage
19.	Rajmi	31-40	University	Lic. agricultural engineer	Agricultural entrepreneur	nincs	5ha + fólia	paprika
20.	N.Ernő	51-60	University	Lic. agricultural engineer	Manages family farm	15 sheep	300 ha	Wheat, corn

Table 8 Correlation matrix between sorts - Jászfényszaru

	Katóka	Ördögné	Árpád	Imre	János	Vencel	Sándor	Izabel	Andi	Gyula	Gitta	Gergő	László	Ernö	É.Vencel	Ö.Jani	István	Béla	Rajmund	N.Ernő
Katóka	100	40	38	54	49	61	36	22	41	7	14	52	25	58	38	62	39	51	53	64
Ördögné		100	48	40	25	47	74	22	39	19	19	51	44	54	35	41	42	41	49	43
Árpád			100	36	25	45	46	48	32	22	28	58	24	26	48	36	27	29	56	24
Imre				100	31	50	52	5	16	3	0	48	30	72	49	32	41	55	50	55
János					100	36	10	17	8	27	-4	34	-2	38	11	42	22	8	36	45
Vencel						100	59	34	50	4	28	56	18	65	28	58	48	48	48	51
Sándor							100	25	32	26	30	52	32	51	56	37	51	52	49	44
Izabel								100	32	31	40	33	15	13	28	28	2	38	35	21
Andi									100	-15	42	21	13	32	28	48	14	51	20	24
Gyula										100	1	26	0	-1	16	19	29	-9	41	25
Gitta											100	21	12	13	4	16	-26	24	21	25
Gergő												100	41	51	36	60	51	20	58	47
László													100	22	28	9	15	36	40	31
K.Ernő														100	32	57	55	44	49	68
É.Vence															100	21	41	49	44	22
Jani																100	46	31	39	54
István																	100	20	40	37
Béla																		100	32	37
Rajmun																			100	65
N.Ernő																				100

The software (PQMethod) allows us to determine the number of factors to identify. In our case, the **Unrotated Factor Matrix** identified eight factors. The theoretical maximum is the number of respondents, which is now twenty. This is actually why the method is called "inverse" (or transposed) factor analysis; it does not use *variables* to create latent variables, but rather classifies respondents into factors – so-called opinion groups – based on the similarities and differences in their views. (That is, the matrix gets transposed – rows become columns and vice versa – as compared to "normal" factor analysis.)

Table 9 Eigenvalues and variance percentages of the unrotated factor matrix for the first 8 factors, Jászfényszaru

FACTOR	1	2	3	4	5	6	7	8
Eigenvalue	7.9242	1.9342	1.6015	1.5253	1.0659	0.9643	0.8073	0.6862
Variance %	40	10	8	8	5	5	4	3

The eigenvalue of the first factor is 7.9242, which means that the first factor explains the opinion of almost 8 out of the total of 20 agricultural entrepreneurs.

The data in the row below express variance in a percentage form. Thus in our case, the first factor explains 40 percent of the total variance of the twenty variables. The second factor explains 10 percent, the third and the fourth factors explain 8 percent each, and so on. As it is apparent from the above, if we do not even go any further than the first four factors, we have already explained 66 percent of the total variance.

After the rotation, the values where the factor loading exceeds 0.55 are denoted with an "X" in the printout of the **Factor Matrix**. The higher the factor loading, the more characteristic the individual's opinion concerning the factor in question. Of course, there are lower, yet still relatively high (above 0.4) factor loadings, as well. In these cases, the individual's assignment to any one of the factors is questionable, yet other information might help us do the identification. These relatively high factor loadings were denoted with an asterisk (*). Thereby, we managed to cover all 20 respondents with these four factors, and thus, considering ease of use, it would not be worth to use any additional factors in our case. The explained variance figures below 5% tell us the same.

Table 10 Factor matrix of the agricultural entrepreneurs from Jászfényszaru, with the most characteristic factor loadings highlighted/denoted, X denoting the entrepreneurs belonging to each factor

QSORT	1	2	3	4
1 Katoka	0.6274X	0.3639	0.3176	0.2595
2 Ordogne	0.1977	0.2766	0.2553	0.6265X
3 P.Arpad	-0.1072	0.4933*	0.3709	0.4758
4 T.Imre	0.5590	-0.0125	0.1898	0.5936X
5 Janos	0.4031	0.1864	0.6227X	-0.1479
6 P.Vencel	0.5419*	0.4827	0.2426	0.3279
7 N.Sandor	0.1524	0.2630	0.2130	0.7530X
8 Izabell	-0.2130	0.7181X	0.1856	0.1775
9 S.Andi	0.3422	0.6774X	-0.2212	0.2036
10 P.Gyula	-0.3363	0.0320	0.7626X	0.0959
11 Gitta	-0.1166	0.7926X	-0.1252	0.0530
12 N.Gergo	0.2021	0.3158	0.5583*	0.4359
13 Laszlo	-0.0179	0.0851	-0.0033	0.6367X
14 K.Erno	0.7298X	0.1650	0.2627	0.3924
15 E.Vencel	0.0336	0.1058	0.1256	0.7383X
16 O.Jani	0.5318*	0.4482	0.4374	0.0774
17 E.Istvan	0.3777	-0.1803	0.4916*	0.4660
18 K.Bela	0.3727	0.3929	-0.2306	0.5917X
19 Rajmund	0.1203	0.3017	0.5813*	0.4877
20 N.Erno	0.5283*	0.2858	0.4553	0.2503
% expl.Var.	15	15	15	20

Table 10 above shows that it is „K.Ernő” who has the highest factor loading (0.7298) in Factor 1, which means that the first factor contains almost every piece of information associated with him. „Katóka” (0.6274), „P.Vencel” (0.5419), „O.Jani” (0.5318) and „N.Ernő” (0.5283) also belong to the first factor, it is, however, interesting that „P.Vencel” and „O.Jani” have relatively high factor loadings (0.4827 and 0.4482) for Factor 2, as well. Their values do not only overlap with those of the respondents in Factor 1, but also with those of the entrepreneurs found to belong to Factor 2. Thus the similarities we expected in respondents' opinions based on the correlation matrix are visibly reflected in the factors we identified.

The **corellation matrix of factor values** evinces that the correlation between Factor 1 and Factor 4 is relatively high, and the relationship between Factors 1 and 2 is not negligible, either. The opinion of those in the third factor can be relatively sharply distinguished from all the others. While identifying the factors (defining their content and meaning), we found out that Factor 3 comprises those respondents who share true

entrepreneurial values. Gyula, the entrepreneur growing sweet pepper and chrysanthemum in 5000 sqm of greenhouses, Rajmund, the agricultural engineer who cultivates five hectares of land, and János, the young agricultural entrepreneur who has specialized in beef cattle. Out of all respondents, we might probably say, they are the professionals who know all the ins and outs about entrepreneurship; their system of values is primarily characterized by rational elements.

Table 11 Correlation matrix of factor values, Jászfényszaru

	Factor 1	Factor 2	Factor 3	Factor 4
Factor 1	1.0000	0.2902	0.2289	<u>0.6401</u>
Factor 2		1.0000	0.0616	0.3695
Factor 3			1.0000	0.2002
Factor 4				1.0000

In order to identify the individual factors, that is, to make apparent the "common" values shared by the respondents in any one factor, the rank statement totals with each factor (shown in Table 12) should be analyzed in detail. We are to look at the first four factors.

The statements with the highest rankings and eigenvalues in Factor 1 are:

- 4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.(2)
- 6. It is important to me to know the developments concerning my profession, to participate in professional courses. (2)
- 35. Hungary should strive for food self-sufficiency. (3)
- 16. Those employed in agriculture are characterized by systematic thinking. (4)

These are, accordingly, the statements that the "members" of Factor 1 agree with most (Katóka, originally a kindergarten teacher, later a greenhouse producer, yet today only has some animals as a source of additional income; Imre, a horticultural engineer in his fifties, grows produce in greenhouses as a licensed small-scale produces; Vencel, doing a family farm on some 130 hectares; K.Ernő and N.Ernő, father and son, both agricultural engineers, each cultivating a farm of 300 hectares).

Table 12: Rank statement totals with each of the four factors, Jászfényszaru

Statements	Factor 1		Factor 2		Factor 3		Factor 4	
	Eigen-value	Rank	Eigen-value	Rank	Eigen-value	Rank	Eigen-value	Rank
1. The reason why success is important to me is the financial wellbeing of my family.	0.21	20	1.46	<u>2</u>	-0.74	30	0.64	12
2. If I could start over again, I would lead a different life.	-1.17	36	1.32	<u>3</u>	-0.21	26	-1.11	32
3. I would feel regret if country life changed, and most of us had to work for large corporations.	1.16	<u>7</u>	1.22	<u>5</u>	0.42	14	0.72	11
4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	1.70	<u>2</u>	0.69	15	0.79	8	1.07	8
5. It is my work that makes up my life and I like to talk about it to the family, to friends.	1.17	<u>5</u>	-0.38	24	0.58	12	0.62	13
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	1.70	<u>2</u>	-0.50	25	0.79	8	0.95	9
7. Alienation and social polarization are inherent to profit-centered societies.	0.32	19	0.19	17	0.00	20	0.28	16
8. I feel my everyday work is not in line with my true interests and values.	-1.49	38	-0.58	27	-0.21	26	-0.41	26
9. The money we spend in our home region contributes to the economic development of the area.	1.16	7	-0.75	30	0.21	17	0.45	14
10. It is not my job that is important but that I earn an income to suit my family's needs.	-1.17	36	0.82	13	-0.58	29	-0.46	27
11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	0.43	15	1.25	<u>4</u>	1.12	<u>5</u>	1.09	6
12. Home gardening and raising animals for the family are inherent to country life.	-0.53	24	0.05	19	-0.04	21	1.14	<u>5</u>
13. Usually, it is only those who have no hope for improvement who stay in the countryside.	-1.91	39	-1.17	34	-0.79	32	-1.46	35
14. I do not have much trust in contracts, the given word is more valuable.	-0.64	26	-1.59	37	0.54	13	-0.04	22
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	0.32	19	-0.17	20	-1.37	36	0.36	15
16. Those employed in agriculture are characterized by systematic thinking.	1.38	<u>4</u>	-0.67	29	0.79	8	0.15	19
17. If you want to be an achiever, you are bound to break some rules.	-1.06	33	1.01	9	2.32	<u>1</u>	-1.52	37
18. Being excellent in one single field is enough to become successful..	-1.16	34	-1.52	36	-1.49	37	-0.18	23
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	-0.21	21	0.74	14	-0.42	27	1.07	7
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	0.95	8	0.48	16	1.95	<u>2</u>	1.87	<u>1</u>
21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.	0.63	13	0.95	10	0.58	12	1.34	<u>3</u>
22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	-1.06	33	-0.95	33	-2.32	39	-1.30	34
23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	-0.74	28	-0.85	32	1.16	34	-0.81	30
24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.	-0.64	26	-1.99	39	0.04	19	-1.47	36
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	-0.74	28	-0.80	31	0.25	16	-1.78	39
26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	0.42	17	0.88	11	-0.21	26	0.03	20

27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	-0.96	31	-0.63	28	1.12	<u>5</u>	-1.21	33
28. Those who like to work and are employed in agriculture tend to be balanced.	-0.32	22	-0.19	21	0.74	10	0.00	21
29. The local community is far too divided, each group would prefer some other direction.	0.64	12	0.13	18	-0.12	23	0.18	17
30. Anyone might get rich by their own efforts in Hungary.	-0.84	29	-1.72	38	0.12	18	-0.53	28
31. Industrial employers located in the vicinity have an unfavorable effect on the nature of the village.	-0.95	30	-0.23	22	-0.09	22	-0.60	29
32. It is typical for the newcomers in our settlement not to accept our system of values.	0.42	17	-0.27	23	-1.32	35	-0.60	29
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	0.85	11	1.03	8	-0.91	33	0.17	18
34. Small enterprises have no future as opposed to large corporations.	0.85	11	1.14	6	-0.79	32	-1.59	38
35. Hungary should strive for food self-sufficiency.	1.59	<u>3</u>	1.53	<u>1</u>	-0.54	28	1.85	<u>2</u>
36. I think one's business cannot develop without taking a loan.	0.85	11	-1.35	35	0.25	16	-0.33	25
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	-0.42	23	1.10	7	-1.74	38	0.90	10
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	-1.27	37	0.83	12	0.74	10	-1.00	31
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	0.53	14	-0.53	26	1.70	<u>3</u>	1.18	<u>4</u>

„17. If you want to be an achiever, you are bound to break some rules.” Respondents in the four different factors were rather divided on statement nr. 17. The first factor agree with it, yet not as much as the other factors. For Factor 3, this is the statement they agree with most, while for Factor 4, this is the one they *disagree* with most. This variance in entrepreneurs' opinions was, however, not too much of a surprise. Actually, this more or less concurs with what we expected, it is in line with our presumptions. Which then again confirms the strength of Q-Methodology. The similarities and differences in respondents' opinions that were detected during the structured interviews turned so-to-speak "measurable" based on the preferences respondents expressed in relation to the statements.

The statement „11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being” does not really show any significant differences between the entrepreneurs. This is not the primary problem for those in the first factor, yet the score achieved by the statement (that is, the extent to which they agreed with it) in all three remaining factors was almost identical.

One would be tempted to assume that people were uniform in their agreement with the statement “35. Hungary should strive for food self-sufficiency.” Which is, interestingly

enough, not the case. The third factor do not agree with the statement at all, while all three remaining factors agree with it for the most part.

Concerning the statement „37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.”, Factors 2 and 4 mostly agree with it, those in Factor 1 do agree with it, yet it is not a very important aspect to them, while for those in Factor 3, this is the statement they agree least with.

„34. Small enterprises have no future as opposed to large corporations.” Factors 3 and 4 disagree, Factors 1 and 2 agree with this statement.

„3. I would feel regret if country life changed, and most of us had to work for large corporations.” An interesting finding was that, for some reason, the first (7.) and the second (5.) factors agreed with the preceding statement, while those in the third (14.) and fourth (11.) factors were rather indifferent about is. Apparently, those who were born in the countryside and have not "seen the world yet" would not mind it if life in the villages changed. Those who came to the villages from the "outside" want the exact opposite. Responses to this statement clearly reflect the problems that have been characteristic for ecological experiments in general. Those living their everyday lives in the village would like to see some changes, because they do exactly know the numerous drawbacks of rural life. They would like to stay, to live on in the countryside, because that is where they feel good, yet they would also like their lives to change, to become easier. They do not accept that the invariability of village life be an objective on its own.

Table 13 Distance between Factors 1 and 2 by statement, Jászfényszaru

STATEMENTS	Factor 1	Factor 2	Distance between factors
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	1.696	-0.499	2.196
36. I think one's business cannot develop without taking a loan.	0.848	-1.347	2.195
16. Those employed in agriculture are characterized by systematic thinking.	1.378	-0.667	2.045
2. If I could start over again, I would lead a different life.	-1.167	1.324	-2.491
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	-1.270	0.830	-2.100
17. If you want to be an achiever, you are bound to break some rules.	-1.059	1.010	-2.069

The two groups (factors) can be sharply distinguished, as there are differences in their views on some decisive issues, like the importance of being up-to-date about advancements in their profession or whether credits are a nothing-out-of-the-ordinary resource. Those in Factor 2 have doubts concerning whether those employed in agriculture actually think systematically. Their utterances implied a sort of scepticism and "apathy".

Respondents in the first factor made it crystal clear that their work is their life and vice versa, the second factor, however, expressed their dissatisfaction in this respect, as well. This was also confirmed by their responses to statement nr. 2: if they could start all over again, the second factor would typically lead a different life, while the first factor would not.

Table 14 Distance between Factors 1 and 3 by statement, Jászfényszaru

STATEMENTS	Factor 1	Factor 3	Distance between factors
35. Hungary should strive for food self-sufficiency.	1.589	0.537	2.126
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	0.848	0.909	1.757
32. It is typical for the newcomers in our settlement not to accept our system of values.	0.422	1.324	1.746
17. If you want to be an achiever, you are bound to break some rules.	-1.059	2.320	-3.379
27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	-0.956	1.117	-2.072
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	-1.270	0.744	-2.015

The entrepreneurs in the third factor are, as we know by the now, the "true" entrepreneurs, who even deny that the country should strive for self-sufficiency, do not fear anything new, they are willing to take risks, and they believe in the viability of small enterprises. They are expressly fond of cooperation and new relationships. They are the ones, too, who accept that certain rules need to be broken. This is self-explanatory to them. These open-to-the-world agricultural entrepreneurs differ from traditional countryside values, they are willing to accept anything new – they are truly open.

Table 15 Distance between Factors 1 and 4 by statement, Jászfényszaru

STATEMENTS	Factor 1	Factor 4	Distance between factors
34. Small enterprises have no future as opposed to large corporations.	0.848	-1.591	2.439
16. Those employed in agriculture are characterized by systematic thinking.	1.378	0.151	1.227
36. I think one's business cannot develop without taking a loan.	0.848	-0.326	1.174
12. Home gardening and raising animals for the family are inherent to country life.	-0.530	1.136	-1.665
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	-0.422	0.898	-1.320
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	-0.211	1.075	-1.286

The fourth factor indicates an unconditional attachment to the rural way of life, an obvious acceptance towards traditional countryside values, and the avoidance of any sort of extremist views. It reflects a certain inwardness, that they do not really like to cooperate with others.

They have a less distinct and clear-cut opinion than those in Factor 1, yet their system of values is not significantly different.

Table 16 Distance between Factors 2 and 3 by statement, Jászfényszaru

STATEMENTS	Factor 2	Factor 3	Distance between factors
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	1.097	-1.740	2.837
1. The reason why success is important to me is the financial wellbeing of my family.	1.457	-0.744	2.202
35. Hungary should strive for food self-sufficiency.	1.533	-0.537	2.069
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	-0.528	1.697	-2.225
14. I do not have much trust in contracts, the given word is more valuable.	-1.591	0.537	-2.127
24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.	-1.985	0.043	-2.029

It is willingness to cooperate where their views are the furthest apart. Factor 2 includes individuals who would rather work with their family, they tend to avoid conflicts, and they value financial security. With regard to the 'contract vs. given word' issue, Factor 2 are more pessimistic, rather distrustful – contracts are more important to them. It is

absolutely clear that "true" entrepreneurs (Factor 3) are definitely more optimistic about one's chances in the countryside than any other factor is.

Table 17 Distance between Factors 2 and 4 by statement, Jászfényszaru

STATEMENTS	Factor 2	Factor 4	Distance between factors
34. Small enterprises have no future as opposed to large corporations.	1.144	-1.591	2.734
17. If you want to be an achiever, you are bound to break some rules.	1.010	-1.523	2.533
2. If I could start over again, I would lead a different life.	1.324	-1.114	2.438
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	-0.528	1.182	-1.711
14. I do not have much trust in contracts, the given word is more valuable.	-1.591	-0.037	-1.554
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	-0.499	0.946	-1.445

Respondents in both factors (2 and 4) are basically used to the rural way of life, but while those in Factor 2 are pessimistic, Factor 4 are more optimistic and open. All of them have the roots of their values in the traditional countryside way of life, but those in Factor 2 see no opportunity to break out of their present lives – while the entrepreneurs in Factor 4 do. This latter group consider the advancements in their profession important, they are willing to draw up a business plan before starting a new venture, and they typically think that small-scale farming does indeed have a future.

Table 18 Distance between Factors 3 and 4 by statement, Jászfényszaru

STATEMENTS	Factor 3	Factor 4	Distance between factors
17. If you want to be an achiever, you are bound to break some rules.	2.320	-1.523	3.843
27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	1.117	-1.213	2.330
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	0.251	-1.780	2.031
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	-1.740	0.898	-2.638
35. Hungary should strive for food self-sufficiency.	-0.537	1.850	-2.386
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	-1.368	0.358	-1.726

They can be most sharply distinguished by their response to statement nr. 17. The agricultural entrepreneurs in Factor 3 are convinced, most probably as a result of their very own experience, that whoever wants to be an achiever will be forced to break certain rules. Those in Factor 4, on the contrary, either do not believe that they would be forced to break any rules or it is not acceptable to them to do so in any case. This is the item where the two factors are the furthest apart, yet the distance is significant for all statements. Factor 4, based on their healthily-conservative values, strongly believe that home gardening is worth the effort, and they are convinced that Hungary should strive for food self-sufficiency.

V. 2. 2 Identifying the Types of Entrepreneurs in Jászfényszaru

Based on the in-depth interviews, the Q-Sorts, the ranking of the statements, the narrative life profiles, the responses to our questions about the success of enterprises, and the evaluation of statistical elements, the following four types of entrepreneurs could be outlined:

Those following a conscious choice of values (Factor 1)

A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.

K. Ernő and Katóka, both identified as Factor 1 individuals, responded to our question whether they think their enterprise is successful as follows:

- „It's developing. Cost effective production meets higher profits.” K. Ernő
- „My success was limited by sales difficulties, and by our extreme vulnerability to weather.”
Katóka

Those eager to change (Factor 2)

According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of general mistrust.

Izabell, S. Andi and Gitta, all three identified as Factor 2 individuals, responded to our question whether they think their enterprise is successful as follows:

- „It's not, because the profit is low.” Izabell
- „It's only successful to the extent that people like it, and that what we do is a bit special.” S. Andi
- „The enterprise is not successful, not this year. Producer prices suffer because of the economic crisis.” Gitta

Experienced entrepreneurs (Faktor 3)

Experienced, conscious, rational entrepreneurs. Their views are determined by life experience instead of principles. A group of people committed to the entrepreneurial way of life, open to change and to cooperation.

Rajmund, N.Gergő and É.István, all three identified as Factor 3 individuals, responded to our question whether they think their enterprise is successful as follows:

- „Depends on the year. Last year it was successful. This year it's not. This work necessitates precision and due attention.” Rajmund
- „Yes, I do something I like.” N.Gergő
- “Everything is sold, fortunately. And it has also been paid for.” É.István

Followers of tradition (Faktor 4)

Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in rural life, failures do not discourage them leading this way of life.

N.Sándor, N.Gergő and É.István, all three identified as Factor 3 individuals, responded to our question whether they think their enterprise is successful as follows:

- „Out of the 11 groups of assets, this was the only one to survive after the privatization, but we aren't successful in terms of profitability.” N. Sándor
- „I wouldn't say we are successful. But maybe moderately. We're still afloat.” K.Béla
- „It's successful, because I always have some work to do, and I can see the result of my work.” Ördögné

V. 2. 3 Characterization of the Agricultural Entrepreneurs from Herencsény

The **Correlation Matrix Between Sorts**, once again, shows the similarities (and dissimilarities) in respondents' views. It is apparent from the matrix (Table 20) Sz.József, P.István and S.Lajos share rather similar opinions. Accordingly, we expect them to be classified into the same factor by our analysis. It is exactly these relatively high pairwise correlations that make it possible to "concentrate" the entire body of information about the eighteen respondents ("variables") into a set of a mere 4-5 factors, which is far easier to handle.

Table 19 Some statistical facts about the entrepreneurs from Herencsény and the surroundings

<i>Nr.</i>	<i>Name</i>	<i>Age</i>	<i>Education</i>	<i>Profession</i>	<i>Present job</i>	<i>Livestock</i>	<i>Farming area</i>	<i>Primary product</i>
1.	Sz. József	51-60	University	Agrarian	Licensed small-scale producer	Bees	-	Honey
2.	J.Károly	> 60	University	Engineer / Landscape & Garden Architecture	Licensed small-scale producer; Leader Assoc. work org. Mgmt.	-	15 ha ploughland, 5 ha forest; 5 ha meadow	Med. herbs
3.	P. István	51-60	University	Teacher / agriculture	Journalist	Cattle	n/a	Beef, milk
4.	D. György	51-60	n/a	n/a	n/a	Nothing in last 2yrs, 2-3 swines / year before	12 ha	Oil pumpkin
5.	B. István	51-60	College	Accountant, engineering BSc	Managing director, family farm	-	1000 ha, 200 ha forest	wheat, sunflower, winter barley, rape
6.	F. Gyula	41-50	n/a	Forestry technician	Licensed small-scale producer	-	100 ha	plants (oily and cereals)
7.	T. Kálmán	51-60	College	Engineering BSc	Agricultural entrepreneur	5 swines	100 ha	wheat, sunflower, corn, fruits
8.	P. András	41-50	University	Economist	Financial advisor	hens, sheep, dogs, cats	50 ha	cereals, oily plants, milk lamb
9.	Sz. Erzsi	51-60	n/a	Teacher / typewriting and shorthand	Beekeeper	Hens, rabbits, bees	Nem	Honey
10.	Sz. Ádám	18-30	Skilled worker	Beekeeper	Beekeeper	-	Nem	Honey
11.	G. Kristóf	18-30	High school	n/a	Program planning spec.	-	Nem	n/a
12.	M. Gyula	> 60	College	Instructor	Pensioner	hens, ducks, geese, swine	60 ha	Goat, goat cheese
13.	M. Ibolya	> 60	College	Educator	n/a	-	Vegetable garden	n/a
14.	B. Mihály	51-60	College	Crop Production Engineer, BSc	Family farm	-	210 ha	sunflower, rape, cereals, barley
15.	S. Lajos	> 60	University	Agrarian	Pensioner	200 cattle	Partnership, 450 ha	Cereals
16.	T. András	51-60	University	Agrarian	Agricultural enterprise	Cattle, swine	250 ha ploughland	Cereals
17.	Sz. Örs	51-60	University	Agricultural engineer	Agricultural entrepreneur	9 hens, 1 cock (wife)	n/a	Sunflower
18.	P. Lajos	41-50	University	Horticultural engineer	Med. herb grower	-	130 ha	Med. & culinary herbs

Table 20 Correlation matrix between sorts - Herencsény

	SZ. JOZS	J. KAROL	P. ISTVA	D. GYORG	B. ISTVA	F. GYUL	T. KALM	P. ANDRA	SZ. ERZS	SZ. ADAM	G. KRIST	M. GYULA	M. IBOLY	B. MIHALY	S. LAJOS	T. ANDRA	SZ. ORS	P. LAJOS
SZ.JOZS	100	54	<u>59</u>	42	41	49	46	28	35	24	34	51	43	36	<u>70</u>	<u>54</u>	22	47
J.KAROL		100	49	28	11	51	43	33	36	34	7	35	22	25	45	36	21	62
P.ISTVAN			100	26	22	46	23	21	16	-8	<u>2</u>	27	12	13	<u>56</u>	46	34	35
D.GYORG				100	32	<u>55</u>	44	36	32	<u>1</u>	36	40	49	51	52	<u>62</u>	19	39
B.ISTVAN					100	35	21	23	39	-19	13	25	27	34	46	32	47	30
F.GYULA						100	36	28	45	14	30	50	36	61	53	52	31	<u>55</u>
T.KALMAN							100	<u>56</u>	49	21	36	52	<u>64</u>	44	54	35	12	<u>55</u>
P.ANDRAS								100	26	31	48	42	54	43	38	15	-6	37
SZ.ERZSI									100	13	38	42	48	44	49	39	16	44
SZ.ADAM										100	32	24	28	15	10	-15	-14	16
G.KRISTOF											100	62	61	53	44	14	-14	11
M.GYULA												100	51	60	55	37	5	21
M.IBOLYA													100	<u>59</u>	<u>55</u>	15	<u>2</u>	41
B.MIHALY														100	49	35	32	35
S.LAJOS															100	51	28	40
T.ANDRAS																100	27	21
SZ.ORS																	100	24
P.LAJOS																		100

Table 21 Factor matrix of the agricultural entrepreneurs from Jászfényszaru, with X denoting the entrepreneurs belonging to each factor

QSORT	1	2	3	4	5
1 HSZ.JOZS	0.1315	0.1969	0.7282X	0.1986	0.3030
2 HJ.KAROL	0.0426	-0.0106	0.4534*	0.1342	0.2517
3 HP.ISTVA	0.0725	0.1383	0.8300X	0.0576	-0.1865
4 HD.GYORG	0.2088	0.1393	0.0940	0.3378*	0.0132
5 HB.ISTVA	0.0426	0.7573X	0.2138	0.2200	-0.1044
6 SZF.GYUL	0.4874*	0.2375	0.2202	0.0289	0.0288
7 SZT.KALM	0.1662	-0.0109	0.1942	0.6784X	0.0112
8 SP.ANDRA	0.2753	-0.0197	0.1371	0.8123X	0.0729
9 HSZ.ERZS	0.3055*	0.1321	0.0812	0.1625	-0.0004
10 HSZ.ADAM	0.1732	-0.1487	0.0103	0.1402	0.9046X
11 HG.KRIST	0.7010X	-0.0955	0.0910	0.3855	0.2413
12 TM.GYULA	0.7540X	-0.0336	0.3461	0.2356	0.0684
13 TM.IBOLY	0.3743	0.1062	0.0496	0.6876X	0.2043
14 B.MIHALY	0.7311X	0.3440	-0.0648	0.2804	0.0463
15 BS.LAJOS	0.3070	0.2613	0.6126*	0.3303	0.0647
16 VT.ANDRA	0.1670	0.0664	0.4432*	-0.0686	-0.1884
17 BSZ.ORS	0.0673	0.8337X	0.1361	-0.1316	-0.0836
18 HP.LAJOS	-0.0705	0.2160	0.1223	0.4376*	0.0942
% expl.Var.	13	9	13	14	7

The **correlation matrix of factor values** indicates that the correlation between Factors 1 and 4 is relatively high. Factor 3 is correlated to almost all the other factors (coefficient >0.3, except for Factor 5), and the same holds true for Factor 4. It is Factors 5 and 2 that seem to be independent. These comprise the respondents whose views differ the most from those of the others. The total variance explained by the five factors altogether is as low as 56%. Moreover, some of the entrepreneurs were practically impossible to identify. The entrepreneurs who had no connection with any one of our four factors could not be identified in our factor structure of four factors (HSz.Adam, skilled worker, beekeeper, going to take over his father's enterprise – the values he indicated were indeed different from everyone else's, thus he is the only member of Factor 5; and her mother, Hsz.Erzsébet, who – instead of responding spontaneously – decided to "think through" each statement very thoroughly, which lead to none of the factors achieving a value above 0.3).

Table 22 Correlation matrix of factor values, Herencsény

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Factor 1	1.0000	0.2026	0.3196	0.6514	0.2722
Factor 2		1.0000	0.3742	0.1323	-0.1874
Factor 3			1.0000	0.3327	0.0424
Factor 4				1.0000	0.3232
Factor 5					1.0000

Table 23 Rank statement totals with four factors, Herencsény

STATEMENTS	Factor 1		Factor 2		Factor 3		Factor 4	
	Eigen-value	Rank	Eigen-value	Rank	Eigen-value	Rank	Eigen-value	Rank
1. The reason why success is important to me is the financial wellbeing of my family.	2.01	2	-0.66	29	-0.72	30	1.38	5
2. If I could start over again, I would lead a different life.	0.16	18	-1.09	35	-0.86	32	0.01	20
3. I would feel regret if country life changed, and most of us had to work for large corporations.	1.15	4	0.10	18	1.44	3	0.60	11
4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	0.99	7	0.33	16	1.38	4	0.15	18
5. It is my work that makes up my life and I like to talk about it to the family, to friends.	0.44	13	1.97	1	0.00	21	-0.12	22
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	0.39	15	1.43	5	0.72	11	0.55	12
7. Alienation and social polarization are inherent to profit-centered societies.	-0.06	24	0.66	12	0.91	9	0.84	9
8. I feel my everyday work is not in line with my true interests and values.	-0.05	23	-1.86	38	-1.72	38	0.26	16
9. The money we spend in our home region contributes to the economic development of the area.	0.88	9	1.52	4	1.91	2	0.17	17
10. It is not my job that is important but that I earn an income to suit my family's needs.	-0.02	21	-0.99	32	-1.77	39	0.13	19
11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	-0.41	27	0.76	10	0.72	11	1.50	3
12. Home gardening and raising animals for the family are inherent to country life.	1.06	6	-1.11	36	-0.94	33	1.54	2
13. Usually, it is only those who have no hope for improvement who stay in the countryside.	-1.46	35	-0.76	30	-0.19	25	-1.24	36
14. I do not have much trust in contracts, the given word is more valuable.	-1.64	36	-0.55	28	-0.33	26	-1.09	34
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	-1.13	34	0.76	10	1.19	6	0.36	15
16. Those employed in agriculture are characterized by systematic thinking.	0.86	10	-0.31	23	-0.53	27	-0.86	30
17. If you want to be an achiever, you are bound to break some rules.	-0.74	30	0.00	21	-0.72	30	0.85	8
18. Being excellent in one single field is enough to become successful.	-0.72	29	0.66	12	0.33	13	-0.70	31
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	-0.04	22	0.02	19	0.09	18	0.68	10
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	1.18	3	-0.43	24	2.10	1	1.37	6

21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.	0.92	8	-0.22	22	-0.86	32	1.40	4
22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	-2.01	39	-2.19	39	-1.44	36	-1.81	37
23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	-0.93	33	-0.55	28	1.00	8	-0.82	33
24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.	-0.92	32	0.55	15	-0.19	25	-0.71	32
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	-1.69	37	1.09	6	-1.38	35	-2.07	38
26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	0.53	12	0.55	15	-1.58	37	-0.43	27
27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	0.35	16	0.00	21	0.53	12	-0.29	24
28. Those who like to work and are employed in agriculture tend to be balanced	0.39	15	1.54	3	-0.14	23	-0.12	21
29. The local community is far too divided, each group would prefer some other direction.	-0.70	28	-0.78	31	0.00	21	0.39	14
30. Anyone might get rich by their own efforts in Hungary.	-0.02	21	-0.55	28	-0.14	23	-2.22	39
31. Industrial employers located in the vicinity have an unfavorable effect on the nature of the village.	-0.10	25	0.78	8	0.14	17	-0.56	28
32. It is typical for the newcomers in our settlement not to accept our system of values.	0.25	17	-0.55	28	0.00	21	-0.57	29
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	0.55	11	-1.09	35	1.05	7	0.96	7
34. Small enterprises have no future as opposed to large corporations.	-1.73	38	-1.09	35	-1.24	34	-1.11	35
35. Hungary should strive for food self-sufficiency.	2.06	1	0.86	7	1.24	5	1.93	1
36. I think one's business cannot develop without taking a loan.	0.04	19	1.64	2	-0.67	28	0.43	13
37. To me, entrepreneurship clearly means a family-run business. I am not fond of cooperating with strangers.	-0.21	26	-1.31	37	0.19	16	-0.39	25
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	-0.74	31	0.22	17	0.28	14	-0.41	26
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	1.09	5	0.65	13	0.19	16	-0.15	23

V. 2. 4 Identifying the Factors for the Herencsény Entrepreneurs

Those following a conscious choice of values (Factor 1)

A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.

M.Gyula, F.Gyula and Sz.Erzsi, all three identified as Factor 1 individuals, responded to our question whether they think their enterprise is successful as follows:

- „Partly. Our customers love the healthy, tasty goat cheese we make.” M. Gyula
- „Yes, it's balanced.” F.Gyula
- „Yes, we can produce good quality, marketable goods.” Sz.Erzsi

Experienced entrepreneurs (Factor 2)

Experienced, conscious, rational entrepreneurs. Their views are determined by life experience instead of principles. A group of people committed to the entrepreneurial way of life, open to change and to cooperation.

Factor 2 included Sz.Örs and B.István, yet after all, they decided not to answer our question whether they think their enterprise is successful.

Followers of tradition (Factor 3)

Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in rural life, failures do not discourage them from leading this way of life.

J.Károly, Sz.József, S.Lajos and T.András, all four identified as Factor 3 individuals, responded to our question whether they think their enterprise is successful as follows:

- „Success is not what I work for; what I strive for is survival, and relationships that are based on trust.” J.Károly
- „Yes, because we are alive.” Sz.József
- „Yes, because it has its results.” S.Lajos
- „Yes, the enterprise is profitable, we can continuously invest into technological improvements.” T.András

Those eager to change (Factor 4)

According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of general mistrust.

T.Kálmán and P.András both identified as Factor 4 individuals, responded to our question whether they think their enterprise is successful as follows:

- „No, unfortunately. Have been a full-time since 91, but still, one credit comes after the next, endlessly.” T.Kálmán
- „Only partly; using EU funds, we've been able to continuously improve and expand the enterprise.” P.András

Table 24 Distance between Factors 1 and 2 by statement, Herencsény

STATEMENTS	Factor 1	Factor 2	Distance between factors
1. The reason why success is important to me is the financial wellbeing of my family.	2.013	-0.663	2.676
12. Home gardening and raising animals for the family are inherent to country life.	1.064	-1.111	2.175
8. I feel my everyday work is not in line with my true interests and values.	-0.045	-1.856	1.811
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	-1.686	1.094	-2.780
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	-1.133	0.762	-1.895
36. I think one's business cannot develop without taking a loan.	0.044	1.641	-1.597

It was the statements in Table 24 where Factors 1 and 2 differed most. What they could be most sharply distinguished by was why success was important to them. The first factor includes G. Kristóf program planning specialist and M. Gyula and his wife, M. Ibolya, both retired teachers and goat breeders. They long for success because it is a means of providing for a living for their family, while this is of no significance for the second factor. The strong family commitment of those in the first factor is evinced by the extent to which they agreed with statement nr. 1.

Surprising was that Factor 1 thought that home gardening was inherent to country life, and did not agree with the statement that there was no sense in it, while this was not a question of primary importance to Factor 2.

Those in the second factor are "typical" entrepreneurs – B.István cultivates 1000 hectares, Sz.Örs grows sunflowers. According to their answers, they are more satisfied with their lives, while those in Factor 1 would like to change theirs. Factor 1 accept the rural way of life, whereas Factor 2 are not really satisfied with it.

Table 25 Distance between Factors 1 and 3 by statement, Herencsény

STATEMENTS	Factor 1	Factor 3	Distance between factors
1. The reason why success is important to me is the financial wellbeing of my family.	2.013	-0.719	2.732
26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	0.534	-1.577	2.111
12. Home gardening and raising animals for the family are inherent to country life.	1.064	-0.944	2.008
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	-1.133	1.191	-2.323
23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	-0.926	0.998	-1.924
14. I do not have much trust in contracts, the given word is more valuable.	-1.642	-0.333	-1.310

Table 25 above shows the statements concerning which Factors 1 and 3 disagreed most. The third factor consists of Sz.József, beekeeper as a licensed small-scale producer, P.István, teacher of agriculture, and S.Lajos, who grows cattle as a member of a partnership. Their views differ from those of Factor 1 concerning some details. These differences, however, rather originate in their private lives, as evinced by their opinions on statements nr. 1 and 12.

Table 26 Distance between Factors 1 and 4 by statement, Herencsény

STATEMENTS	Factor 1	Factor 4	Distance between factors
30. Anyone might get rich by their own efforts in Hungary.	-0.023	-2.218	2.195
16. Those employed in agriculture are characterized by systematic thinking.	0.860	-0.676	1.536
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	1.089	-0.155	1.244
11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	-0.413	1.503	-1.916
17. If you want to be an achiever, you are bound to break some rules.	-0.737	0.847	-1.584
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	-1.133	0.364	-1.497

Table 26 compares the views of Factor 1 and 4. It is particularly interesting that the statement where the largest distance is found is one that none of them agrees with. This

is the "30. Anyone might get rich..." statement. Those in the fourth factor, however, deny almost everything that is regarded as an important value by those in Factor 1 – whereas the similarities of these two factors are more decisive than their differences. They do indeed differ concerning the statements in the table, yet the absolute values of the differences are not especially large. It looks as if those in the fourth factor would be in a value crisis, and thus it might not even be a coincidence that they would like to "legitimize" their intention to change the rural way of life from the outside (statement nr. 32). They do not believe that those employed in agriculture would think systematically. They have no sensitivity for a number of values that are evident and positive to the city people, yet have something nostalgic to them. For example that they would regret it if the countryside changed.

This „mixed position” is also reflected in their dissatisfaction with existing social relationships (statements nr. 11, 7 and 29), which might as well be their main motivation for trying to facilitate, through a new type of enterprise, the "saving" of the rural way of life.

Table 27 Distance between Factors 2 and 3 by statement, Herencsény

STATEMENTS	Factor 2	Factor 3	Distance between factors
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	1.094	-1.384	2.478
36. I think one's business cannot develop without taking a loan.	1.641	-0.665	2.306
26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	0.547	-1.577	2.124
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	-0.431	2.103	-2.534
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	-1.094	1.052	-2.145
23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	-0.547	0.998	-1.545

Table 27, Table 28 and Table 29 compare the remaining pairs of factors. It is worth observing how remarkably the views of the various factors differ concerning some of the statements. These can be spotted by looking for the highest absolute values. In tables 27 and 28, the distance between the two factors concerning the statement "25. Everything being cheaper in the supermarket, there is no sense in home gardening or

raising animals" is 3.166. While the „entrepreneurs” (Factor 2) think that home gardening is not worth the effort, „those eager to change” (Factor 4) believe that home gardening still makes sense.

Table 31 also contains a statement with a large absolute value, which indicates that the statement by which those in Factor 4 differ most from those in Factor 3 is "12. Home gardening and raising animals for the family are inherent to country life."

Table 28 Distance between Factors 2 and 4 by statement, Herencsény

STATEMENTS	Factor 2	Factor 4	Distance between factors
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	1.094	-2.072	3.166
5. It is my work that makes up my life and I like to talk about it to the family, to friends.	1.972	-0.118	2.090
30. Anyone might get rich by their own efforts in Hungary.	-0.547	-2.218	1.671
12. Home gardening and raising animals for the family are inherent to country life.	-1.111	1.542	-2.653
8. I feel my everyday work is not in line with my true interests and values.	-1.856	0.262	-2.118
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	-1.094	0.963	-2.057

Table 29 Distance between Factors 3 and 4 by statement, Herencsény

ÁLLÍTÁSOK	Faktor 3	Faktor 4	Faktorok közötti távolság
30. Anyone might get rich by their own efforts in Hungary.	-0.139	-2.218	2.079
23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	0.998	-0.817	1.814
9. The money we spend in our home region contributes to the economic development of the area.	1.910	0.166	1.744
12. Home gardening and raising animals for the family are inherent to country life.	-0.944	1.542	-2.486
21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.	-0.858	1.396	-2.254
1. The reason why success is important to me is the financial wellbeing of my family.	-0.719	1.382	-2.101

V. 2. 5 Characterization of the Entrepreneurs of Ökotársulás

30. táblázat Az ökotársulás tagjainak statisztikai jellemzői

Nr.	Name	Age	Child(ren)	Education	Profession	Present job	Livestock / pet	Lives in	Area of residence
1.	DUDI	41-50	0	University	Economist, horticultural engineer	Financial manager	-	Budapest	block of flats
2.	ZOLTÁN	41-50	4	College	Architect	Business manager	dog	Diósd	garden suburb w/ family houses
3.	ANCI	51-60	2	College	n/a	Yoga trainer	dog	Budapest	upscale residential area
4.	SÜMI	51-60	1	High school	n/a	Managing director	dog	Budapest	historical downtown
5.	BÁLNA	41-50	0	College	P.E. teacher	Event organizer	-	Budapest	
6.	JÁZMIN	41-50	2	College	Import-export trade	Movie making	-	Budapest	upscale residential area
7.	VOCI	41-50	1	College	n/a	Physiotherapist	cat	Budapest	garden suburb w/ family houses
8.	TAMÁS	>60	3	High school	n/a	Managing director	-	Budapest	
9.	RITA	31-40	2	n/a	n/a	Artist of applied arts, textile designer	-	Budapest	urban, traditional
10.	ALPHA	31-40	0	PhD	n/a	Engineer	-	Budapest	urban, traditional
11.	ORSI	31-40	0	University	n/a	Online entrepreneur	dog, cat	Solymár	garden suburb w/ family houses
12.	BENCE	41-50	1	College	Architect technician	Managing director of Ökotársulás, alternative therapist	dog, cat	Budapest	garden suburb w/ family houses
13.	SZISZI	31-40	0	University	Engineer	Project manager	-	Budapest	historical downtown
14.	ANDREA	51-60	2	University	Teacher, journalist	marketing	dog, cat	Budapest	upscale residential area
15.	MÓNI	41-50	2	University	Teacher, tourist guide	Tourist guide	-	Budapest	garden suburb w/ family houses
16.	GYÖRGYI	41-50	0	University	n/a	Entrepreneur, trainer	-	Budapest	urban, traditional
17.	KLÁRA	51-60	0	College	Theater dramaturge	Financial manager	70 ducks as a child	Budapest	upscale residential area
18.	JUDIT	31-40	0	University	Attorney	Attorney	cat	Budapest	urban, traditional
19.	ISTVÁN	41-50	1	University	Horticultural engineer	Horticultural engineer	the 10 goats of Ökotársulás	Pomáz	garden suburb w/ family houses

Table 31 Correlation matrix between sorts - Ökotársulás

	DUDI	ZOLTÁN	ANCI	SÜMI	BÁLNA	JÁZMIN	VOCI	TAMÁS	RITA	ALPHA	ORSI	BENCE	SZISZI	ANDREA	MÓNI	GYÖRGY	KLÁRA	JUDIT	ISTVÁN
DUDI	100	44	34	51	34	36	54	51	47	61	23	48	9	28	62	48	35	64	45
ZOLTÁN		100	55	27	62	33	38	59	55	50	48	47	27	36	55	34	43	44	35
ANCI			100	32	43	20	26	51	48	35	39	38	21	16	41	15	47	43	31
SÜMI				100	41	49	40	44	59	41	37	25	13	25	61	31	25	48	46
BÁLNA					100	34	54	56	52	40	46	39	22	32	59	17	41	43	44
JÁZMIN						100	38	37	33	27	38	34	8	-4	42	30	16	42	39
VOCI							100	56	36	29	25	46	-5	11	53	14	21	37	28
TAMÁS								100	57	45	39	48	22	16	48	32	27	56	29
RITA									100	42	59	62	12	14	65	45	29	44	51
ALPHA										100	25	28	14	36	42	66	26	61	54
ORSI											100	42	13	14	54	28	22	25	28
BENCE												100	-1	9	55	40	25	35	31
SZISZI													100	42	19	18	20	38	-12
ANDREA														100	34	11	47	48	18
MÓNI															100	39	36	59	39
GYÖRGYI																100	18	48	48
KLÁRA																	100	39	33
JUDIT																		100	51
ISTVÁN																			100

The **Correlation Matrix Between Sorts**, once again, shows the similarities (and dissimilarities) in respondents' views.

Table 32 Factor matrix of the agricultural entrepreneurs of Ökotársulás, with X denoting the entrepreneurs belonging to each factor

QSORT	1	2	3	4	5
1 M-DUDI	0.1207	0.2927	0.5269*	0.5779	-0.0358
2 M-ZOLTAN	0.6429X	0.4254	0.2024	0.2005	0.1367
3 M-ANCI	0.6164X	0.4493	0.0919	0.0962	0.0154
4 M-SUMI	0.2138	0.0216	0.3399	0.6421X	0.1548
5 M-BALNA	0.5154*	0.4118	0.0282	0.4639	0.0575
6 M-JAZMIN	0.2728	-0.2324	0.2426	0.6181X	0.0927
7 M-VOCI	0.2054	0.2178	-0.0265	0.8064X	-0.2277
8 M-TAMAS	0.5017	0.2115	0.1519	0.5239*	0.1076
9 M-RITA	0.7242X	0.0557	0.3657	0.2969	-0.0010
10 M-ALPHA	0.1623	0.2878	0.7626X	0.2144	0.0777
11 M-ORSI	0.7881X	-0.0731	0.1100	0.1631	0.1572
12 M-BENCE	0.6224X	0.0688	0.2369	0.3008	-0.1891
13 M-SZISZI	0.1214	0.1775	0.0133	0.0283	0.9021X
14 M-ANDREA	-0.0513	0.6886X	0.1802	0.0992	0.4496
15 M-MONI	0.4718	0.2081	0.2739	0.5765*	0.1424
16 M-GYORGY	0.2467	-0.0893	0.8535X	0.0567	0.1308
17 M-KLARA	0.2494	0.7466X	0.1474	0.0741	0.0192
18 M-JUDIT	0.1307	0.3697	0.5299*	0.4773	0.3271
19 M-ISTVAN	0.2224	0.2192	0.6620X	0.2447	-0.2722
% expl.Var.	18	11	15	17	7

The **correlation matrix of factor values** indicates that Factors 1, 3 and 4 are strongly correlated, which means that the identification of the individual factors is hindered by the views of the respondents in these three groups being similar rather than distinctly different. The opinions of the two respondents in Factor 2, M-Andrea and M-Klára, can be distinguished relatively clearly from all the others (one of them is a dramaturge, the other a teacher who now works as a marketing entrepreneur). The fifth factor explains only 7% of the total variance, therefore it will not be taken into account in our further analyses. The lone person comprising the fifth factor is the author of present thesis, that is, myself – and as a member of Ökotársulás, I cannot have been unbiased in my responses, obviously. The fact that I was alone in Factor 5 is a sign of the robustness of Q-Methodology.

Table 33 Correlation matrix of factor values, Ökotársulás

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Factor 1	1.0000	0.3743	0.5013	<u>0.5473</u>	0.1789
Factor 2		1.0000	0.2935	0.2402	0.3432
Factor 3			1.0000	0.3958	0.1274
Factor 4				1.0000	0.0272
Factor 5					1.0000

In order to identify the individual factors, I analyzed the rank statement totals for the first four factors, as shown in Table 34 below.

Table 34 Rank statement totals with four factors, Ökotársulás

STATEMENTS	Factor 1		Factor 2		Factor 3		Factor 4	
	Eigen-value	Rank	Eigen-value	Rank	Eigen-value	Rank	Eigen-value	Rank
1. The reason why success is important to me is the financial wellbeing of my family.	-0.47	28	-0.55	29	0.53	13	-0.97	32
2. If I could start over again, I would lead a different life.	-0.34	24	0.93	9	-1.49	37	0.82	10
3. I would feel regret if country life changed, and most of us had to work for large corporations.	1.73	2	0.31	17	1.54	3	1.16	8
4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	1.69	3	0.93	9	1.87	1	1.22	5
5. It is my work that makes up my life and I like to talk about it to the family, to friends.	-0.20	20	-0.38	25	1.10	8	0.65	14
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	-0.05	17	1.48	3	1.48	4	0.91	9
7. Alienation and social polarization are inherent to profit-centered societies.	1.27	7	-0.07	20	-0.55	27	1.33	3
8. I feel my everyday work is not in line with my true interests and values.	-0.96	32	0.79	11	-2.09	39	-0.32	23
9. The money we spend in our home region contributes to the economic development of the area.	1.12	9	1.10	6	1.26	5	1.32	4
10. It is not my job that is important but that I earn an income to suit my family's needs.	-1.35	37	-0.38	25	-1.82	38	-1.17	35
11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	0.14	14	0.24	18	0.04	20	1.46	2
12. Home gardening and raising animals for the family are inherent to country life.	1.30	6	0.62	13	0.49	14	0.59	15
13. Usually, it is only those who have no hope for improvement who stay in the countryside.	-0.24	21	-0.96	31	-0.82	30	-1.03	33
14. I do not have much trust in contracts, the given word is more valuable.	-0.46	27	-0.48	27	0.72	10	-1.95	39
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	-0.13	18	0.72	12	0.76	9	0.12	18
16. Those employed in agriculture are characterized by systematic thinking.	-0.46	26	0.31	17	0.39	16	0.75	11
17. If you want to be an achiever, you are bound to break some rules.	-0.40	25	1.58	2	-0.33	23	-0.55	26
18. Being excellent in one single field is enough to become successful.	0.70	11	-1.27	33	-1.20	36	1.20	6
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	1.03	10	0.96	7	-0.21	22	-1.61	38
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	1.77	1	-0.24	21	0.58	11	-0.92	31

21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.	1.15	8	0.55	14	0.39	16	1.17	7
22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	0.04	15	-1.65	39	-0.91	32	-0.56	27
23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	-0.29	23	-1.48	38	-1.11	35	-0.39	24
24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.	0.03	16	-1.41	36	-0.78	29	0.02	19
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	-2.33	39	-1.41	36	-0.99	34	-1.36	36
26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	-0.78	31	0.48	15	0.16	19	-0.74	28
27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	-1.12	36	-1.10	32	-0.44	26	-0.31	22
28. Those who like to work and are employed in agriculture tend to be balanced	0.56	12	-0.41	26	0.16	19	-0.18	21
29. The local community is far too divided, each group would prefer some other direction.	-0.27	22	-0.55	29	-0.34	24	-0.16	20
30. Anyone might get rich by their own efforts in Hungary.	-1.00	34	-1.48	38	1.54	3	0.31	17
31. Industrial employers located in the vicinity have an unfavorable effect on the nature of the village.	0.37	13	-0.31	23	0.22	17	0.68	13
32. It is typical for the newcomers in our settlement not to accept our system of values.	-0.74	30	-0.86	30	-0.11	21	-0.44	25
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	-0.52	29	1.96	1	-0.90	31	-0.75	29
34. Small enterprises have no future as opposed to large corporations.	-1.41	38	0.14	19	-0.99	34	-1.04	34
35. Hungary should strive for food self-sufficiency.	1.44	38	0.14	5	1.21	7	1.96	1
36. I think one's business cannot develop without taking a loan.	-1.04	35	-0.31	23	0.57	12	-0.88	30
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	-0.99	33	-1.34	34	-0.77	28	0.42	16
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	-0.17	19	0.79	11	-0.42	25	-1.46	37
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	1.39	5	1.41	4	1.25	6	0.70	12

It was the statements listed below that those in the first factor (Zoltán, architect, business manager; Anci, yoga trainer; Rita, artist; Orsi, online entrepreneur; and Bence, architect technician, alternative therapist and the leader of Ökotársulás) agreed with most – thus coming first in the ranking:

20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people. (1)

3. I would feel regret if country life changed, and most of us had to work for large corporations. (2)

4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out. (3)

35. Hungary should strive for food self-sufficiency. (4)

Their agreement with the above statements is a clear sign of an unconditional commitment to the rural way of life. The statements featured in the last rows of the ranking reflect the same

conservative, but nevertheless open system of values. The statements that the entrepreneurs disagreed with were:

- 25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals. (39)
- 34. Small enterprises have no future as opposed to large corporations. (38)
- 10. It is not my job that is important but that I earn an income to suit my family's needs. (37)
- 36. I think one's business cannot develop without taking a loan. (35)

Factor 2 are characterized by distinctly different values. This is expressed in their choice of the statements they agreed with most, as those imply values one would expect from a rather "organized" personality:

- 33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.(1)
- 17. If you want to be an achiever, you are bound to break some rules. (2)
- 6. It is important to me to know the developments concerning my profession, to participate in professional courses. (3)
- 39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable. (4)

Table 35 Distance between Factors 1 and 2 by statement, Ökotársulás

STATEMENTS	Factor 1	Factor 2	Distance between factors
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	1.769	-0.240	2.009
18. Being excellent in one single field is enough to become successful.	0.703	-1.271	1.974
22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	0.040	-1.649	1.689
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	-0.517	1.959	-2.476
17. If you want to be an achiever, you are bound to break some rules.	-0.402	1.580	-1.982
8. I feel my everyday work is not in line with my true interests and values.	-0.957	0.790	-1.747

Table 35 is a great illustration of the highly differing choice of values in Factors 1 and 2. Those in Factor 1 seem to be more happy, optimistic people, while the members of Factor 2 appear to be pessimistic individuals, who are somewhat dissatisfied, yet not daring to change their own ways. Andrea and Klára, the only two to represent the second factor, are intellectuals who have not had too much of the feeling of success in their careers (teacher and dramaturge), and for whom the compliance with rules and order has become an essential part of life.

Table 36 Distance between Factors 1 and 3 by statement, Ökotársulás

STATEMENTS	Factor 1	Factor 3	Distance between factors
18. Being excellent in one single field is enough to become successful.	0.703	-1.203	1.906
7. Alienation and social polarization are inherent to profit-centered societies.	1.270	-0.549	1.819
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	1.026	-0.211	1.237
30. Anyone might get rich by their own efforts in Hungary.	-1.002	1.541	-2.543
36. I think one's business cannot develop without taking a loan.	-1.040	0.571	-1.612
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	-0.053	1.484	-1.537

The values of those in the first and those in the third factor are highly similar. Nonetheless, there is a difference, which is caused by a few statements that those in Factor 1 moderately agree with, but those in Factor 3 completely deny (see Table 36). The entrepreneurs that scored relatively high factor loadings for Factor 3 were: Alpha, engineer with a Phd; Györgyi, trainer; and István, a horticultural engineer from Pomáz. The opinion of this group is particularly interesting, for example because there was practically no other respondent in any one of the three samples to deny statement nr. 7.

Table 37 Distance between Factors 1 and 4 by statement, Ökotársulás

STATEMENT	Factor 1	Factor 4	Distance between factors
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	1.769	-0.917	2.686
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	1.026	-1.615	2.641
14. I do not have much trust in contracts, the given word is more valuable.	-0.463	-1.949	1.486
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	-0.985	0.416	-1.401
11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	0.139	1.464	-1.325
30. Anyone might get rich by their own efforts in Hungary.	-1.002	0.310	-1.312

Factor 1 is characterized by a definitely positive attitude towards the rural way of life, while Factor 4 rather demonstrated a sort of denial. The largest differences between the opinions of Factor 1 and 4 concerned statements that none of them agreed with. Thus they are distinguished by the intensity of their denial.

The above indicates that the values of these two groups must be similar in a number of ways. Those in Factor 1 follow a conscious choice of values and they are positive towards the rural way of life, while those in Factor 4, even though also characterized by a conscious choice of values, actually deny the practical aspects of rural existence. They have not fallen for the countryside and there was no realization that this is what they want to do the rest of their lives, either – their intention to start an enterprise in the countryside originates somewhere else, most probably in their denial of, in their having become fed up with city life. This might as well serve as a warning to the members of the enterprise that some of the partners may not endure in the long run.

Table 38 Distance between Factors 2 and 3 by statement, Ökotársulás

STATEMENT	Factor 2	Factor 3	Distance between factors
8. I feel my everyday work is not in line with my true interests and values.	0.790	-2.090	2.880
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	1.959	-0.900	2.859
2. If I could start over again, I would lead a different life.	0.928	-1.494	2.422
30. Anyone might get rich by their own efforts in Hungary.	-1.478	1.541	-3.020
5. It is my work that makes up my life and I like to talk about it to the family, to friends.	-0.379	1.098	-1.476
3. I would feel regret if country life changed, and most of us had to work for large corporations.	0.309	1.541	-1.232

Tables 37, 38 and Table 39 present the statements with the largest differences, along with the respective eigenvalues. Differences (absolute value) are the largest where Factor 2 is involved, which is in line with our finding that it is those in Factor 2 whose values differ the most from all the others (while for all the others, similarities appear to be dominant).

Table 39 Distance between Factors 2 and 4 by statement, Ökotársulás

STATEMENTS	Factor 2	Factor 4	Distance between factors
33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	1.959	-0.754	2.713
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	0.961	-1.615	2.576
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	0.790	-1.464	2.254
18. Being excellent in one single field is enough to become successful.	-1.271	1.199	-2.469
30. Anyone might get rich by their own efforts in Hungary.	-1.478	0.310	-1.788
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	-1.340	0.416	-1.756

Table 40 Distance between Factors 3 and 4 by statement, Ökotársulás

STATEMENTS	Factor 3	Factor 4	Distance between factors
14. I do not have much trust in contracts, the given word is more valuable.	0.724	-1.949	2.674
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	0.584	-0.917	1.501
1. The reason why success is important to me is the financial wellbeing of my family.	0.529	-0.971	1.500
18. Being excellent in one single field is enough to become successful.	-1.203	1.199	-2.402
2. If I could start over again, I would lead a different life.	-1.494	0.824	-2.318
7. Alienation and social polarization are inherent to profit-centered societies.	-0.549	1.329	-1.878

V. 2. 6 Identifying the Types of Entrepreneurs in the Ökotársulás Sample

Based on the in-depth interviews, the Q-Sorts, the ranking of the statements, the narrative life profiles, the responses to our questions about the success of enterprises, and the evaluation of statistical elements, the following four factors could be identified:

Those following a conscious choice of values (Factor 1)

A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.

Those eager to change (Factor 2)

According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of general mistrust. They do not see their opportunities to change.

Followers of tradition (Factor 3)

The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in rural life, failures do not discourage them leading this way of life.

Value-driven nostalgics (Factor 4)

Emotionally attached to the rural way of life, to agriculture. A conscious choice of values. The denial of the urban way of life, their want to do something about it is palpable. The nostalgia and the expectations of an outsider towards those who actually preserve the rural way of life. Does not build upon actual experience but draws up a model of rural life they consider ideal. Likely to be attached to the village through their origins.

V. 3 A Comparative Analysis of Agricultural Entrepreneurs – Jászfényszaru, Herencsény, Ökotársulás

Table 41 shows a summary of the types of entrepreneurs identified in the three samples, based on the Q-Sorts and the in-depth interviews. It is by all means reassuring that the description of the factors did not yield twelve differing categories – but five main types only.

Table 41 A factor-by-factor comparative analysis of agricultural entrepreneurs from the three samples

Sampling area	Factor1	Factor2	Factor3	Factor4
Jászfényszaru	<p><u>Those following a conscious choice of values</u> A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.</p>	<p><u>Those eager to change</u> According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of internal mistrust.</p>	<p><u>Experienced entrepreneurs</u> Experienced, conscious, rational entrepreneurs. Their views are determined by life experience instead of principles. A group of people committed to the entrepreneurial way of life, open to change and to cooperation.</p>	<p><u>Followers of tradition</u> Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in the perspectives of rural life.</p>
Herencsény	<p><u>Those following a conscious choice of values</u> A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.</p>	<p><u>Experienced entrepreneurs</u> Experienced, conscious, rational entrepreneurs. Their views are determined by life experience instead of principles. A group of people committed to the entrepreneurial way of life, open to change and to cooperation.</p>	<p><u>Followers of tradition</u> Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in the perspectives of rural life.</p>	<p><u>Those eager to change</u> According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of internal mistrust., they strive for safety.</p>
Ökotársulás	<p><u>Those following a conscious choice of values</u> A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.</p>	<p><u>Those eager to change</u> According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of general mistrust.</p>	<p><u>Followers of tradition</u> Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in the perspectives of rural life.</p>	<p><u>Value-driven nostalgics</u> Emotionally attached to the rural way of life, to agriculture. A conscious choice of values. The denial of the urban way of life, their want to do something about it is palpable. The nostalgia and the expectations of an outsider towards those who actually preserve the rural way of life. Does not build upon actual experience but draws up a model of rural life they consider ideal. Likely to be attached to the village through their origins.</p>

It was quite a surprise that it was exactly Ökotársulás where we did not find a "true entrepreneur" category – instead, we found a group who joined the enterprise out of nostalgia.

The tables below provide clear evidence that the groups assumed to share the same values were indeed similar across all three samples, though a few statements yielded certain differences, as well. Out of those following a conscious choice of values, it is probably the respondents from Jászfényszaru who were the most characteristic. They represent a type that is open to developments in their profession, and proud of their systematic thinking. The other two groups share the same basic features, yet there were certain less rational elements among their most important statements, as well. Concerning Ökotársulás, it was statements nr. 20 and nr. 3 where they agreed most.

Table 42 Statements with the highest ranks in the „Those following a conscious choice of values” groups

Jászfényszaru	Herencsény	Ökotársulás
<p><u>Those following a conscious choice of values</u></p> <p><i>A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.</i></p>		
<p>These were the statements that the individuals identified as „Those following a conscious choice of values” agreed with most:</p>		
4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	35. Hungary should strive for food self-sufficiency.	20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.
6. It is important to me to know the developments concerning my profession, to participate in professional courses.	1. The reason why success is important to me is the financial wellbeing of my family.	3. I would feel regret if country life changed, and most of us had to work for large corporations.
35. Hungary should strive for food self-sufficiency.	20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.
16. Those employed in agriculture are characterized by systematic thinking.	3. I would feel regret if country life changed, and most of us had to work for large corporations.	35. Hungary should strive for food self-sufficiency.
5. A munkám kitölti az életemet, és szívesen beszélek róla családtagjaimmal, barátaimmal	39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.
<p>What they totally disagreed with:</p>		
13. Usually, it is only those who have no hope for improvement who stay in the countryside.	22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.

8. I feel my everyday work is not in line with my true interests and values.	34. Small enterprises have no future as opposed to large corporations.	34. Small enterprises have no future as opposed to large corporations.
38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	10. It is not my job that is important but that I earn an income to suit my family's needs.
2. If I could start over again, I would lead a different life.	14. I do not have much trust in contracts, the given word is more valuable.	27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.
10. It is not my job that is important but that I earn an income to suit my family's needs.	13. Usually, it is only those who have no hope for improvement who stay in the countryside.	36. I think one's business cannot develop without taking a loan.
The statements determining the differences between the three „Those following a conscious choice of values” groups:		
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	16. Those employed in agriculture are characterized by systematic thinking.	1. The reason why success is important to me is the financial wellbeing of my family.
8. I feel my everyday work is not in line with my true interests and values.	11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.
	15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	2. If I could start over again, I would lead a different life.

Table 43 illustrates the identification of the „Those eager to change” groups. This time, the three groups are mainly linked by the statements that they agreed with least. A common point was, however, that while all three groups were dissatisfied with their situation, they showed no sign of trying to initiate the necessary changes themselves.

Table 43 Statements with the highest ranks in the „Those eager to change” groups

Jászfényszaru	Herencsény	Ökotársulás
<p><u>Those eager to change</u></p> <p><i>According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of internal mistrust.</i></p>		
These were the statements that the individuals identified as „Those eager to change” agreed with most:		
35. Hungary should strive for food self-sufficiency.	35. Hungary should strive for food self-sufficiency.	33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.
1. The reason why success is important to me is the financial wellbeing of my family.	12. Home gardening and raising animals for the family are inherent to country life.	17. If you want to be an achiever, you are bound to break some rules.

2. If I could start over again, I would lead a different life.	11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	6. It is important to me to know the developments concerning my profession, to participate in professional courses.
11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.	39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.
3. I would feel regret if country life changed, and most of us had to work for large corporations.	1. The reason why success is important to me is the financial wellbeing of my family.	35. Hungary should strive for food self-sufficiency.
What they totally disagreed with:		
24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.	30. Anyone might get rich by their own efforts in Hungary.	22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.
30. Anyone might get rich by their own efforts in Hungary.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	23. Because of the negative views on the countryside, external investors tend to avoid rural areas.
14. I do not have much trust in contracts, the given word is more valuable.	22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	30. Anyone might get rich by their own efforts in Hungary.
18. Being excellent in one single field is enough to become successful.	13. Usually, it is only those who have no hope for improvement who stay in the countryside.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.
36. I think one's business cannot develop without taking a loan.	39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.
The statements determining the differences between the three „Those eager to change” groups:		
1. The reason why success is important to me is the financial wellbeing of my family.	30. Anyone might get rich by their own efforts in Hungary..	8. I feel my everyday work is not in line with my true interests and values.
2. If I could start over again, I would lead a different life.		
17. If you want to be an achiever, you are bound to break some rules.		

Table 44 provides a summary of the statements on which the identification of the „Followers of tradition” groups was based. This is probably the most robust category – the content of the system of values it represented was relatively unchanged across all three samples.

Table 44 Statements with the highest ranks in the „Followers of tradition” groups

Jászfényszaru	Herencsény	Ökotársulás
<u>Followers of tradition</u>		
<i>Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in the perspectives of rural life.</i>		

These were the statements that the individuals identified as „Followers of tradition” agreed with most:		
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.
35. Hungary should strive for food self-sufficiency.	9. The money we spend in our home region contributes to the economic development of the area.	3. I would feel regret if country life changed, and most of us had to work for large corporations.
21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.	3. I would feel regret if country life changed, and most of us had to work for large corporations.	30. Anyone might get rich by their own efforts in Hungary.
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	6. It is important to me to know the developments concerning my profession, to participate in professional courses.
12. Home gardening and raising animals for the family are inherent to country life.	35. Hungary should strive for food self-sufficiency.	9. The money we spend in our home region contributes to the economic development of the area.
What they totally disagreed with:		
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	10. It is not my job that is important but that I earn an income to suit my family's needs.	8. I feel my everyday work is not in line with my true interests and values.
34. Small enterprises have no future as opposed to large corporations.	8. I feel my everyday work is not in line with my true interests and values.	10. It is not my job that is important but that I earn an income to suit my family's needs.
17. If you want to be an achiever, you are bound to break some rules.	26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	2. If I could start over again, I would lead a different life.
24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.	22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	18. Being excellent in one single field is enough to become successful.
13. Usually, it is only those who have no hope for improvement who stay in the countryside.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	23. Because of the negative views on the countryside, external investors tend to avoid rural areas.
The statements determining the differences between the three „Followers of tradition” groups:		
12. Home gardening and raising animals for the family are inherent to country life.	23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	30. Anyone might get rich by their own efforts in Hungary.
18. Being excellent in one single field is enough to become successful.	26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	14. I do not have much trust in contracts, the given word is more valuable.

34. Small enterprises have no future as opposed to large corporations.		1. The reason why success is important to me is the financial wellbeing of my family.
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.		19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.

Table 45 Statements with the highest ranks in the „Experienced entrepreneurs” groups and in the „Value-driven nostalgics” group

Jászfényszaru	Herencsény	Ökötársulás
<p><u>Experienced entrepreneurs</u></p> <p><i>Experienced, conscious, rational entrepreneurs. Their views are determined by life experience instead of principles. A group of people committed to the entrepreneurial way of life, open to change and to cooperation.</i></p>		<p><u>Value-driven nostalgics</u></p> <p><i>Emotionally attached to the rural way of life, to agriculture. A conscious choice of values. The denial of the urban way of life, their want to do something about it is palpable. The nostalgia and the expectations of an outsider towards those who actually preserve the rural way of life. Does not build upon actual experience but draws up a model of rural life they consider ideal. Likely to be attached to the village through their origins.</i></p>
<p>These were the statements that the individuals identified as „Experienced entrepreneurs” and „Value-driven nostalgics” agreed with most:</p>		
17. If you want to be an achiever, you are bound to break some rules.	5. A munkám kitölti az életemet, és szívesen beszélek róla családtagjaimmal, barátaimmal	35. Hungary should strive for food self-sufficiency.
20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	36. I think one’s business cannot develop without taking a loan.	11. In today’s society, many are only concerned with themselves while completely ignorant to others’ well-being.
39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.	28. Those who like to work and are employed in agriculture tend to be balanced	7. Alienation and social polarization are inherent to profit-centered societies.
11. In today’s society, many are only concerned with themselves while completely ignorant to others’ well-being.	9. The money we spend in our home region contributes to the economic development of the area.	9. The money we spend in our home region contributes to the economic development of the area.
27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	6. It is important to me to know the developments concerning my profession, to participate in professional courses.	4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.
<p>What they totally disagreed with:</p>		
22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	14. I do not have much trust in contracts, the given word is more valuable.
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	8. I feel my everyday work is not in line with my true interests and values.	19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.

18. Being excellent in one single field is enough to become successful.	37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.
15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.	12. Home gardening and raising animals for the family are inherent to country life.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.
32. It is typical for the newcomers in our settlement not to accept our system of values.	2. If I could start over again, I would lead a different life.	10. It is not my job that is important but that I earn an income to suit my family's needs.
The statements determining the differences between for the three „Experienced entrepreneurs” groups and the „Value-driven nostalgics” group:		
17. If you want to be an achiever, you are bound to break some rules.	5. It is my work that makes up my life and I like to talk about it to the family, to friends.	38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.
27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.	36. I think one's business cannot develop without taking a loan.	19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	
2. If I could start over again, I would lead a different life.	20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	
35. Hungary should strive for food self-sufficiency.	37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	

Having completed the three surveys with identical statements, it was an obvious option to combine the three samples, and perform the factor analysis for the total of 57 respondents together. Table 46 shows the combined factor matrix. The five factors identified account for some 58% of the total variance. All but a few entrepreneurs can be identified with one of these five factors. The factors of the combined factor analysis comprised those respondents the views of whom had already been found similar by the three separate analyses, thus combining the samples did not yield any contradictions. The differences between the individual factors are, however, less distinct now, but that is quite understandable. The correlation matrix of factor values shows pairwise correlation coefficients above 0.3 for all five factors. The relationships between them are not significant, but they are not truly independent, either. Knowing that the combined analysis did not expose any sort of previously unknown relationship, a detailed analysis of the data will not be provided.

Table 47 Combined factor matrix, with X denoting the entrepreneurs belonging to each factor

QSORT	1	2	3	4	5
1 Katoka	0.5313*	0.3463	0.0505	0.1334	0.3977
2 Ordogne	0.7226X	0.2625	0.1611	-0.0021	0.1009
3 P.Arpad	0.3263	0.5285*	0.3182	0.3870	-0.1252
4 T.Imre	0.4622*	0.0180	0.4127	0.2549	0.3562
5 Janos	0.1512	0.2388	-0.1519	0.4810*	0.3848
6 P.Vencel	0.6137X	0.3167	0.0123	0.1375	0.2236
7 N.Sandor	0.6217X	0.2922	0.4140	-0.0552	0.0853
8 Izabell	0.0812	0.7961X	-0.0198	0.1744	-0.0716
9 S.Andi	0.2143	0.5623X	0.1249	-0.2084	0.2999
10 P.Gyula	0.0952	0.1297	0.0383	0.5853X	0.0452
11 Gitta	0.0962	0.6027X	-0.0486	-0.1508	-0.1235
12 N.Gergo	0.6835X	0.2290	0.1690	0.4306	0.0304
13 Laszlo	0.6631X	0.1210	0.1517	-0.1328	-0.1526
14 K.Erno	0.5988X	0.0731	0.1112	0.1522	0.5211
15 E.Vencel	0.2488	0.3530	0.7690X	0.0904	0.0008
16 O.Jani	0.5084	0.3351	-0.1100	0.2153	0.5133
17 E.Istvan	0.5179	-0.1069	0.3107	0.3148	0.3083
18 K.Bela	0.3295	0.4591	0.3270	-0.1616	0.2934
19 Rajmund	0.5061	0.3725	0.1800	0.4090	0.1214
20 N.Erno	0.4709	0.2931	0.0093	0.0935	0.5817X
21 HSZ.JOZS	0.3854	-0.0032	0.5684	0.2243	0.3538
22 HJ.KAROL	0.1880	0.1192	0.7364X	0.1995	0.0891
23 HP.ISTVA	0.1778	-0.0157	0.4673X	0.4158	0.1050
24 HD.GYORG	0.5370X	0.2410	0.1059	0.2918	0.3001
25 HB.ISTVA	0.2704	-0.0156	-0.0285	0.4102	0.5623X
26 SZF.GYUL	0.6205X	0.1684	0.3156	0.4288	0.0257
27 SZT.KALM	0.2931	0.5620X	0.3515	0.1728	0.1064
28 SP.ANDRA	0.1557	0.6986X	0.2779	-0.0547	0.1948
29 HSZ.ERZS	0.3560	0.4150	0.1953	0.3197	0.1338
30 HSZ.ADAM	0.0672	0.2453	0.6001X	-0.3027	-0.2512
31 HG.KRIST	0.4981	0.5112	0.1305	-0.3164	0.2167
32 TM.GYULA	0.6289X	0.3065	0.3368	-0.0372	0.1067
33 TM.IBOLY	0.2350	0.7044X	0.2529	0.0628	0.2385
34 B.MIHALY	0.5831X	0.3888	0.1024	0.2274	0.1865
35 BS.LAJOS	0.4883*	0.2603	0.3914	0.2299	0.3295
36 VT.ANDRA	0.6750X	-0.1422	0.2162	0.2914	0.2165
37 BSZ.ORS	0.2107	-0.2332	0.0664	0.5654X	0.1686
38 HP.LAJOS	0.0545	0.3583	0.4113	0.5792X	0.1329
39 M-DUDI	0.3085	-0.0483	0.2589	0.2516	0.6778X
40 M-ZOLTAN	0.0463	0.2936	0.5555*	0.3608	0.3394
41 M-ANCI	0.0076	0.3237	0.2921	0.1499	0.4940X
42 M-SUMI	0.4759*	0.1216	0.4480	-0.1652	0.3989
43 M-BALNA	0.0507	0.3136	0.5707X	0.1478	0.4138
44 M-JAZMIN	0.3127	-0.0143	0.5382X	-0.0354	0.1675
45 M-VOCI	0.0675	-0.0242	0.3379	-0.0092	0.6164X

46	M-TAMAS	0.0239	0.2467	0.5389*	0.2720	0.4804
47	M-RITA	0.4233	0.1332	0.6622X	0.0608	0.2323
48	M-ALPHA	0.4883	0.0055	0.2579	0.5308*	0.3683
49	M-ORSI	0.1089	0.1177	0.7835X	0.0039	-0.0012
50	M-BENCE	0.1627	0.0208	0.6120X	0.1452	0.1976
51	M-SZISZI	-0.0455	0.6285X	0.1593	0.0787	-0.0455
52	M-ANDREA	0.0890	0.6177X	-0.0016	0.2259	0.2524
53	M-MONI	0.2700	0.1361	0.5576*	-0.1270	0.5562*
54	M-GYORGY	0.5893X	-0.0953	0.2337	0.3205	0.1671
55	M-KLARA	0.1007	0.4989X	0.1069	0.0945	0.4390
56	M-JUDIT	0.3460	0.3379	0.2481	0.1539	0.5256*
57	M-ISTVAN	0.5916X	-0.0790	0.2559	0.1747	0.3682
% expl.Var.		16	12	13	7	10

VI. SUMMARY AND CONCLUSIONS

It is hard to summarize a thesis that is more about people than numbers. I think the most significant result of my work is embodied in the in-depth interviews and the life profiles that my 57 respondents shared with me. Even the more detailed interviews reflect only a fraction of what I experienced while making these interviews.

In this summary, I could make an attempt to confirm one-by-one the hypotheses formulated in the introductory chapter – yet I am convinced it will be more interesting to systematically present the main conclusions from the dissertation. This will make it possible to formulate certain statements that the hypotheses I created on the basis of peer discussions would not allow for otherwise.

1. The rapeseed oil mill introduced in my thesis would not be of too much interest on its own, but given that almost all similar plants in Europe went bankrupt, there are some important lessons to learn from its survival. One of them is that the enterprise would have been unviable on its own, yet a long term oriented financial investor turned up and gave a capital injection in order to ensure a positive cash flow. Another point is that biomass energy production was not the sole purpose of founding this mill. Most rapeseed mills simply wanted to produce biodiesel raw material taking advantage of the EU policy prescribing the relevant mandatory mix rates, whereas the enterprise we examined aimed at establishing a micro-regional network. They completed a brown-field development to establish a small plant on the premises of a former large agricultural cooperative. By partnering with the former employees (now farming their own land) and suppliers of the sometime cooperative, they enjoyed some benefits which all the other, green-field businesses focusing on fuel production could not. Its

close relations with agricultural entrepreneurs guaranteed strong local support for the company. The project improved food security (livestock kept on controlled, locally produced fodder), energy security (public institutions heated with rapeseed pellet) and population retention (stable jobs), as well.

2. Underdeveloped regions are prioritized in the majority of rural development initiatives. They use various indicators to define what exactly qualifies as an underdeveloped region. Those most frequently used are per capita income in the region, access to infrastructure, penetration of certain consumer durables, unemployment rate, life expectancy at birth and similar indicators. Those who examine the countryside using statistical data and generally accepted categories (underdeveloped regions) usually fall victim to the pitfall of focusing on the economic aspects of the problem alone, ignoring everything else.

If we accept that diversity is very important to both nature and society, then we can hardly accept that the natural-social units (characterized by differences both in terms of space and time) we refer to as the “countryside” be evaluated using general statistics, various standardized indicators. The unique characteristics resulting from diversity (e.g. how far a rural settlement is from a city or from cultural centers, the (socio-)geographic situation etc.) need to be taken into account.

This is exactly why I decided to survey entrepreneurs from three different regions. These three regions, where the entrepreneurs live and work, do substantially differ in their nature, as well. In my hometown, Jászfényszaru, people still maintain traditions of Jazygian (“jász” in Hungarian) origin, which is why their attachment to the village, to the area also represents an attachment to a sort of minority. This attachment does, most probably, have an influence on how well the inhabitants feel and why their ways of thinking differ from those of others, who, for example, live in an area where none of the ethnicities is present in large numbers (Budapest). The second and third samples came from a region of Palóc roots (Herencsény and surroundings). I explored the similarities that connect and the differences that distinguish various entrepreneurs. The three samples might also allow for outlining the extent to which the values of various entrepreneurs differ. I am trying to find out what an agricultural entrepreneur is happy about, how materialistic they are, to what extent they are determined by their surroundings in general and how far they are affected by the micro-environment they exist in.

Concerning their success, Hungarian settlements are extremely heterogeneous. An attachment to one of the ethnic groups (in villages of Jazygian or Palóc roots, for example), as mentioned

earlier, might be among the reasons, for it might constitute a cohesive force of remarkable strength.

I analyzed what and why the agricultural entrepreneurs living in these settlements do, what system of values they represent and what special combinations of these factors they are characterized by. It is emotional intelligence, most probably, that should be more intensely developed in rural communities, as if we do not succeed in that, then even the countryside's ability to support our lives becomes questionable. The new sewage system and the gas pipe line will all be in vain, the youth will move away from the village because of the lack of the cohesion that could be present even without the sewage system if it was for the "I feel good in this community"-feeling.

3. My analyses revealed that there are several types of successful business leaders and entrepreneurs in the countryside, who have come to identify the values common to the area and the community they work in, and who also realized how these values might be incorporated in a business venture. Those who can make a living in the countryside as an entrepreneur do not constitute a homogeneous group – they may differ both in terms of entrepreneurial skills and human qualities. Their attachment to the rural way of life, their roots are, however, undoubtedly common.

4. I also looked into the internal motivations of the members of the community, into what urged them to join the "Hungarian Eco-Partnership" community. Based on their responses, four dimensions could be outlined.

NOSTALGIA	PARTNERSHIP
"Being a girl of rural origin, I was looking for a connection with farming and rural life." KLÁRA	"I was attracted by so many people wanting the same thing." JUDIT
"I can distinguish between the flavors of my childhood and those of artificial food products." KLÁRA	"It is not only a bio-farm we joined, but an intellectual community, as well." ANCI
"Attachment to the countryside." MÓNI	"Collective work outdoors." BÁLNA
"I lived in Nógrád county for 12 years, until I turned 22." MÓNI	"I can be a member of a community." JUDIT
VISION	HEALTH
"The first plot of land of my own, thus a promise of some sort of safety and stability." ORSI	"It makes you feel good if you know someone pays attention to your food." ISTVÁN
"We have similar views on nature and maybe on the future of the Earth, too." JÁZMIN	"Need for the long-term supply of quality food products." DUDI
"We didn't inherit the land from our grandparents, but rather borrowed it from our grandchildren." SÜMI	"I believe in bio products – which is the ultimate goal here, as well." MÓNI
"It feels good to support and engage in a cause that might become an example for those who live in the countryside yet have begun to forget what farming is like." KLÁRA	"At last, I will eat good food from quality raw materials, and won't have to struggle with the grocer." ALPHA

Figure 8 Internal motivations of Ökotársulás members

Some were driven by childhood memories, while others were attracted by the power of the community and people's trust in the group. Improving one's quality of life, a chance for self-sufficiency, quality food products or simply the opportunity to help others. The community aims to engage urban and rural areas in an intense discussion; and for the long run, they set the goal of realizing a concept that could take them a bit closer to their dream of self-sufficient families in a self-sufficient town.

5. Employing Q-Methodology, I set out to identify successful entrepreneurs by surveying three communities of differing characteristics. I managed to distinguish between five main types (groups), as discussed in detail in the thesis:

➤ Those following a conscious choice of values

A group of people satisfied with their position, open to cooperation and economic changes. Positively committed people, who have consciously committed themselves to a rural life, for whom the rural way of life, the traditional rural system of values is self-explanatory.

➤ Experienced entrepreneurs

Experienced, conscious, rational entrepreneurs. Their views are determined by life experience instead of principles. A group of people committed to the entrepreneurial way of life, open to change and to cooperation.

➤ Those eager to change

According to their ranking of the statements, it is not the countryside what they are talking about but rather their own desire for a change. They do not feel safe. They would rather strive for stability. Characterized by dissatisfaction, a certain kind of internal mistrust.

➤ Followers of tradition

Traditional agricultural entrepreneurs. The traditional system of values is what determines their lives. A group of people satisfied with their position, unwaveringly positive about the rural way of life. Their work is their life, and they do not want to live a different life. They believe in the perspectives of rural life.

➤ Value-driven nostalgics

Emotionally attached to the rural way of life, to agriculture. A conscious choice of values. The denial of the urban way of life, their want to do something about it is palpable. The nostalgia and the expectations of an outsider towards those who actually preserve the rural way of life. Does not build upon actual experience but draws up a model of rural life they consider ideal. Likely to be attached to the village through their origins.

6. Concerning the systems of values of the three communities, an important finding was that in two out of the three samples – in the ones from Herencsény and Jászfényszaru –, a group of people with entrepreneurial attitudes (“Experienced entrepreneurs”) could be identified. Entrepreneurial traits were more apparent in the Jászfényszaru sample, than in the one from

Herencsény. This is likely to be related to Jászfényszaru being a far more open settlement, even industrialized in some sense, where entrepreneurs occasionally attempted to build a career in other types of jobs, as well. What is more, even the influence of the urban agglomeration around Budapest could be detected here. When selecting the sampling regions, I was hoping that Jazygian traditions would have an influence on people's system of values. The existence of such an effect could not be unambiguously confirmed, even though the traditional Jazygian values of independence and autonomy were undoubtedly reflected in people's evaluations of the statements. An indication for this is that it was Jászfényszaru where entrepreneurs were most sharply distinguished from the other groups identified in the region. According to the correlation matrix of the Jazygian sample, the "Experienced entrepreneurs" factor shows no similarities with the other three factors. For the entrepreneurs of Herencsény and its surroundings (the Palóc sample, that is), it is again the factor of "Experienced entrepreneurs" which appears to have the weakest links with the other three factors. The analysis of these two samples indicated that the system of values of "Experienced entrepreneurs" significantly differs from that of the majority in both cases. As we learnt from the in-depth interviews and the life profiles, this does not necessarily mean that they are more successful as entrepreneurs; it does mean, however, that they are less prone to despair if and when conditions are changing. They tend to be less afflicted by temporary failures. There must have been ups and downs in their entrepreneurial career, yet they do not lose their faith and entrepreneurial spirit very easily. One might say, their resilience – their ability to quickly adapt to change – is above the average; they are much more open to flexible adaptation than the others. Preliminary research led me to believe that for a part of them, success resides in their rationality and in their knowing what a small enterprise is about. They accept that they have to adapt to whatever conditions the socio-economic environment presents them with. Another part of them is emotionally attached to the rural way of life. They complement their rationality with emotional intelligence, and they know that their quality of life is not solely dependent on material goods but on freedom, creativity, and the fruits and joys of their everyday work, as well.

7. It might be possible to capitalize on their ability to adapt flexibly, for example in the implementation of development projects. However, their life profiles also call our attention to the fact that their flexibility might not always be an advantage in their social relations, insofar as they may not be fully accepted by the conservative majority adhering to traditional rural values, even though they are the ones who could facilitate the community's adaptation to the

changing world. Unfortunately, they cannot become leaders – exactly because their system of values differs so much from that of the others.

8. Concerning the other types, they are similar in a number of aspects, yet a couple of characteristic differences were identified, too. The group of “Those following a conscious choice of values” was present in all three samples. Maybe it is them who would be the simplest to teach the managerial skills that may facilitate development in the countryside. Their system of values is accepted by the community, as well, thus if they succeeded in formulating a guiding vision and in having it approved by the community, then they might possibly as well become its natural leaders. This could be one of the most important conclusions of the thesis. There is no development in the countryside without local initiatives. Rural areas cannot be truly successful without local leaders who are accepted by their communities – any external support, financial investment, infrastructure development, knowledge transfer etc. would be in vain. The five value choice types identified by our study need clarification. It is without doubt, nevertheless, that there is a serious need for personality development programs that would tap into latent skills and abilities, and help countryside entrepreneurs hampered by their isolation-caused low efficiency levels get over the psychological barrier that keeps them from becoming the natural leaders of their communities. Getting to know rural people better is only one – and maybe the first – milestone in this process. I would be very much delighted if my thesis could bring us one step closer to this goal, even if it was a tiny step only.

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VIII. 1 Agricultural Entrepreneur Questionnaire, Appendix 1

Dear Entrepreneur,

I am a graduating student at the doctoral school of Corvinus University Budapest, Institute of Environmental Sciences. My research topic is rural development. My study aims to explore why people become agricultural entrepreneurs (or possibly why they give it up), what their system of values is like, and in what regards they are different from urban entrepreneurs.

In order to find an answer, I have 39 statements here with me today. Your task will be to arrange these statements into the 39 cells of an A3 size table. The triangular arrangement of the cells represents a certain form of constraint to make sure everyone devotes due attention to their response. The triangular arrangement is intended to warrant for the "normal" distribution, which is a prerequisite for processing the database with mathematical-statistical methods.

Into the cells above +4, you will have to place the statements you agree with most, and accordingly, into the cells above -4 go the statements you agree with least, with which you do not agree at all. In the same fashion, +3 stands for 'strongly agree', +2 for 'moderately agree', +1 for 'slightly agree', 0 for neutral, while -1, -2, -3 denote the respective degrees of disagreement. After having found a place for each one of the statements in one of the cells, you will be asked to write the number of each statement into the respective cell. This is going to be the data that is actually recorded, entered into the software, and then evaluated.

It happens all the time that you cannot find a place for all statement at the first attempt. You can try re-placing the statements, the goal is that the final arrangement we record perfectly reflects your opinion, your agreement.

It might help to start off by dividing the statements into three groups first, according to whether you agree with it, disagree with it or are neutral towards it. You can then proceed to arranging the statements into the table.

Afterwards, I am going to ask some questions for statistical purposes.

Responding to the survey will take approximately thirty minutes, one hour at most.

/Your responses will be used for research purposes only. They are treated confidentially during the analysis, and they will not be made available to any third parties without your express consent./

1. The reason why success is important to me is the financial wellbeing of my family.	2. If I could start over again, I would lead a different life.	3. I would feel regret if country life changed, and most of us had to work for large corporations.
4. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	5. A munkám kitölti az életemet, és szívesen beszélek róla családtagjaimmal, barátaimmal	6. It is important to me to know the developments concerning my profession, to participate in professional courses.
7. Alienation and social polarization are inherent to profit-centered societies.	8. I feel my everyday work is not in line with my true interests and values.	9. The money we spend in our home region contributes to the economic development of the area.
10. It is not my job that is important but that I earn an income to suit my family's needs.	11. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	12. Home gardening and raising animals for the family are inherent to country life.
13. Usually, it is only those who have no hope for improvement who stay in the countryside.	14. I do not have much trust in contracts, the given word is more valuable.	15. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.
16. Those employed in agriculture are characterized by systematic thinking.	17. If you want to be an achiever, you are bound to break some rules.	18. Being excellent in one single field is enough to become successful.
19. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	20. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	21. The emotional attachment to the rural way of life is more intensive for people who pursue some kind of agricultural activity, even if it is home gardening only, than for those who do not.
22. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	23. Because of the negative views on the countryside, external investors tend to avoid rural areas.	24. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.
25. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	26. It is the villages in the vicinity of which large industrial corporations are located that can develop appropriately.	27. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.
28. Those who like to work and are employed in agriculture tend to be balanced	29. The local community is far too divided, each group would prefer some other direction.	30. Anyone might get rich by their own efforts in Hungary.
31. Industrial employers located in the vicinity have an unfavorable effect on the nature of the village.	32. It is typical for the newcomers in our settlement not to accept our system of values.	33. Was it left to me, I would rather choose a job which is stable and where I can feel safe.
34. Small enterprises have no future as opposed to large corporations.	35. Hungary should strive for food self-sufficiency.	36. I think one's business cannot develop without taking a loan.
37. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	38. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	39. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.

+4 Completely agree	Only one number in each cell, please!	Only one number in each cell, please!					
+3 Strongly agree	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!				
+2 Moderately agree	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!		
+1 Slightly agree	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	
0 Neutral (yes and no)	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!
-1 Slightly disagree	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	
-2 Moderately disagree	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!		
-3 Strongly disagree	Only one number in each cell, please!	Only one number in each cell, please!	Only one number in each cell, please!				
-4 Completely disagree	Only one number in each cell, please!	Only one number in each cell, please!					

STATISTICAL DATA

Please provide the following details:

NAME/Nickname for identification:	
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- Gender: Male Female

- Age: 18-30yrs 31-40 41-50 51-60 > 60

- Number of children:

- Education, profession:

- Present job:

- City/village where you live:

- How long have you been living here? If this is not where you were born, why did you move here?

- Do you/did you keep a pet or livestock? If so, what was it?

- Do you do farming? If yes, what do you grow, and what size is the area?.....

- What is the primary product/source of income of your enterprise?
-

- Have you received any sort of agricultural subsidy?.....

- What portion of your income comes from agricultural (EU) subsidies?
.....

- Has your enterprise ever taken a loan? If no, why has it not? (No need for it or afraid of the obligation to pay it back?)
.....
.....

- Do you think your enterprise is successful? In what regards?

.....

.....

- What do you think the most important step is in revitalizing the countryside (assuming that you think it is necessary)?

.....

.....

.....

.....

.....

.....

- How wide do you think the social gap is today, and what would you consider normal?

.....

.....

.....

.....

.....

- Hobbies:

- How do you feel in your present situation? Evaluate on a scale from 1 to 7, where 1=I am at a nadir, 7=I have a fulfilled life.

1 2 3 4 5 6 7

- How would you characterize the finances of your family on a scale from 1 to 7, where 1=we cannot get by, 7=we can afford anything.

1 2 3 4 5 6 7

VIII. 2 Ökotársulás Questionnaire, Appendix 1

Dear friend,

My name is Szilvia Luda. I am also a member of Magyar Ökotársulás Kulturális Nonprofit Kft. At the same time, I am a graduating student at the doctoral school of Corvinus University Budapest, Institute of Environmental Sciences. My research topic is rural development. This common enterprise of ours seemed very attractive to me because it appeared to be a very good opportunity for reviving life in the countryside, for preserving the rural way of life and environment, for creating employment opportunities in a rural township – Herencsény, in our specific case.

My study aims to explore why people become agricultural entrepreneurs in the countryside, what their system of values is like, and in what regards they are different from urban entrepreneurs. I am doing interviews with agricultural entrepreneurs from the countryside, for the most part, and I am trying to identify the basic types of rural agricultural entrepreneurs employing a method common to social sciences (Q-Methodology). The method basically requires participants to rank pre-formulated statements (randomly numbered cards) on a pre-determined scale according to how much they agree with the individual statements. Respondents will have differing views, yet there will be groups of people who agree (or disagree) with the very same statements. If all goes well, respondents – including you, among others – will form about three or four such groups. The methodology allows for a description of the characteristics of these groups.

Based on the results of our preliminary testing, the statements included here (39 pieces, in a small envelope, on small cards) are suitable for outlining such groups. The survey is completely anonymous, yet we need to ask you some questions of a statistical nature in order to have some insight into the antecedents, and the motivations of the people whose rankings we analyze.

Therefore I would like to kindly ask you to please assist me in my work by responding to the questionnaire I attached to this letter.

The other task would be to arrange these statements into the 39 cells of the A3 size table you can find attached. The triangular arrangement of the cells represents a certain form of constraint to make sure everyone devotes due attention to their response. The triangular arrangement is intended to warrant for the "normal" distribution, which is a prerequisite for processing the database with mathematical-statistical methods.

Into the cells above +4, you will have to place the statements you agree with most, and accordingly, into the cells above -4 go the statements you agree with least, with which you do not agree at all. In the same fashion, +3 stands for 'strongly agree', +2 for 'moderately agree', +1 for 'slightly agree', 0 for neutral, while -1, -2, -3 denote the respective degrees of disagreement. After having found a place for each one of the statements in one of the cells, please write the number of each statement into the respective cell. This is going to be the data that is actually recorded, entered into the software, and then evaluated. It happens all the time that you cannot find a place for all statement at the first attempt. You can try re-placing the statements, the goal is that the final arrangement we record perfectly reflects your opinion, your agreement.

It might help to start off by dividing the statements into three groups first, according to whether you agree with it, disagree with it or are neutral towards it. You can then proceed to arranging the statements into the table. If that is more convenient, you can also email me your responses to szilvia.luda@uni-corvinus.hu. I am going to email you a table in electronic form for this purpose. Of course, you can also fill in the table, and the statistical data by hand, and the autobiographies are absolutely fine in handwriting, as well. If you decide to go with the latter, please put the envelope back into the empty crate at the time of the next delivery. Or bring it to me personally on Saturday, at the tree planting celebration.

I am very grateful for your help!

STATISTICAL DATA

Please provide the following details:

Nickname for identification:	
-------------------------------------	--

- Gender: Male Female
- Age: 18-30yrs 31-40 41-50 51-60 >60
- Number of children:
- Education, profession:
- Present job:
- City/village where you live:
 - historical downtown (city center, Castle Quarter)
 - urban, traditional residential area (around the center)
 - block of flats
 - garden suburb with family houses
 - upscale residential area
 - residential park
 - recreational area
 - other, please specify:
- Do you/did you keep a pet or livestock? If so, what was it?.....
- Have you ever done farming? If yes, what did you grow?.....
- Hobbies:
- How do you feel in your present situation? Evaluate on a scale from 1 to 7, where 1=I am at a nadir, 7=I have a fulfilled life.

1 2 3 4 5 6 7
- How would you characterize the finances of your family on a scale from 1 to 7, where 1=we cannot get by, 7=we can afford anything.

1 2 3 4 5 6 7

VIII. 3 Ökotársulás Online Questionnaire, Appendix 2

Dear "fellow members",

In this Thursday's delivery (October 27, 2011), I included a special questionnaire for the members of Ökotársulás. I would like to kindly ask you to please assist me in my research project by filling in the questionnaire, and returning it to me with the next delivery, on November 10, 2011.

I would like to underline that the material I receive will be treated confidentially, and will be used for research purposes only! You can, of course, also return your responses (see attachment) electronically to szilvia.luda@uni-corvinus.hu. Should you have any question, do not hesitate to email me or call me on my mobile.

Thank you very much in advance! And thank you to all those who have already returned the completed questionnaire to me at the tree planting celebration!

Szilvi

I. STATEMENTS

First of all, I would like to ask you to copy the numbers of the statements on the small cards into the below table. The cards (statements) need to be ranked according to how much you agree or disagree with them.

+4 Completely agree	X	X					
+3 Strongly agree	X	X	X				
+2 Moderately agree	X	X	X	X	X		
+1 Slightly agree	X	X	X	X	X	X	
0 Neutral (yes and no)	X	X	X	X	X	X	X
-1 Slightly disagree	X	X	X	X	X	X	
-2 Moderately disagree	X	X	X	X	X		
-3 Strongly disagree	X	X	X				
-4 Completely disagree	X	X					

Please, only write in the yellow cells (denoted with an X) – there are exactly as many of them as the number of statements (39). You might feel that you should write several statements to the same place, but you still need to decide on a sort of order.

40. The reason why success is important to me is the financial wellbeing of my family.	41. If I could start over again, I would lead a different life.	42. Sajnálám, ha a falusi világ megváltozna, és legtöbbszörnek nagyvállalatnál kellene dolgoznia.
43. I am ready and willing to cooperate with those pursuing similar activities, we help each other out.	44. A munkám kitölti az életemet, és szívesen beszélek róla családtagjaimmal, barátaimmal	45. It is important to me to know the developments concerning my profession, to participate in professional courses.
46. Alienation and social polarization are inherent to profit-centered societies.	47. I feel my everyday work is not in line with my true interests and values.	48. The money we spend in our home region contributes to the economic development of the area.
49. It is not my job that is important but that I earn an income to suit my family's needs.	50. In today's society, many are only concerned with themselves while completely ignorant to others' well-being.	51. Home gardening and raising animals for the family are inherent to country life.

52. Usually, it is only those who have no hope for improvement who stay in the countryside.	53. I do not have much trust in contracts, the given word is more valuable.	54. Nowadays, a significant part of rural inhabitants have a lifestyle very similar to that of city people.
55. Those employed in agriculture are characterized by systematic thinking.	56. If you want to be an achiever, you are bound to break some rules.	57. Being excellent in one single field is enough to become successful.
58. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.	59. The rural lifestyle remains attractive and acceptable to me even if I have to give up a number of things that have become self-evident for city people.	60. Aki végez mezőgazdasági tevékenységet, akárcsak a saját kertjét műveli, azoknál a vidéki életformához való kötődés érzelmileg intenzívebb, mint azoknál, akik ezt nem végzik.
61. Vegetarianism is the future. We cannot afford to slaughter animals for our own benefit.	62. Because of the negative views on the countryside, external investors tend to avoid rural areas.	63. It is enough to involve in the management of local matters only those who are respected by the inhabitants of the settlement.
64. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	65. Azok a falvak fejlődnek megfelelően, amelyeknek közelébe nagyipar vállalatok települtek.	66. An enterprise can be successful even if they do not plan in advance to whom they will sell their product or service.
67. Those who like to work and are employed in agriculture tend to be balanced	68. The local community is far too divided, each group would prefer some other direction.	69. Anyone might get rich by their own efforts in Hungary.
70. Industrial employers located in the vicinity have an unfavorable effect on the nature of the village.	71. It is typical for the newcomers in our settlement not to accept our system of values.	72. Was it left to me, I would rather choose a job which is stable and where I can feel safe.
73. Small enterprises have no future as opposed to large corporations.	74. Hungary should strive for food self-sufficiency.	75. I think one's business cannot develop without taking a loan.
76. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	77. The organic food issue is overrated, for most of the food we eat does contain chemicals, anyways.	78. Before starting up an enterprise, we prepare a business plan and consider whether investment returns are acceptable.

II. NARRATIVE AUTOBIOGRAPHY

Please write down the most important experience(s) that has/have determined your in half a page, or one page at a maximum.

XXX

What do you think was your internal motivation for joining Magyar Ökotársulás Kulturális Nonprofit Kft?

XXX

III. STATISTICAL DATA

Nickname for identification:	
-------------------------------------	--

- Gender : Male Female
- Age: 18-30yrs 31-40 41-50 51-60 > 60
- Number of children:
- Education, profession:
- Present job:
- City/village where you live:
 - historical downtown (city center, Castle Quarter)
 - urban, traditional residential area (around the center)
 - block of flats
 - garden suburb with family houses
 - upscale residential area
 - residential park
 - recreational area
 - other, please specify:
- Do you/did you keep a pet or livestock? If so, what was it?.....
- Have you ever done farming? If yes, what did you grow?.....
- Hobbies:
- How do you feel in your present situation? Evaluate on a scale from 1 to 7, where 1=I am at a nadir, 7=I have a fulfilled life.

1 2 3 4 5 6 7
- How would you characterize the finances of your family on a scale of 1 to 7, where 1=we cannot get by, 7=we can afford anything.

1 2 3 4 5 6 7

Please return the completed questionnaires to szilvia.luda@uni-corvinus.hu.

VIII. 4 Statements Used for Preliminary Testing, Appendix 3

1. I do not have much trust in contracts, the given word is more valuable.	2. I am ready and willing to cooperate with local farmers, we help each other out.	3. I do know who my buyers will be already before starting production. I have what you might call a stable market.
4. To me, entrepreneurship clearly means a family-run business, I am not fond of cooperating with strangers.	5. In our society, many are only concerned with themselves while completely ignorant to others' well-being.	6. I feel my everyday activities are not in line with my true interests and values.
7. If you want to be an achiever, you are bound to break some rules.	8. Everything being cheaper in the supermarket, there is no sense in home gardening or raising animals.	9. It is only those who have no hope for improvement who stay in the countryside.
10. Those who like to work and are employed in agriculture tend to be balanced.	11. Home gardening and raising animals for the family are inherent to country life.	12. There are certain jobs where it is natural that you can never have the good feeling of having done your part of the work.
13. It is important to me to know the developments concerning my profession, to participate in professional courses.	14. I expect my employer to tell me what I have to do and how I should do it.	15. Before starting any given activity, we usually prepare a business plan and consider whether investment returns are acceptable.
16. My favorite types of job are the ones with varied assignments and full of challenges.	17. I keep in touch with people in similar professions for information exchange purposes.	18. I think one's business cannot develop without taking a loan.
19. I like it if I am allowed to decide for myself what tasks to do each day.	20. The reason why success is important to me is the financial wellbeing of my family.	21. Small enterprises have no future as opposed to large corporations.
22. Alienation and social polarization are inherent to profit-centered societies.	23. It is my work that makes up my life and I like to talk about it to the family, to friends.	24. Anyone might get rich by their own efforts in Hungary.
25. It is not my job that is important but that I earn an income to suit my family's needs.	26. I would feel regret if country life changed and everyone had to work for large corporations.	27. Businesses must have multiple sources of income in order to survive in such a rapidly changing world.
28. I like foreseeable, predictable, repetitive tasks.	29. Was it left to me, I would rather choose a job which is stable and where I can feel safe.	30. Being excellent in one single field is enough to become successful.
31. I think it is natural that the products I produce are sold to consumers at much higher prices than what I get for them.	32. Those employed in agriculture are more characterized by systematic thinking than others.	33. If I could start over again, I would lead a different life.

VIII. 5 Other Interviews, Appendix 4

VIII. 5. 1 Narrative Life Profiles of the Agricultural Entrepreneurs from Jászfényszaru

What is it that comes first to your mind (childhood memory) if countryside life is concerned? Has your life been influenced by any countryside acquaintance, relative, family member?

Katóka:

“My parents and grandparents, as well, were doing farming along with their jobs, and it seemed like the most natural thing to me, too. I inherited my grandparents’ house, where all the conditions required to go on with farming were in place. In our family, even small children worked together with the adults in roles that suited their ages. The everyday task of rotating the eggs in the chicken incubator, for example, was assigned to us. It had to be done in the evenings, and it really was an experience to see the first chicks hatching. During harvest time, we were assigned some minor tasks, and always got some treats from the market in return. Sweets, fruits (oranges, bananas).”

Ördögné:

„Fear. I was the late-born, only child of my parents. I lived with them and my grandparents in a family house. I was afraid of the dark, and of the dog by the gate of the backyard, yet I still had to feed it every evening. Since we moved to the farm, I am afraid neither of the dark, nor of being alone any more. It was my husband who had the greatest influence. We’ve been together since I was 17. He is a more close-to-nature person than I am.”

N. Sándor:

„In Sándorfalva, where I was born, the water always flooded the meadows. Inland excess waters were high. We used a huge trough as a boat. It was early springtime. We tipped over, naturally. The water was very cold. In the wintertime, we used to skate there. I didn’t have any relatives who could’ve influenced my relationship to agriculture, it was later that I developed this kind of attachment.”

Izabell:

„We used to pick the potato beetles in the large garden. There was no spray. Climbing the fruit trees, cooking a "lecsó" together, eating raw sunchoke.”

S. Andi:

„My parents and grandparents. Picking cucumbers, digging out potatoes, and when we used to go into the forcing house with my grandma, where they grew those small peppers. Going hunting with grandpa, chasing the rabbits. Cutting the "piksis". Turf blocks.”

Gitta:

„Playing by Lake Boros. Skating there. Falling into the lake. All six siblings are licensed small-scale producers. My parents worked at the cooperative, and they also rented some land. They used to go to the Bosnyák market.”

N. Gergő:

„Sitting in the combine harvester, since I was five. Grandpa kept animals such that he also planted two rows of corn. I don’t want to make a living out of agriculture, for the time being. You can only keep animals if you also cultivate a piece of land. Fodder would be too expensive to buy.”

K. Ernő:

„Riding the horsecart with my grandfather, here in the village. I must have been 2 or 3 years old. Force feeding the geese. There were animals. Living together.”

K. Béla:

„I have no such memories. Greenhouse farming was introduced in 1966. My mother already had one by 1967. She also had 40 pigs. Meat was 26 forints a kilogram, but not like now, with all the unpredictable fluctuations. The price was 26 forints in the spring, and it was 26 forints in the fall, too. She always tried to observe others, to figure out what other sort of work she could do. For me, it was the same with beekeeping – I saw others do it. We didn't have any in the family. I was quite fond of honey, so I decided to "catch" a bee colony. That's how they started reproducing.”

Rajmund:

“It is the nursery and the red pepper field of my grandfather what comes to my mind first. He used to push his small cart laden with the vegetables and carrots he grew on the Kozma-bank to the grocer's early in the morning each day. My grandfather was a stubborn, resolute man, always tense as a consequence of four years as a prisoner of war – yet his life has been exemplary to me.”

VIII. 5. 2 Narrative Autobiographies of the Members of Ökotársulás

Please write down the most important experience(s) that has/have determined your childhood in half a page, or one page at a maximum.

DUDI:

„A school in between the blocks – we hung around a lot on the square. My parents were in a constant struggle to make a living. I loved my brother very much. I did a lot of sports, and attended a number of extracurricular courses. I started to earn money, to make a living for myself at the age of sixteen. During and after the university years, we had a lot of fun. I had/have a lot of friends, and we enjoy life.”

ANCI:

„As a child, I spent each summer at my grandparents' place, in a small village in Békés county. During my time there, I experienced that life has its order. And if we keep ourselves to that order, we will always have something to eat. I experienced one's love for the animals and nature. Last but not least, one's respect for the other, when we were playing in the gypsies' street.”

SÜMI:

„I'm of peasant origin from my mother's side. The most characteristic, dear memories of my childhood are all linked to the countryside. During the summer vacations, I spent a lot of time in the nature, at my relatives' place in Heves county. The aroma of the fresh tomatoes, peppers and spring onions we had for breakfast was a decisive experience for me.”

BÁLNA:

„My mother was born and raised in the countryside (Lesencetomaj), my father came from the city (Miskolc). Accordingly, we regularly visited the countryside, where I could catch a glimpse of the opportunities in rural life. I could see how a croft works, and each year, I took part in the grape harvest. Later (when I was 8) I started to do sports, and with the death and the moving away of my grandparents, this idyll disappeared from my life, too. Yet it's not completely gone, for we acquired a "weekend garden" with a cabin, closer to home, and we went on "farming" there – yet that only meant a small garden with a couple different crops. Afterwards, as I got more and more engaged in sports, I could hardly ever make it to this garden. When my father passed away, we even decided to sell the garden with the cabin, as getting there was becoming more and more of a burden.”

JÁZMIN:

„The most decisive experience in my life was my grandmother, who was probably the one whom I loved most in the entire world. We had spent a whole lot of time together before she passed away (when I was 11). Her lilies in front of the house, the worm-like flowers in the cracks, the rabbits in the backyard. We were feeding a little swallow hatchling, but it

couldn't make it, unfortunately. I was very angry with her (it was not her fault at all, of course). I still miss her.”

VOCI:

„We frequently visited my grandmother in the countryside. I loved to look after the animals there. It was interesting to see them go out for an "excursion" in the morning, and come back in the evening. It was good to chop wood, to ride the horses. Discover mysterious places with the kids from the village. To dig bunkers with a clamp iron, and spend half the day in there.

We were on vacation with my parents at Lake Balaton, and me and another kid, we hid in between the branches of a tree. It was from there that we observed how the entire resort was looking for us, and how they hadn't been able to find us for ours despite being only a couple of meters away.”

RITA:

„I had a balanced, happy childhood. I lived with my parents, and my two siblings in a mansion with a garden on the Buda side, and this atmosphere was decisive. The security and the love of the family, a large garden, large house, a lively family and social life, sports, these were all part of our everyday lives. Each summer, we spent a longer period in the Balaton Uplands, at my paternal grandparents' place, who were decisive to my childhood, as well, in a positive sense, of course. I had a good, close relationship to both of my siblings (my sister and brother were 4 and 6 years older than me, respectively), which has only strengthened during all the years, fortunately. For a long time, we lived in the same room, which of course caused some friction, and some brotherly/sisterly quarrels, but we learned how to adapt, and how to be tolerant. There were two family trips, too, that were decisive. One of them was when we travelled to Bulgaria by plane in 1981, and the other when we visited Upper Hungary ("Felvidék" in Hungarian – a region north of Hungary that was once a part of the country, but it is now a part of Slovakia) by car. It was also important that my parents took me to lots of exhibitions, concerts, plays, operas. I am very grateful for all this to my parents!!!”

ALPHA:

„Fighter jets sonic booming above the summer house at Lake Balaton. Lots of excursions, baths in Lake Balaton. The Skodas (a rather wide-spread brand of car at the time, produced in the former Czechoslovakia) of my father. The bath, sports. The garden in Budakeszi. Summers at my grandma's.”

ORSI:

„Difficult birth, divorced parents, talent, lack of guidance, introversion as a result, hesitation, taking the wrong way – solution, creation of an own path/life, independence, freedom.”

BENCE:

As a child, I always spent the summer in Bánk, a village near Herencsény, in Nógrád county. Having been an enthusiastic little boy from the city eager to explore and eager for adventure, I could hardly wait to dive deep into the ocean of country life. The first couple of times, I was amazed to see and experience the full-of-life days of a village – yet it still felt so natural. On the streets of the small village, then far less popular than now, I saw the multitude of cows returning home in the afternoon. I used to "roam" the banks of the river along with the ducks and the geese. To our house, where we, city-people spent our vacation, came an elderly dame twice each week, with a large basket on her back, and offered fresh vegetables and fruits for sale with a broad smile in between her rosy cheeks. Sometimes they would invite us over to their place, which was full of poultry. I clearly remember that it was there that I first saw how cottage cheese was made, how they milked a cow, and so on. I saw how these decent country people took care of themselves, full of conviction and satisfaction. And I also saw that we, city-people were able to join in, by purchasing the fruits of their work and their land. There was a certain special power I felt, something, some kind of vital, cohesive spirit, unlike anything I've ever experienced during those more than thirty years that have passed since then.” (Aldea, Gazdálkodni nagyapáink módján - Bemutakozik az ökotársulás, 2011)

SZISZI:

„I spent my childhood in the countryside, in a family house with a garden. We didn't do farming, but my father's parents did have a small family farm, with chicken, hens, pigs, rabbits. Fruit trees, grapes, a vegetable garden, and a whole lotta flowers. Whenever I think about my childhood, and my grandfather's garden within, it is the green pea "plantation" that comes to my mind first, how I was playing around between the peas as a small girl, pecking at those sweet-sweet peas. Another memory is me standing below the cherry tree, and eating those huge, crisp cherries. I had some rabbits, too. They can be so very sweet and beautiful, those young little bunnies.”

ANDREA:

„Each Sunday, I used to go with my father to the hospital to check upon the patients. It was a positive and interesting experience. The values of my parents (both doctors) have always been decisive to me. To be a citizen of Pest, who assume responsibility for the work they've completed.”

MÓNI:

„It happened when I was 13. We lived in a small village in the Mátra (a mountain range in the northern part of Hungary). I was sitting in the huge-broad armchair of my mother's, and looking through a brochure of IBUSZ ("the" travel agency of the time). I'd already skimmed through several journey descriptions when the trip to Japan caught my eye with its program, and the accompanying picture that showed a beautiful Japanese Garden. I was mesmerized, kept staring at the picture, and decided that I'd like to see it in real life. I knew I wouldn't have the money to buy the trip, so I figured out another solution. I would become a tourist guide, learn Japanese, and thus be the one to escort the Hungarian tourist group in Japan. This way, I could even make some money, and see the garden at the same time.”

GYÖRGYI:

„I spent a lot of time at my grandparents' in the countryside. Way back in time, they used to come to my grandfather about wheat matters, but I only got to know later that...they had some land, but it was taken away. My other grandpa was a butcher, they had animals there. A slaughterhouse. They had a smoker.”

KLÁRA:

„By the time I turned five, my dearly remembered grandpa had taught me how to read and write. Thus when my classmates were still struggling with the correct forming of the "letter C(at)", I already enjoyed the adventures of Robinson Crusoe. I did not consciously know then, but I did exactly feel that knowledge is power itself. In order to prevent envy, I was eager to help anyone, especially the "donkeys" of the class (those whom noone was nice to) – the incredible purity of a child's spirit – what happens to it as we grow up? Learning is good – it had become my guiding principle, and that has not changed ever since. There might be things I could only preserve fractions of, but I could keep this one completely. Grandpa, my living almanac – who's never needed a book to tell a tale – just freely or, as we'd say these days, interactively – for I was also allowed to shape the story; he could also speak Latin. The first real challenge in my life was to learn the Latin names of all the plants around us – and not just those in the house, but also the broader environment, the ancient park, the Theresa Hill. The only thing I can still remember: there were 73 species to learn – I'm going to "re-learn" it some time, in honor of my granddad's memory. His real lecture was about loving and having respect for nature.”

JUDIT:

„I've never been able to tolerate injustice. This is why I became an attorney. I'm upset if someone is challenged for something they aren't responsible for. Or if, for example, someone gets unearned praise in school. My love for the land comes from my maternal grandparents. With my grandmother on my side, I could experience that the seed we planted actually yielded something. It's creation that I love most about my work, too. Establishing Ökotársulás was a task like that.”

VIII. 6 Respondents' Q-Sorts, Appendix 5

VIII. 6. 1 Q-Sorts / Agricultural Entrepreneurs from Jászfényszaru

1. JFSZ - KATÓKA									
-4	-3	-2	-1	0	1	2	3	4	
30	31	25	19	24	5	16	21	3	
18	13	17	8	7	33	26	35	9	
	38	22	10	14	1	32	20		
		23	2	28	36	4			
		37	12	27	39	6			
			11	15	34				
				29					

2. JFSZ - ÖRDÖGNÉ									
-4	-3	-2	-1	0	1	2	3	4	
27	13	25	36	17	4	21	20	37	
22	23	32	31	30	33	12	1	5	
	38	8	34	2	35	16	39		
		24	15	7	11	6			
		28	26	3	19	9			
			29	10	14				
					18				

3. JFSZ - P. ÁRPÁD									
-4	-3	-2	-1	0	1	2	3	4	
18	22	27	28	33	38	35	37	17	
34	25	30	14	15	32	6	21	19	
	36	10	16	4	5	20	3		
		8	7	24	31	29			
		13	11	26	39	9			
			2	23	1				
				12					

4. JFSZ - T. IMRE									
-4	-3	-2	-1	0	1	2	3	4	
17	10	8	37	21	36	5	3	6	
2	13	27	25	23	11	20	4	39	
	24	30	12	28	7	19	35		
		34	1	22	33	29			
		31	26	18	14	9			
			16	38	15				
					32				

5. JFSZ - JÁNOS									
-4	-3	-2	-1	0	1	2	3	4	
22	30	12	14	27	33	16	29	20	
31	37	13	8	28	39	4	25	17	
	15	23	2	18	35	6	36		
		34	10	7	5	24			
		19	26	1	21	3			
			32	11	9				
				38					

6. JFSZ - P. VENCEL									
-4	-3	-2	-1	0	1	2	3	4	
13	18	17	38	15	39	33	20	5	
22	31	36	27	19	4	16	29	35	
	14	8	30	23	6	32	28		
		24	25	1	3	26			
		12	10	2	9	37			
			7	34	11				
				21					

7. JFSZ - N. SÁNDOR									
-4	-3	-2	-1	0	1	2	3	4	
13	25	18	31	8	19	16	20	11	
34	24	23	10	2	7	12	39	37	
	17	36	28	9	6	5	35		
		22	38	3	30	4			
		27	32	1	26	21			
			15	14	29				
				33					

8. JFSZ - IZABELL									
-4	-3	-2	-1	0	1	2	3	4	
22	24	2	28	12	34	3	11	17	
14	18	15	29	9	37	20	10	19	
	16	13	6	23	38	35	33		
		39	36	8	1	21			
		25	30	5	26	27			
			31	4	7				
				32					

9. JFSZ - S. ANDI									
-4	-3	-2	-1	0	1	2	3	4	
24	30	6	38	28	16	21	33	35	
36	27	14	37	13	26	29	15	2	
	22	31	25	17	11	3	1		
		8	20	32	4	9			
		23	18	7	34	12			
			39	19	5				
				10					

10. JFSZ - P. GYULA									
-4	-3	-2	-1	0	1	2	3	4	
18	37	23	25	2	12	38	20	17	
22	33	35	24	19	4	28	11	39	
	32	29	36	9	16	30	27		
		15	34	3	5	31			
		1	13	7	6	14			
			10	26	21				
				8					

11. JFSZ - GITTA								
-4	-3	-2	-1	0	1	2	3	4
30	18	36	16	39	21	4	34	37
9	24	14	12	6	20	11	38	2
	13	27	8	28	22	26	1	
		23	32	29	17	3		
		5	15	19	10	35		
			25	33	31			
				7				

12. JFSZ - N. GERGŐ								
-4	-3	-2	-1	0	1	2	3	4
2	23	34	36	15	16	21	37	5
13	22	18	24	28	26	20	4	35
	11	10	29	32	1	7	3	
		8	19	33	17	39		
		25	12	6	9	38		
			14	31	27			
				30				

13. JFSZ - LÁSZLÓ								
-4	-3	-2	-1	0	1	2	3	4
2	8	9	7	5	4	3	6	1
17	11	13	16	15	14	18	10	12
	22	25	23	24	19	20	21	
		29	27	30	26	28		
		32	34	33	31	35		
			36	38	37			
				39				

14. JFSZ - K. ERNŐ								
-4	-3	-2	-1	0	1	2	3	4
13	27	22	18	1	9	33	16	4
8	2	38	25	26	3	34	35	6
	10	24	23	21	7	36	5	
		14	28	30	39	11		
		17	12	19	20	29		
			31	37	15			
				32				

15. JFSZ - E. VENCEL								
-4	-3	-2	-1	0	1	2	3	4
34	10	26	17	1	39	8	19	20
25	38	5	23	13	29	31	21	35
	2	22	14	16	3	11	4	
		24	18	33	28	15		
		30	27	32	9	12		
			6	36	7			
				37				

16. JFSZ - O. JANI								
-4	-3	-2	-1	0	1	2	3	4
13	22	10	31	3	27	16	9	35
19	18	30	2	20	6	17	1	5
	14	37	7	38	32	33	4	
		28	23	34	12	26		
		25	36	21	15	39		
			8	29	11			
				24				

17. JFSZ - É. ISTVÁN								
-4	-3	-2	-1	0	1	2	3	4
38	13	5	26	12	14	28	7	30
22	34	8	33	17	15	16	5	35
	2	23	10	3	6	39	32	
		18	27	20	31	9		
		19	1	36	4	11		
			37	24	29			
				21				

18. JFSZ - K. BÉLA								
-4	-3	-2	-1	0	1	2	3	4
25	17	13	32	2	5	21	26	11
24	30	14	22	7	36	19	15	35
	31	27	8	28	18	6	20	
		38	34	29	12	3		
		16	37	23	1	9		
			4	39	10			
				33				

19. JFSZ - RAJMUND								
-4	-3	-2	-1	0	1	2	3	4
13	25	15	17	14	5	21	9	38
22	23	26	10	31	24	16	35	19
	18	27	33	32	1	4	20	
		8	29	12	39	28		
		2	37	36	11	6		
			30	34	3			
				7				

20. JFSZ - N. ERNŐ								
-4	-3	-2	-1	0	1	2	3	4
31	27	15	25	33	7	16	4	6
13	14	23	29	32	11	3	35	39
	18	37	19	1	38	20	34	
		2	10	30	28	21		
		8	22	5	36	12		
			17	24	9			
				26				

VIII. 6. 2 Q-Sorts / Agricultural Entrepreneurs from Herencsény and its Surroundings

1. Herencsény - SZ.JÓZSEF									
-4	-3	-2	-1	0	1	2	3	4	
22	26	17	2	29	28	12	9	3	
10	34	25	16	23	15	6	35	20	
	19	1	31	32	30	33	7		
		38	24	18	37	11			
		8	13	36	39	4			
			21	14	27				
				5					

2. Herencsény - J.KÁROLY									
-4	-3	-2	-1	0	1	2	3	4	
24	30	27	26	22	32	21	20	7	
36	25	17	16	18	9	31	4	35	
	10	12	23	33	39	29	28		
		34	19	37	14	11			
		1	38	13	3	15			
			2	8	5				
				6					

3. Herencsény - P.ISTVÁN									
-4	-3	-2	-1	0	1	2	3	4	
8	25	21	17	32	7	3	23	20	
12	26	22	16	37	18	33	15	9	
	10	2	28	39	11	19	4		
		34	30	24	6	35			
		36	1	5	27	38			
			14	29	31				
				13					

4. Herencsény - D.GYÖRGY									
-4	-3	-2	-1	0	1	2	3	4	
25	36	31	27	16	12	17	6	4	
22	2	37	15	18	3	20	1	11	
	13	32	8	39	28	21	5		
		29	23	26	33	9			
		19	7	34	30	14			
			38	24	35				
				10					

5. Herencsény - B.ISTVÁN									
-4	-3	-2	-1	0	1	2	3	4	
8	37	2	31	7	12	25	39	35	
22	16	34	30	10	38	11	36	9	
	19	33	14	27	24	6	5		
		13	23	18	26	15			
		20	32	17	28	3			
			21	1	29				
				4					

6. SZÜGY - F.GYULA									
-4	-3	-2	-1	0	1	2	3	4	
10	36	34	24	33	16	17	37	35	
2	8	13	14	27	20	28	5	1	
	22	23	38	6	15	39	4		
		18	19	7	3	31			
		25	26	21	32	9			
			12	30	11				
				29					

7. SZÜGY - T.KÁLMÁN									
-4	-3	-2	-1	0	1	2	3	4	
25	39	32	28	13	17	33	20	5	
30	22	23	16	15	11	3	21	35	
	24	34	38	37	8	36	12		
		26	10	31	19	7			
		18	27	14	1	6			
			2	4	9				
				29					

8. CS.SURÁNY - P.ANDRÁS									
-4	-3	-2	-1	0	1	2	3	4	
30	22	5	9	2	39	19	1	35	
25	14	37	38	26	17	21	20	11	
	13	34	18	27	7	12	15		
		23	3	4	6	29			
		16	31	24	8	33			
			28	36	10				
				32					

9. Herencsény - SZ.ERZSI									
-4	-3	-2	-1	0	1	2	3	4	
2	18	32	25	38	37	12	26	35	
23	22	14	16	24	39	21	3	9	
	30	15	36	1	34	7	20		
		11	33	10	5	28			
		8	31	17	4	13			
			27	6	29				
				19					

10. Herencsény - SZ.ADAM									
-4	-3	-2	-1	0	1	2	3	4	
27	4	38	13	15	26	37	7	20	
5	24	36	25	29	1	8	30	12	
	34	10	23	3	19	32	21		
		14	16	2	18	31			
		33	39	22	28	11			
			6	17	35				
				9					

11. Herencsény - G.KRISTÓF									
-4	-3	-2	-1	0	1	2	3	4	
14	25	5	34	2	19	33	35	12	
22	17	29	32	20	26	39	16	1	
	13	18	23	28	27	3	9		
		24	15	37	10	8			
		31	38	6	7	21			
			36	4	30				
				11					

12. Terény - M.GYULA									
-4	-3	-2	-1	0	1	2	3	4	
25	22	15	19	26	28	21	1	3	
34	17	7	23	10	5	12	4	35	
	14	11	38	16	36	32	20		
		24	2	29	6	31			
		13	37	27	39	33			
			18	8	9				
				30					

13. Terény - M.IBOLYA								
-4	-3	-2	-1	0	1	2	3	4
22	25	31	29	23	33	11	21	12
30	15	34	5	10	20	9	17	3
	13	32	18	38	36	28	1	
		14	27	16	2	35		
		24	26	6	37	7		
			8	19	4			
				39				

14. Balassagyarmat - MIHÁLY								
-4	-3	-2	-1	0	1	2	3	4
22	23	29	31	32	28	26	5	35
34	13	8	18	19	27	16	39	1
	15	25	10	36	9	4	20	
		14	30	11	7	2		
		38	24	12	6	17		
			33	3	21			
				37				

15. Bercel - S.LAJOS								
-4	-3	-2	-1	0	1	2	3	4
8	13	24	31	29	5	27	6	3
22	25	34	15	14	18	26	4	35
	10	30	36	32	19	11	9	
		2	39	21	37	7		
		17	16	1	20	12		
			28	38	33			
				23				

16. Ványarc - T.ANDRÁS								
-4	-3	-2	-1	0	1	2	3	4
25	32	36	26	30	37	16	4	5
8	22	17	11	31	18	24	6	20
	2	23	27	34	3	35	14	
		13	1	21	33	15		
		19	10	38	12	39		
			7	28	9			
				29				

17. Bercel - SZ.ÖRS								
-4	-3	-2	-1	0	1	2	3	4
22	10	1	14	17	16	9	31	5
12	8	2	30	35	24	18	6	28
	29	37	13	38	4	7	36	
		33	3	27	26	19		
		34	32	21	15	25		
			23	39	11			
				20				

18. Herencsény - P-LAJOS								
-4	-3	-2	-1	0	1	2	3	4
24	2	23	16	1	21	8	11	35
10	18	34	22	37	4	29	6	17
	30	12	19	31	14	28	9	
		26	25	13	27	7		
		32	33	38	3	20		
			36	5	39			
				15				

VIII. 6. 3 Q-Sorts / Members of Ökotársulás

1. MÖK - DUDI								
-4	-3	-2	-1	0	1	2	3	4
8	20	37	14	28	17	18	6	39
10	25	2	24	29	30	7	4	9
	13	31	36	34	23	11	5	
		19	22	1	15	21		
		32	26	27	33	35		
			16	38	12			
				3				

2. MÖK - ZOLTÁN								
-4	-3	-2	-1	0	1	2	3	4
25	23	1	6	13	18	11	3	35
37	34	2	8	14	19	12	7	4
	36	5	10	16	28	17	9	
		22	15	21	29	20		
		32	27	24	30	38		
			31	26	39			
				33				

3. MÖK - ANCI								
-4	-3	-2	-1	0	1	2	3	4
30	37	14	15	38	9	28	12	3
8	25	5	16	6	19	11	39	24
	32	27	23	2	4	34	35	
		22	29	17	13	21		
		1	10	18	7	20		
			31	33	36			
				26				

4. MÖK - SÜMI								
-4	-3	-2	-1	0	1	2	3	4
13	14	22	2	1	12	6	7	21
17	32	24	5	3	20	9	11	35
	38	25	8	18	23	15	16	
		26	10	27	31	4		
		29	19	28	36	39		
			34	30	37			
				33				

5. MÖK - BÁLNA								
-4	-3	-2	-1	0	1	2	3	4
10	34	15	5	8	9	7	29	3
1	38	18	30	6	19	11	4	35
	13	25	14	31	21	33	12	
		26	27	39	28	16		
		36	22	32	2	17		
			37	24	20			
				23				

6. MÖK - JÁZMIN								
-4	-3	-2	-1	0	1	2	3	4
19	10	34	5	27	35	18	11	3
23	38	2	13	6	29	7	9	31
	36	17	20	32	15	21	39	
		22	33	16	28	1		
		14	25	4	8	37		
			26	30	12			
				24				

7. MÖK - VOCI								
-4	-3	-2	-1	0	1	2	3	4
1	19	10	26	37	18	3	4	2
14	20	36	27	29	12	6	5	35
	25	38	28	23	17	7	18	
		33	8	22	21	9		
		34	15	39	24	11		
			13	31	30			
				32				

8. MÖK - TAMÁS								
-4	-3	-2	-1	0	1	2	3	4
8	24	14	15	16	18	17	29	11
33	25	1	34	28	20	9	3	35
	30	26	36	31	5	4	7	
		38	32	22	21	6		
		37	23	13	39	12		
			2	10	27			
				19				

9. MÖK - RITA								
-4	-3	-2	-1	0	1	2	3	4
34	17	36	2	27	7	12	3	4
25	8	30	15	28	33	9	21	20
	26	32	10	31	6	39	35	
		29	24	16	11	5		
		38	37	23	22	19		
			13	14	18			
				1				

10. MÖK - ALPHA								
-4	-3	-2	-1	0	1	2	3	4
2	1	13	7	12	14	4	3	35
8	10	18	23	16	15	5	9	39
	22	34	27	19	17	6	30	
		24	29	21	26	11		
		25	31	32	28	36		
			33	37	20			
				38				

11. MÖK - ORSI								
-4	-3	-2	-1	0	1	2	3	4
10	34	5	1	16	8	4	7	3
25	27	11	2	29	22	12	39	20
	33	14	13	32	23	15	19	
		30	17	35	28	18		
		36	24	6	31	21		
			26	37	9			
				38				

12. MÖK - BENCE								
-4	-3	-2	-1	0	1	2	3	4
16	8	15	23	11	1	2	4	35
25	10	26	30	13	14	39	5	31
	27	34	33	17	18	7	9	
		36	6	19	20	12		
		37	38	24	22	21		
			3	29	28			
				32				

13. MÖK - SZISZI								
-4	-3	-2	-1	0	1	2	3	4
18	5	39	31	12	16	7	33	1
25	14	27	24	10	37	35	19	17
	2	8	9	36	6	13	11	
		34	23	32	21	3		
		20	4	29	22	15		
			30	26	38			
				28				

14. MÖK - ANDREA								
-4	-3	-2	-1	0	1	2	3	4
13	22	34	23	2	6	9	33	19
18	28	14	1	36	5	8	15	17
	37	27	30	12	7	26	35	
		25	32	16	10	39		
		24	29	3	11	38		
			20	4	21			
				31				

15. MÖK - MÓNI								
-4	-3	-2	-1	0	1	2	3	4
14	25	28	2	1	20	7	39	35
13	27	37	5	24	21	33	4	9
	10	34	8	31	11	6	12	
		38	15	16	30	18		
		26	17	36	19	22		
			23	32	3			
				29				

16. MÖK - GYÖRGYI								
-4	-3	-2	-1	0	1	2	3	4
8	33	18	17	26	16	5	6	4
10	23	25	13	22	12	14	30	1
	2	34	27	20	31	9	3	
		24	7	19	21	35		
		37	11	38	15	36		
			29	28	39			
				32				

17. MÖK - KLÁRA								
-4	-3	-2	-1	0	1	2	3	4
23	24	27	1	13	21	17	2	6
30	25	5	18	20	8	9	39	33
	22	32	31	11	16	12	4	
		37	7	26	38	34		
		10	36	19	28	35		
			29	15	3			
				14				

18. MÖK - JUDIT								
-4	-3	-2	-1	0	1	2	3	4
14	37	23	27	19	26	4	6	21
2	25	8	20	36	32	17	12	39
	38	18	28	15	33	3	11	
		24	13	29	9	35		
		22	16	1	7	5		
			10	34	30			
				31				

19. MÖK - ISTVÁN								
-4	-3	-2	-1	0	1	2	3	4
22	8	10	25	35	29	30	39	4
39	18	19	32	2	33	3	6	20
	36	37	23	14	16	12	15	
		17	1	11	21	9		
		13	7	26	24	5		
			34	27	31			
				28				

VIII. 7 Q-Methodology Matrices, Appendix 7

Q-Methodology Matrices / Agricultural Entrepreneurs from Jászfényszaru

PQMethod2.11 Jaszfeny
 PAGE 1
 Path and Project Name: C:\PQMETHOD\PROJECTS/Jaszfeny
 Nov 20 11

Correlation Matrix Between Sorts

SORTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17 18 19 20																
1 Katoka	100	40	38	54	49	61	36	22	41	7	14	52	25	58	38	62
39 51 53 64																
2 Ordogne	40	100	48	40	25	47	74	22	39	19	19	51	44	54	35	41
42 41 49 43																
3 P.Arpad	38	48	100	36	25	45	46	48	32	22	28	58	24	26	48	36
27 29 56 24																
4 T.Imre	54	40	36	100	31	50	52	5	16	3	0	48	30	72	49	32
41 55 50 55																
5 Janos	49	25	25	31	100	36	10	17	8	27	-4	34	-2	38	11	42
22 8 36 45																
6 P.Vencel	61	47	45	50	36	100	59	34	50	4	28	56	18	65	28	58
48 48 48 51																
7 N.Sandor	36	74	46	52	10	59	100	25	32	26	30	52	32	51	56	37
51 52 49 44																
8 Izabell	22	22	48	5	17	34	25	100	32	21	40	33	15	13	28	28
2 38 35 21																
9 S.Andi	41	39	32	16	8	50	32	32	100	-15	42	21	13	32	28	48
14 51 20 24																
10 P.Gyula	7	19	22	3	27	4	26	21	-15	100	1	26	0	-1	16	19
29 -9 41 25																
11 Gitta	14	19	28	0	-4	28	30	40	42	1	100	21	12	13	4	16
26 24 21 25																
12 N.Gergo	52	51	58	48	34	56	52	33	21	26	21	100	41	51	36	60
51 20 58 47																
13 Laszlo	25	44	24	30	-2	18	32	15	13	0	12	41	100	22	28	9
15 36 40 31																
14 K.Erno	58	54	26	72	38	65	51	13	32	-1	13	51	22	100	32	57
55 44 49 68																
15 E.Vencel	38	35	48	49	11	28	56	28	28	16	4	36	28	32	100	21
41 49 44 22																
16 O.Jani	62	41	36	32	42	58	37	28	48	19	16	60	9	57	21	100
46 31 39 54																
17 E.Istvan	39	42	27	41	22	48	51	2	14	29	-26	51	15	55	41	46
100 20 40 37																
18 K.Bela	51	41	29	55	8	48	52	38	51	-9	24	20	36	44	49	31
20 100 32 37																
19 Rajmund	53	49	56	50	36	48	49	35	20	41	21	58	40	49	44	39
40 32 100 65																
20 N.Erno	64	43	24	55	45	51	44	21	24	25	25	47	31	68	22	54
37 37 65 100																

Unrotated Factor Matrix
Factors

		1	2	3	4	5	6	
7	8							
SORTS								
1	Katoka	0.7564	-0.0894	-0.2116	0.2632	0.0793	0.2255	-
0.1230	0.1338							
2	Ordogne	0.7184	0.0607	0.0481	-0.2261	-0.0097	-0.3695	
0.0061	0.1043							
3	P.Arpad	0.6355	0.2052	0.4068	-0.0863	-0.1675	0.1531	-
0.2813	-0.3110							
4	T.Imre	0.7021	-0.2076	-0.3356	-0.2287	0.1691	0.2373	
0.1046	-0.2930							
5	Janos	0.4521	-0.4006	0.1120	0.4790	0.0997	0.2931	-
0.0586	-0.0012							
6	P.Vencel	0.7816	0.0755	-0.1647	0.2220	-0.1697	-0.1118	-
0.0040	-0.1604							
7	N.Sandor	0.7512	0.1082	0.0504	-0.3553	-0.1533	-0.2566	
0.2975	-0.1005							
8	Izabell	0.4249	0.4708	0.4400	0.1765	-0.0618	0.2822	-
0.0351	0.0947							
9	S.Andi	0.5001	0.5480	-0.2384	0.2432	-0.2873	-0.0772	-
0.0432	0.2435							
10	P.Gyula	0.2525	-0.3557	0.7172	-0.0124	-0.0443	-0.0150	
0.3727	0.2482							
11	Gitta	0.2909	0.6772	0.2023	0.2758	0.2468	-0.2315	
0.2421	-0.2331							
12	N.Gergo	0.7528	-0.1322	0.2406	0.0067	0.0140	-0.1890	-
0.3631	-0.1765							
13	Laszlo	0.4241	0.1536	0.0127	-0.4577	0.5198	-0.1417	-
0.3876	0.2979							
14	K.Erno	0.7700	-0.2051	-0.3744	0.0881	0.0710	-0.1134	
0.1116	-0.1573							
15	E.Vencel	0.5765	0.0851	0.0521	-0.4804	-0.2511	0.4145	
0.0541	0.0000							
16	O.Jani	0.6910	-0.1042	-0.0414	0.4371	-0.2260	-0.1575	-
0.1394	0.1878							
17	E.Istvan	0.5939	-0.4841	-0.0530	-0.2101	-0.4069	-0.1677	-
0.0316	0.1153							
18	K.Bela	0.6189	0.3981	-0.3469	-0.1860	0.0118	0.3002	
0.1849	0.2290							
19	Rajmund	0.7509	-0.1266	0.3121	-0.0638	0.2674	0.0925	
0.0260	-0.0135							
20	N.Erno	0.7292	-0.2053	-0.0721	0.2274	0.4057	-0.0379	
0.2382	0.0955							
Eigenvalues		7.9242	1.9342	1.6015	1.5253	1.0659	0.9643	
0.8073	0.6862							
% expl.Var.		40	10	8	8	5	5	
4	3							

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Cumulative Communalities Matrix

		Factors 1 Thru					
		1	2	3	4	5	6
7	8						
SORTS							
1	Katoka	0.5721	0.5801	0.6249	0.6942	0.7005	0.7513
0.7665	0.7844						
2	Ordogne	0.5161	0.5198	0.5221	0.5732	0.5733	0.7099
0.7099	0.7208						
3	P.Arpad	0.4038	0.4459	0.6114	0.6188	0.6469	0.6703
0.7494	0.8461						
4	T.Imre	0.4929	0.5360	0.6487	0.7010	0.7296	0.7859
0.7968	0.8827						
5	Janos	0.2044	0.3648	0.3774	0.6068	0.6168	0.7027
0.7061	0.7061						
6	P.Vencel	0.6109	0.6166	0.6437	0.6930	0.7218	0.7343
0.7343	0.7600						
7	N.Sandor	0.5644	0.5761	0.5786	0.7049	0.7284	0.7942
0.8827	0.8928						
8	Izabell	0.1805	0.4022	0.5958	0.6270	0.6308	0.7104
0.7117	0.7206						
9	S.Andi	0.2501	0.5504	0.6073	0.6664	0.7490	0.7549
0.7568	0.8161						
10	P.Gyula	0.0638	0.1903	0.7047	0.7048	0.7068	0.7070
0.8459	0.9075						
11	Gitta	0.0846	0.5433	0.5842	0.6602	0.7212	0.7747
0.8334	0.8877						
12	N.Gergo	0.5668	0.5843	0.6422	0.6422	0.6424	0.6781
0.8100	0.8411						
13	Laszlo	0.1798	0.2034	0.2036	0.4130	0.6832	0.7033
0.8536	0.9423						
14	K.Erno	0.5929	0.6349	0.7750	0.7828	0.7878	0.8007
0.8132	0.8379						
15	E.Vencel	0.3324	0.3396	0.3423	0.5731	0.6362	0.8081
0.8110	0.8110						
16	O.Jani	0.4774	0.4883	0.4900	0.6810	0.7321	0.7569
0.7764	0.8116						
17	E.Istvan	0.3527	0.5871	0.5899	0.6340	0.7996	0.8277
0.8287	0.8420						
18	K.Bela	0.3830	0.5415	0.6619	0.6965	0.6966	0.7867
0.8209	0.8734						
19	Rajmund	0.5639	0.5799	0.6773	0.6813	0.7528	0.7614
0.7620	0.7622						
20	N.Erno	0.5317	0.5738	0.5790	0.6307	0.7953	0.7967
0.8535	0.8626						
cum% expl.Var.		40	49	57	65	70	75
79	83						

Rotating Angles Used Between Factors

FTR#1	FTR#2	ANGLE
1	2	-15.
1	3	30.
1	3	-30.
1	3	-30.

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Factor Matrix with an X Indicating a Defining Sort

		Loadings			
QSORT		1	2	3	4
1	Katoka	0.6274X	0.3639	0.3176	0.2595
2	Ordogne	0.1977	0.2766	0.2553	0.6265X
3	P.Arpad	-0.1072	0.4933	0.3709	0.4758
4	T.Imre	0.5590	-0.0125	0.1898	0.5936X
5	Janos	0.4031	0.1864	0.6227X	-0.1479
6	P.Vencel	0.5419	0.4827	0.2426	0.3279
7	N.Sandor	0.1524	0.2630	0.2130	0.7530X
8	Izabell	-0.2130	0.7181X	0.1856	0.1775
9	S.Andi	0.3422	0.6774X	-0.2212	0.2036
10	P.Gyula	-0.3363	0.0320	0.7626X	0.0959
11	Gitta	-0.1166	0.7926X	-0.1252	0.0530
12	N.Gergo	0.2021	0.3158	0.5583	0.4359
13	Laszlo	-0.0179	0.0851	-0.0033	0.6367X
14	K.Erno	0.7298X	0.1650	0.2627	0.3924
15	E.Vencel	0.0336	0.1058	0.1256	0.7383X
16	O.Jani	0.5318	0.4482	0.4374	0.0774
17	E.Istvan	0.3777	-0.1803	0.4916	0.4660
18	K.Bela	0.3727	0.3929	-0.2306	0.5917X
19	Rajmund	0.1203	0.3017	0.5813	0.4877
20	N.Erno	0.5283	0.2858	0.4553	0.2503
% expl.Var.		15	15	15	20

Free Distribution Data Results

QSORT	MEAN	ST.DEV.
1	Katoka	0.000 2.115
2	Ordogne	0.000 2.115
3	P.Arpad	0.000 2.115
4	T.Imre	0.000 2.115
5	Janos	0.000 2.115
6	P.Vencel	0.000 2.115
7	N.Sandor	0.000 2.115
8	Izabell	0.000 2.115
9	S.Andi	0.000 2.115
10	P.Gyula	0.000 2.115
11	Gitta	0.000 2.115
12	N.Gergo	0.000 2.115
13	Laszlo	0.000 2.115
14	K.Erno	0.000 2.115
15	E.Vencel	0.000 2.115
16	O.Jani	0.000 2.115
17	E.Istvan	0.000 2.115
18	K.Bela	0.000 2.115
19	Rajmund	0.000 2.115
20	N.Erno	0.000 2.115

Rank Statement Totals with Each Factor

Factors					No.	1
No.	Statement	2	3	4		
1	A siker számomra azért fontos				1	0.21 20
1.46	2 -0.74 30 0.64 12					
2	Ha újra kezdeném az életemet, masként elnek				2	-1.17 36
1.32	3 -0.21 26 -1.11 32					
3	Sajnálom ha a falusi világ megváltozna				3	1.16 7
1.22	5 0.42 14 0.72 11					
4	Szívesen együttműködök				4	1.70 2
0.69	15 0.79 8 1.07 8					
5	A munkám kitölti az életemet				5	1.17 5
-0.38	24 0.58 12 0.62 13					
6	Fontos, hogy kövessem a szakma fejlődését				6	1.70 2
-0.50	25 0.79 8 0.95 9					
7	Elidegenedés a profitot középpontba állító társadalmak				7	0.32 19
0.19	17 0.00 20 0.28 16					
8	Napi munkám nincsen összhangban valós érdeklődésemmel				8	-1.49 38
-0.58	27 -0.21 26 -0.41 26					
9	Hozzájárul a terseg gazdasági felemelkedéséhez				9	1.16 7
-0.75	30 0.21 17 0.45 14					
10	Nem az a fontos, hogy mivel kell foglalkoznom				10	-1.17 36
0.82	13 -0.58 29 -0.46 27					
11	Sokan csak saját magukkal torodnak				11	0.43 15
1.25	4 1.12 5 1.09 6					
12	A vidéki életnek természetes része, hogy muvelik a ker				12	-0.53 24
0.05	19 -0.04 21 1.14 5					
13	Azok maradnak vidéken akiknek nincs esélyük az előrelé				13	-1.91 39
-1.17	34 -0.79 32 -1.46 35					
14	A szerződéseinkben kevesbe bízom, az adott szó többet ér				14	-0.64 26
-1.59	37 0.54 13 -0.04 22					
15	Hasonló életmodot folytat, mint a városi emberek				15	0.32 19
-0.17	20 -1.37 36 0.36 15					
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak				16	1.38 4
-0.67	29 0.79 8 0.15 19					
17	Rakényszerül arra, hogy egyes szabályokat athagjon				17	-1.06 33
1.01	9 2.32 1 -1.52 37					
18	Eleg ha egy területen kiválóak vagyunk				18	-1.16 34
-1.52	36 -1.49 37 -0.18 23					
19	Jo erzes, hogy elvegezte a munkajat				19	-0.21 21
0.74	14 -0.42 27 1.07 7					
20	A vidéki életforma számomra vonzó és elfogadható				20	0.95 8
0.48	16 1.95 2 1.87 1					
21	A vidéki életformához való kötődés				21	0.63 13
0.95	10 0.58 12 1.34 3					
22	A vegetarizmus a jövő útja				22	-1.06 33
-0.95	33 -2.32 39 -1.30 34					
23	Elkerülök a külső befektetők				23	-0.74 28
-0.85	32 -1.16 34 -0.81 30					
24	Akiknek van tekintélyük a településen				24	-0.64 26
-1.99	39 0.04 19 -1.47 36					
25	Nem érdemes a házi kertet megművelni				25	-0.74 28
-0.80	31 0.25 16 -1.78 39					
26	Fejlesznek mert közelükben nagy iparvállalatok települtek				26	0.42 17
0.88	11 -0.21 26 0.03 20					
27	Nem tervezi meg előre, hogy kinek adja el a terméket				27	-0.96 31
-0.63	28 1.12 5 -1.21 33					
28	Aki meggyőző gazdasági munkát végez, kiegyensúlyozott				28	-0.32 22
-0.19	21 0.74 10 0.00 21					

29	Minden csoport más irányba húz	29	0.64	12
0.13	18 -0.12 23 0.18 17			
30	Barki meggaydagodhat Magyarországon a saját erejéből i	30	-0.84	29
-1.72	38 0.12 18 -0.53 28			
31	Ha közelebe ipari foglalkoztatottak települnek	31	-0.95	30
-0.23	22 -0.09 22 -0.26 24			
32	Nem fogadjak el településünk értékrendjét	32	0.42	17
-0.27	23 -1.32 35 -0.60 29			
33	Olyan munkakört választok, amelyik stabil	33	0.85	11
1.03	8 -0.91 33 0.17 18			
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel sz	34	0.85	11
1.14	6 -0.79 32 -1.59 38			
35	Magyarországnak elelmiszerből onellátásra kellene tőre	35	1.59	3
1.53	1 -0.54 28 1.85 2			
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutn	36	0.85	11
-1.35	35 0.25 16 -0.33 25			
37	Nem szívesen dolgozom együtt idegenekkel	37	-0.42	23
1.10	7 -1.74 38 0.90 10			
38	Az organikus elelmiszer probléma eltűzött	38	-1.27	37
0.83	12 0.74 10 -1.00 31			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	0.53	14
-0.53	26 1.70 3 1.18 4			

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Correlations Between Factor Scores

	1	2	3	4
1	1.0000	0.2902	0.2289	0.6401
2	0.2902	1.0000	0.0616	0.3695
3	0.2289	0.0616	1.0000	0.2002
4	0.6401	0.3695	0.2002	1.0000

Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
1.696	4 Szivesen egyuttmukodok	4	
1.696	6 Fontos, hogy kovessem a szakma fejlodeset	6	
1.589	35 Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	
1.378	16 A mezogazdasagban dolgozok rendszerben gondolkodnak	16	
1.167	5 A munkam kitolti az eletemet	5	
1.163	9 Hozzajarul a terseg gazdasagi felemelkedesehez	9	
1.163	3 Sajnalnam ha a falusi vilag megvaltozna	3	
0.952	20 A videki eletforma szamomra vonzo es elfogadhato	20	
0.848	33 Olyan munkakort valasztok, amelyik stabil	33	
0.848	34 A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	
0.848	36 Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	
0.637	29 Minden csoport mas irányba huz	29	
0.633	21 A videki eletformahoz valo kotodes	21	
0.530	39 A vallalkozas megkezdesere elott uzleti tervet keszitunk	39	
0.426	11 Sokan csak saját magukkal torodnek	11	
0.422	26 Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	
0.422	32 Nem fogadjak el telepulesunk ertekrendjet	32	
0.319	7 Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7	
0.319	15 Hasonlo eletmodot folytat, mint a varosi emberek	15	
0.211	1 A siker szamomra azert fontos	1	
0.211	19 Jo erzes, hogy elvegezte a munkajat	19	-
0.319	28 Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28	-
0.422	37 Nem szivesen dolgozom egyutt idegenekkel	37	-
0.530	12 A videki eletnek termeszetes resze, hogy muvelik a kertet	12	-
0.637	24 Akiknek van tekintalyuk a telepulesen	24	-
0.637	14 A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-
0.741	25 Nem erdemes a hazi kertet megmuvelni	25	-
0.741	23 Elkerulik a kulso befektetok	23	-

0.844	30	Barki meggydagodhat Magyarországon a saját erejéből is	30	-
0.952	31	Ha közelebe ipari foglalkoztatottak települnek	31	-
0.956	27	Nem tervezi még előre, hogy kinek adja el terméket	27	-
1.059	17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17	-
1.059	22	A vegetarizmus a jövő útja	22	-
1.163	18	Eleg ha egy területen kiválóak vagyunk	18	-
1.167	10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
1.167	2	Ha újra kezdeném az életemet, másként élnék	2	-
1.270	38	Az organikus élelmiszer probléma eltűzött	38	-
1.485	8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	-
1.907	13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-

Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	
1.533			
1	A siker szamomra azert fontos	1	
1.457			
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2	
1.324			
11	Sokan csak saját magukkal torodnek	11	
1.248			
3	Sajnalnam ha a falusi vilag megvaltozna	3	
1.219			
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	
1.144			
37	Nem szivesen dolgozom együtt idegenekkel	37	
1.097			
33	Olyan munkakort valasztok, amelyik stabil	33	
1.028			
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	
1.010			
21	A videki eletformahoz valo kotodes	21	
0.952			
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	
0.877			
38	Az organikus elelmiszer problema eltulzott	38	
0.830			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	
0.824			
19	Jo erzes, hogy elvegezte a munkajat	19	
0.743			
4	Szivesen egyuttmukodok	4	
0.691			
20	A videki eletforma szamomra vonzo es elfogadhato	20	
0.482			
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7	
0.186			
29	Minden csoport mas irányba huz	29	
0.128			
12	A videki életnek természetes része, hogy művelik a kertet	12	
0.047			
15	Hasonlo életmodot folytat, mint a városi emberek	15	-
0.168			
28	Aki meyo gazdasági munkát végez, kiegyensúlyozott	28	-
0.186			
31	Ha közelbe ipari foglalkoztatottak települnek	31	-
0.232			
32	Nem fogadjak el településünk értékrendjét	32	-
0.267			
5	A munkám kitölti az életemet	5	-
0.377			
6	Fontos, hogy kövessem a szakma fejlődését	6	-
0.499			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	-
0.528			
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	-
0.581			
27	Nem tervezi meg előre, hogy kinek adja el terméket	27	-
0.633			

16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16	-
0.667			
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9	-
0.754			
25	Nem erdemes a hazi kertet megmuvelni	25	-
0.795			
23	Elkerulik a kulso befektetok	23	-
0.848			
22	A vegetarianizmus a jovo utja	22	-
0.946			
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13	-
1.172			
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	-
1.347			
18	Eleg ha egy teruleten kivaloak vagyunk	18	-
1.515			
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-
1.591			
30	Barki meggydagodhat Magyarorszagon a saját erejebol is	30	-
1.724			
24	Akiknek van tekintalyuk a telepulesen	24	-
1.985			

Normalized Factor Scores -- For Factor 3

No.	Statement	No.	Z-
2.320	17 Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	
1.947	20 A videki eletforma szamomra vonzo es elfogadhato	20	
1.697	39 A vallalkozas megkezdesere elott uzleti tervet keszitunk	39	
1.117	11 Sokan csak saját magukkal torodnek	11	
1.117	27 Nem tervezi meg elore, hogy kinek adja el termeket	27	
0.788	6 Fontos, hogy kovessem a szakma fejlodeset	6	
0.788	4 Szivesen egyuttmukodok	4	
0.788	16 A mezogazdasagban dolgozok rendszerben gondolkodnak	16	
0.744	28 Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28	
0.744	38 Az organikus elelmiszer problema eltulzott	38	
0.580	21 A videki eletformahoz valo kotodes	21	
0.580	5 A munkam kitolti az eletemet	5	
0.537	14 A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	
0.415	3 Sajnalnam ha a falusi vilag megvaltozna	3	
0.251	25 Nem erdemes a hazi kertet megmuvelni	25	
0.251	36 Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	
0.208	9 Hozzajarul a terseg gazdasagi felemelkedesehez	9	
0.121	30 Barki meggaydagodhat Magyarorszagon a saját erejebol is	30	
0.121	24 Akiknek van tekintalyuk a telepulesen	24	
0.043	7 Elidegenedes a profitot kozepontba allito tarsadalmak velej	7	
0.043	12 A videki eletnek termeszetes resze, hogy muvelik a kertet	12	-
0.086	31 Ha kozelebe ipari foglalkoztatok telepulnek	31	-
0.121	29 Minden csoport mas irányba huz	29	-
0.208	26 Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	-
0.208	2 Ha ujra kezdhethem az eletemet, maskent elnek	2	-
0.208	8 Napi munkam nincsen osszhangban valos erdeklodesemmel	8	-
0.415	19 Jo erzes, hogy elvegezte a munkajat	19	-
0.537	35 Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	-

10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
0.580			
1	A siker számomra azért fontos	1	-
0.744			
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
0.788			
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-
0.788			
33	Olyan munkakört választok, amelyik stabil	33	-
0.909			
23	Elkerülök a külső befektetők	23	-
1.160			
32	Nem fogadjak el településünk értékrendjét	32	-
1.324			
15	Hasonló életmodort folytat, mint a városi emberek	15	-
1.368			
18	Eleg ha egy területen kiválóak vagyunk	18	-
1.489			
37	Nem szívesen dolgozom együtt idegekkel	37	-
1.740			
22	A vegetarizmus a jövő útja	22	-
2.320			

Normalized Factor Scores -- For Factor 4

No.	Statement	No.	Z-
20	A videki életforma számomra vonzó és elfogadható	20	
1.870			
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35	
1.850			
21	A videki életformához való kötődés	21	
1.343			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	
1.182			
12	A videki életnek természetes része, hogy művelik a kertet	12	
1.136			
11	Sokan csak saját magukkal toródnak	11	
1.094			
19	Jo erzes, hogy elvegezte a munkáját	19	
1.075			
4	Szívesen együttműködök	4	
1.068			
6	Fontos, hogy kövessem a szakma fejlődését	6	
0.946			
37	Nem szívesen dolgozom együtt idegenekkel	37	
0.898			
3	Sajnálom ha a falusi világ megváltozna	3	
0.725			
1	A siker számomra azért fontos	1	
0.641			
5	A munkám kitölti az életemet	5	
0.617			
9	Hozzájárul a terseg gazdasági felemelkedéséhez	9	
0.452			
15	Hasonló életmodot folytat, mint a városi emberek	15	
0.358			
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	
0.279			
29	Minden csoport más irányba húz	29	
0.176			
33	Olyan munkakört választok, amelyik stabil	33	
0.169			
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	
0.151			
26	Fejlődnek mert közelebe nagy iparvállalatok települtek	26	
0.030			
28	Aki mezőgazdasági munkát végez, kiegyensúlyozott	28	-
0.003			
14	A szerződéseinkben kevesbé bizom, az adott szó többet ér	14	-
0.037			
18	Eleg ha egy területen kiválóak vagyunk	18	-
0.178			
31	Ha közelebe ipari foglalkoztatottak települnek	31	-
0.262			
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-
0.326			
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	-
0.415			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
0.455			
30	Barká meggyadagodhat Magyarországon a saját erejéből is	30	-
0.528			

32	Nem fogadjak el telepulesunk ertekrendjet	32	-
0.596			
23	Elkerulik a kulso befektetok	23	-
0.806			
38	Az organikus elelmiszer problema eltulzott	38	-
1.002			
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2	-
1.114			
27	Nem tervezi meg elore, hogy kinek adja el termeket	27	-
1.213			
22	A vegetarianizmus a jovo utja	22	-
1.302			
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13	-
1.457			
24	Akiknek van tekintalyuk a telepulesen	24	-
1.471			
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-
1.523			
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	-
1.591			
25	Nem erdemes a hazi kertet megmuvelni	25	-
1.780			

Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.
Type	1 Type 2 Difference	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.696	-0.499 2.196	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.848	-1.347 2.195	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
1.378	-0.667 2.045	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.163	-0.754 1.917	
5	A munkam kitolti az eletemet	5
1.167	-0.377 1.544	
24	Akiknek van tekintalyuk a telepulesen	24
0.637	-1.985 1.348	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
0.530	-0.528 1.058	
4	Szivesen egyuttmukodok	4
1.696	0.691 1.005	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.637	-1.591 0.953	
30	Barki meggyadagodhat Magyarorszagon a saját erejebol is	30
0.844	-1.724 0.880	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.422	-0.267 0.689	
29	Minden csoport mas irányba huz	29
0.637	0.128 0.509	
15	Hasonlo eletmodot folytattak, mint a varosi emberek	15
0.319	-0.168 0.487	
20	A videki eletforma szamomra vonzo es elfogadhato	20
0.952	0.482 0.470	
18	Eleg ha egy teruleten kivaloak vagyunk	18
1.163	-1.515 0.352	
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7
0.319	0.186 0.133	
23	Elkerulik a kulso befektetok	23
0.741	-0.848 0.107	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.589	1.533 0.056	
25	Nem erdemes a hazi kertet megmuvelni	25
0.741	-0.795 0.055	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.163	1.219 -0.056	
22	A vegetarianizmus a jovo utja	22
1.059	-0.946 -0.113	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.319	-0.186 -0.133	
33	Olyan munkakort valasztok, amelyik stabil	33
0.848	1.028 -0.179	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.848	1.144 -0.295	
21	A videki eletformahoz valo kotodes	21
0.633	0.952 -0.319	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.956	-0.633 -0.323	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.422	0.877 -0.454	
12	A videki eletnek természetes resze, hogy muvelik a kertet	12
0.530	0.047 -0.576	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31

0.952	-0.232	-0.719		
13	Azok maradnak vidéken akiknek nincs eselyuk az elorelepesre	13	-	
1.907	-1.172	-0.735		
11	Sokan csak saját magukkal torodnek	11		
0.426	1.248	-0.822		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8	-	
1.485	-0.581	-0.905		
19	Jo erzes, hogy elvegezte a munkajat	19	-	
0.211	0.743	-0.954		
1	A siker számomra azért fontos	1		
0.211	1.457	-1.246		
37	Nem szivesen dolgozom együtt idegenekkel	37	-	
0.422	1.097	-1.519		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-	
1.167	0.824	-1.991		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-	
1.059	1.010	-2.069		
38	Az organikus elelmiszer problema eltulzott	38	-	
1.270	0.830	-2.100		
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2	-	
1.167	1.324	-2.491		

Descending Array of Differences Between Factors 1 and 3

No.	Statement	No.
Type	1 Type 3 Difference	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.589	-0.537 2.126	
33	Olyan munkakort valasztok, amelyik stabil	33
0.848	-0.909 1.757	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.422	-1.324 1.746	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.319	-1.368 1.686	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.848	-0.788 1.636	
37	Nem szivesen dolgozom egyutt idegenekkel	37
0.422	-1.740 1.318	
22	A vegetarianizmus a jovo utja	22
1.059	-2.320 1.261	
1	A siker szamomra azert fontos	1
0.211	-0.744 0.956	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.163	0.208 0.955	
4	Szivesen egyuttmukodok	4
1.696	0.788 0.909	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.696	0.788 0.909	
29	Minden csoport mas irányba huz	29
0.637	-0.121 0.758	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.163	0.415 0.747	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.422	-0.208 0.630	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.848	0.251 0.597	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
1.378	0.788 0.590	
5	A munkam kitolti az eletemet	5
1.167	0.580 0.587	
23	Elkerulik a kulso befektetok	23
0.741	-1.160 0.419	
18	Eleg ha egy teruleten kivaloak vagyunk	18
1.163	-1.489 0.326	
7	Elidegenedes a profitot kozeppontba allito tarsadalmak velej	7
0.319	0.000 0.319	
19	Jo erzes, hogy elvegezte a munkajat	19
0.211	-0.415 0.204	
21	A videki eletformahoz valo kotodes	21
0.633	0.580 0.053	
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
0.530	-0.043 -0.486	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
1.167	-0.580 -0.587	
24	Akiknek van tekintalyuk a telepulesen	24
0.637	0.043 -0.680	
11	Sokan csak saját magukkal torodnek	11
0.426	1.117 -0.691	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.952	-0.086 -0.865	
2	Ha ujra kezdhethem az eletemet, maskent elnek	2
1.167	-0.208 -0.959	
30	Barki meggydagodhat Magyarorszagon a saját erejebol is	30

0.844	0.121	-0.966		
25	Nem erdemes a hazi kertet megmuvelni		25	-
0.741	0.251	-0.992		
20	A videki eletforma szamomra vonzo es elfogadhato		20	
0.952	1.947	-0.996		
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott		28	-
0.319	0.744	-1.063		
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre		13	-
1.907	-0.788	-1.120		
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk		39	
0.530	1.697	-1.167		
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er		14	-
0.637	0.537	-1.174		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
1.485	-0.208	-1.278		
38	Az organikus elelmiszer problema eltulzott		38	-
1.270	0.744	-2.015		
27	Nem tervezi meg elore, hogy kinek adja el termeket		27	-
0.956	1.117	-2.072		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon		17	-
1.059	2.320	-3.379		

Descending Array of Differences Between Factors 1 and 4

No.	Statement	No.
Type	1 Type 4 Difference	
34	A kisvállalkozásoknak nincs jövojük a nagyüzemekkel szemben	34
0.848	-1.591 2.439	
16	A mezogazdaságban dolgozók rendszerben gondolkodnak	16
1.378	0.151 1.227	
36	Hitel felvetele nélkül nem lehet egyről a kettőre jutni	36
0.848	-0.326 1.174	
25	Nem érdemes a házi kertet megművelni	25
0.741	-1.780 1.039	
32	Nem fogadjak el településünk értékrendjét	32
0.422	-0.596 1.018	
24	Akiknek van tekintélyük a településen	24
0.637	-1.471 0.834	
6	Fontos, hogy kövessem a szakma fejlődését	6
1.696	0.946 0.750	
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9
1.163	0.452 0.711	
33	Olyan munkakört választok, amelyik stabil	33
0.848	0.169 0.679	
4	Szívesen együttműködök	4
1.696	1.068 0.628	
5	A munkám kitölti az életemet	5
1.167	0.617 0.549	
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17
1.059	-1.523 0.464	
29	Minden csoport más irányba húz	29
0.637	0.176 0.461	
3	Sajnálom ha a falusi világ megváltozna	3
1.163	0.725 0.438	
26	Fejlednek mert közelebe nagy iparvállalatok települtek	26
0.422	0.030 0.392	
27	Nem tervezi meg előre, hogy kinek adja el terméket	27
0.956	-1.213 0.257	
22	A vegetarizmus a jóvo útja	22
1.059	-1.302 0.242	
23	Elkerülök a külső befektetők	23
0.741	-0.806 0.065	
7	Elidegenedek a profitot középpontba állító társadalmak velem	7
0.319	0.279 0.040	
15	Hasonló életmodot folytat, mint a városi emberek	15
0.319	0.358 -0.040	
2	Ha újra kezdhetném az életemet, masként élnék	2
1.167	-1.114 -0.052	
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35
1.589	1.850 -0.261	
38	Az organikus elelmiszer problema eltulzott	38
1.270	-1.002 -0.269	
28	Aki meyo gazdasági munkát vegez, kiegyensulyozott	28
0.319	-0.003 -0.315	
30	Barkim meggaydagodhat Magyarországon a saját erejéből is	30
0.844	-0.528 -0.316	
1	A siker számomra azért fontos	1
0.211	0.641 -0.430	
13	Azok maradnak vidéken akiknek nincs eselyük az előrelepesre	13
1.907	-1.457 -0.450	
14	A szerződésekben kevesbe bizom, az adott szó többet ér	14
0.637	-0.037 -0.600	
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39

0.530	1.182	-0.653		
11	Sokan csak saját magukkal torodnek		11	
0.426	1.094	-0.668		
31	Ha kozelebe ipari foglalkoztatok telepulnek		31	-
0.952	-0.262	-0.689		
21	A videki eletformahoz valo kotodes		21	
0.633	1.343	-0.709		
10	Nem az a fontos, hogy mivel kell foglalkoznom		10	-
1.167	-0.455	-0.712		
20	A videki eletforma szamomra vonzo es elfogadható		20	
0.952	1.870	-0.918		
18	Eleg ha egy területen kivaloak vagyunk		18	-
1.163	-0.178	-0.985		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
1.485	-0.415	-1.070		
19	Jo erzes, hogy elvegezte a munkajat		19	-
0.211	1.075	-1.286		
37	Nem szivesen dolgozom együtt idegenekkel		37	-
0.422	0.898	-1.320		
12	A videki eletnek termeszetes resze, hogy muvelik a kertet		12	-
0.530	1.136	-1.665		

Descending Array of Differences Between Factors 2 and 3

No.	Statement	No.
Type	2 Type 3 Difference	
37	Nem szivesen dolgozom együtt idegenekkel	37
1.097	-1.740 2.837	
1	A siker számomra azért fontos	1
1.457	-0.744 2.202	
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35
1.533	-0.537 2.069	
33	Olyan munkakört választok, amelyik stabil	33
1.028	-0.909 1.937	
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34
1.144	-0.788 1.931	
2	Ha újra kezdeném az életemet, másként élnék	2
1.324	-0.208 1.532	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.824	-0.580 1.404	
22	A vegetarizmus a jövő útja	22
0.946	-2.320 1.373	-
15	Hasonló életmodot folytat, mint a városi emberek	15
0.168	-1.368 1.200	
19	Jo ezres, hogy elvegezte a munkáját	19
0.743	-0.415 1.158	
26	Fejloednek mert közelebe nagy iparvállalatok települtek	26
0.877	-0.208 1.084	
32	Nem fogadjak el településünk értékrendjét	32
0.267	-1.324 1.057	-
3	Sajnálom ha a falusi világ megváltozna	3
1.219	0.415 0.804	
21	A vidéki életformához való kötődés	21
0.952	0.580 0.372	
23	Elkerülök a külső befektetők	23
0.848	-1.160 0.312	-
29	Minden csoport más irányba húz	29
0.128	-0.121 0.249	
7	Elidegenedés a profitot középpontba állító társadalmak velej	7
0.186	0.000 0.186	
11	Sokan csak saját magukkal toródnék	11
1.248	1.117 0.131	
12	A vidéki életnek természetes része, hogy művelik a kertet	12
0.047	-0.043 0.090	
38	Az organikus élelmiszer probléma eltűnt	38
0.830	0.744 0.086	
18	Eleg ha egy területen kiválóak vagyunk	18
1.515	-1.489 -0.026	-
4	Szívesen együttműködök	4
0.691	0.788 -0.097	
31	Ha közelebe ipari foglalkoztatottak települnek	31
0.232	-0.086 -0.146	-
8	Napi munkám nincsen összhangban való érdeklődésemmel	8
0.581	-0.208 -0.373	-
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13
1.172	-0.788 -0.385	-
28	Aki megőgazdasági munkát végez, kiegyensúlyozott	28
0.186	0.744 -0.930	-
5	A munkám kitölti az életemet	5
0.377	0.580 -0.957	-
9	Hozzájárul a terseg gazdasági felemelkedéséhez	9
0.754	0.208 -0.962	-
25	Nem érdemes a házi kertet megművelni	25

0.795	0.251	-1.046		
6	Fontos, hogy kovessem a szakma fejlodeset		6	-
0.499	0.788	-1.287		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon		17	
1.010	2.320	-1.310		
16	A mezogazdasagban dolgozok rendszerben gondolkodnak		16	-
0.667	0.788	-1.455		
20	A videki eletforma szamomra vonzo es elfogadhato		20	
0.482	1.947	-1.466		
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni		36	-
1.347	0.251	-1.598		
27	Nem tervezi meg elore, hogy kinek adja el termeket		27	-
0.633	1.117	-1.750		
30	Barki meggydagodhat Magyarorszagon a saját erejebol is		30	-
1.724	0.121	-1.846		
24	Akiknek van tekintalyuk a telepulesen		24	-
1.985	0.043	-2.029		
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er		14	-
1.591	0.537	-2.127		
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk		39	-
0.528	1.697	-2.225		

Descending Array of Differences Between Factors 2 and 4

No.	Statement	No.
Type	2 Type 4 Difference	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
1.144	-1.591 2.734	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
1.010	-1.523 2.533	
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2
1.324	-1.114 2.438	
38	Az organikus elelmiszer problema eltulzott	38
0.830	-1.002 1.832	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.824	-0.455 1.279	
25	Nem erdemes a hazi kertet megmuvelni	25
0.795	-1.780 0.985	
33	Olyan munkakort valasztok, amelyik stabil	33
1.028	0.169 0.858	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.877	0.030 0.846	
1	A siker szamomra azert fontos	1
1.457	0.641 0.816	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.633	-1.213 0.580	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.219	0.725 0.494	
22	A vegetarianizmus a jovo utja	22
0.946	-1.302 0.355	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.267	-0.596 0.329	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
1.172	-1.457 0.285	
37	Nem szivesen dolgozom együtt idegenekkel	37
1.097	0.898 0.199	
11	Sokan csak saját magukkal torodnek	11
1.248	1.094 0.154	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.232	-0.262 0.030	
23	Elkerulik a kulso befektetok	23
0.848	-0.806 -0.042	
29	Minden csoport mas irányba huz	29
0.128	0.176 -0.048	
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7
0.186	0.279 -0.093	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
0.581	-0.415 -0.166	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.186	-0.003 -0.183	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.533	1.850 -0.317	
19	Jo erzes, hogy elvegezte a munkajat	19
0.743	1.075 -0.332	
4	Szivesen egyuttmukodok	4
0.691	1.068 -0.377	
21	A videki eletformahoz valo kotodes	21
0.952	1.343 -0.391	
24	Akiknek van tekintalyuk a telepulesen	24
1.985	-1.471 -0.515	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.168	0.358 -0.526	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16

0.667	0.151	-0.818		
5	A munkám kitölti az életemet		5	-
0.377	0.617	-0.995		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni		36	-
1.347	-0.326	-1.021		
12	A vidéki életnek természetes része, hogy művelik a kertet		12	
0.047	1.136	-1.089		
30	Barkai meggydagodhat Magyarországon a saját erejéből is		30	-
1.724	-0.528	-1.196		
9	Hozzájárul a térség gazdasági felemelkedéséhez		9	-
0.754	0.452	-1.206		
18	Eleg ha egy területen kiválóak vagyunk		18	-
1.515	-0.178	-1.337		
20	A vidéki életforma számomra vonzó és elfogadható		20	
0.482	1.870	-1.388		
6	Fontos, hogy kövessék a szakma fejlődését		6	-
0.499	0.946	-1.445		
14	A szerződésben kevesebb bizom, az adott szó többet ér		14	-
1.591	-0.037	-1.554		
39	A vállalkozás megkezdése előtt üzleti tervet készítünk		39	-
0.528	1.182	-1.711		

Descending Array of Differences Between Factors 3 and 4

No.	Statement	No.
Type 3	Type 4 Difference	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
2.320	-1.523 3.843	
27	Nem tervezi meg előre, hogy kinek adja el termeket	27
1.117	-1.213 2.330	
25	Nem erdemes a hazi kertet megmuvelni	25
0.251	-1.780 2.031	
38	Az organikus elelmiszer problema eltulzott	38
0.744	-1.002 1.746	
24	Akiknek van tekintalyuk a telepulesen	24
0.043	-1.471 1.514	
2	Ha ujra kezdetnem az eletemet, maskent elnek	2
0.208	-1.114 0.907	-
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.788	-1.591 0.803	-
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.744	-0.003 0.748	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.788	-1.457 0.670	-
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is	30
0.121	-0.528 0.649	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.788	0.151 0.637	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.251	-0.326 0.577	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.537	-0.037 0.574	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
1.697	1.182 0.514	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
0.208	-0.415 0.207	-
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.086	-0.262 0.176	-
20	A videki eletforma szamomra vonzo es elfogadhato	20
1.947	1.870 0.077	
11	Sokan csak saját magukkal torodnek	11
1.117	1.094 0.023	
5	A munkam kitolti az eletemet	5
0.580	0.617 -0.037	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.580	-0.455 -0.125	-
6	Fontos, hogy kovessem a szakma fejlodeset	6
0.788	0.946 -0.158	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.208	0.030 -0.238	-
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
0.208	0.452 -0.244	
7	Elidegenedes a profitot kozeppontba allito tarsadalmak velej	7
0.000	0.279 -0.279	
4	Szivesen egyuttmukodok	4
0.788	1.068 -0.281	
29	Minden csoport mas irányba huz	29
0.121	0.176 -0.297	-
3	Sajnalnam ha a falusi vilag megvaltozna	3
0.415	0.725 -0.309	
23	Elkerulik a kulso befektetok	23
1.160	-0.806 -0.354	-
32	Nem fogadjak el telepulesunk ertekrendjet	32
		-

1.324	-0.596	-0.728		
21	A vidéki életformához való kötődés		21	
0.580	1.343	-0.763		
22	A vegetarizmus a jövő útja		22	-
2.320	-1.302	-1.018		
33	Olyan munkakört választok, amelyik stabil		33	-
0.909	0.169	-1.078		
12	A vidéki életnek természetes része, hogy művelik a kertet		12	-
0.043	1.136	-1.179		
18	Eleg ha egy területen kiválóak vagyunk		18	-
1.489	-0.178	-1.311		
1	A siker számomra azért fontos		1	-
0.744	0.641	-1.385		
19	Jó érzés, hogy elvégezte a munkáját		19	-
0.415	1.075	-1.490		
15	Hasonló életmodot folytat, mint a városi emberek		15	-
1.368	0.358	-1.726		
35	Magyarországnak élelmiszerből önellátásra kellene törekednie		35	-
0.537	1.850	-2.386		
37	Nem szívesen dolgozom együtt idegenekkel		37	-
1.740	0.898	-2.638		

Factor Q-Sort Values for Each Statement

Factor Arrays

No.	Statement	No.	1
2	3	4	
1	A siker számomra azért fontos	1	0
4	-2 1		
2	Ha újra kezdeném az életemet, másként elné	2	-3
3	-1 -2		
3	Sajnálom ha a falusi világ megváltozna	3	2
3	1 1		
4	Szívesen együttműködök	4	4
1	2 2		
5	A munkám kitölti az életemet	5	3
-1	1 1		
6	Fontos, hogy kövessem a szakma fejlődését	6	4
-1	2 2		
7	Elidegenedés a profitot középpontba állító társadalmak velem	7	0
0	0 1		
8	Napi munkám nincsen összhangban való érdeklődéssel	8	-4
-1	-1 -1		
9	Hozzájárul a térség gazdasági fejlődéséhez	9	2
-2	0 1		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-3
1	-1 -1		
11	Sokan csak saját magukkal törődnek	11	1
3	3 2		
12	A vidéki életnek természetes része, hogy művelik a kertet	12	-1
0	0 3		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-4
-2	-2 -3		
14	A szerződéseinkben keveset bízunk, az adott szó többet ér	14	-1
-3	1 0		
15	Hasonló életmódot folytat, mint a városi emberek	15	0
0	-3 1		
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	3
-1	2 0		
17	Rakényszerül arra, hogy egyes szabályokat áthagyjon	17	-2
2	4 -3		
18	Eleg ha egy területen kiválóak vagyunk	18	-2
-3	-3 0		
19	Jo erzes, hogy elvegezte a munkajat	19	0
1	-1 2		
20	A vidéki életforma számomra vonzó és elfogadható	20	2
1	4 4		
21	A vidéki életformához való kötődés	21	1
2	1 3		
22	A vegetarizmus a jövő útja	22	-2
-2	-4 -2		
23	Elkerülök a külső befektetők	23	-1
-2	-2 -2		
24	Akiknek van tekintélyük a településen	24	-1
-4	0 -3		
25	Nem érdemes a házi kertet megművelni	25	-1
-2	1 -4		
26	Fejlesztnek mert közelükben nagy iparvállalatok települtek	26	0
1	-1 0		
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27	-2
-1	3 -2		
28	Aki megőrzésért munkát végez, kiegyensúlyozott	28	0

0	2	0		
29	Minden csoport más irányba húz		29	1
0	0	0		
30	Barkki meggydagodhat Magyarországon a saját erejéből is		30	-1
-4	0	-1		
31	Ha közelebe ipari foglalkoztatottak települnek		31	-2
0	0	-1		
32	Nem fogadják el településünk értékrendjét		32	0
0	-3	-1		
33	Olyan munkakört választok, amelyik stabil		33	1
2	-2	0		
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben		34	1
2	-2	-4		
35	Magyarországnak élelmiszerből önellátásra kellene törekednie		35	3
4	-1	4		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni		36	1
-3	1	-1		
37	Nem szívesen dolgozom együtt idegenekkel		37	0
2	-4	2		
38	Az organikus élelmiszer probléma eltulzott		38	-3
1	2	-2		
39	A vállalkozás megkezdése előtt üzleti tervet készítünk		39	1
-1	3	3		

Variance = 4.359 St. Dev. = 2.088

Factor Q-Sort Values for Statements sorted by Consensus vs. Disagreement
 (Variance across normalized Factor Scores)

Factor Arrays

No.	Statement	No.	
2	3 4		1
7	Elidegenedes a profitot kozepontba allito tarsadalmak velej	7	0
0	0 1		
23	Elkerulik a kulso befektetok	23	-1
-2	-2 -2		
29	Minden csoport mas irányba huz	29	1
0	0 0		
21	A vidéki életformához való kötődés	21	1
2	1 3		
11	Sokan csak saját magukkal torodnek	11	1
3	3 2		
3	Sajnálom ha a falusi világ megváltozna	3	2
3	1 1		
31	Ha közelebe ipari foglalkoztatottak települnek	31	-2
0	0 -1		
4	Szívesen együttműködök	4	4
1	2 2		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-4
-2	-2 -3		
28	Aki meggyőződéses munkát végez, kiegyensúlyozott	28	0
0	2 0		
26	Fejlesztnek mert közelebe nagy iparvállalatok települtek	26	0
1	-1 0		
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	-4
-1	-1 -1		
18	Eleg ha egy területen kiválóak vagyunk	18	-2
-3	-3 0		
22	A vegetarizmus a jövő útja	22	-2
-2	-4 -2		
5	A munkám kitölti az életemet	5	3
-1	1 1		
12	A vidéki életnek természetes része, hogy művelik a kertet	12	-1
0	0 3		
20	A vidéki életforma számomra vonzó és elfogadható	20	2
1	4 4		
19	Jo ezers, hogy elvegezte a munkáját	19	0
1	-1 2		
32	Nem fogadjak el településünk értékrendjét	32	0
0	-3 -1		
30	Barkai meggyőződéses Magyarországon a saját erejéből is	30	-1
-4	0 -1		
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9	2
-2	0 1		
15	Hasonló életmodot folytat, mint a városi emberek	15	0
0	-3 1		
25	Nem érdemes a házi kertet megművelni	25	-1
-2	1 -4		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-3
1	-1 -1		
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	3
-1	2 0		
33	Olyan munkakört választok, amelyik stabil	33	1
2	-2 0		
24	Akiknek van tekintélyük a településen	24	-1
-4	0 -3		

14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-1
-3	1 0		
6	Fontos, hogy kovessem a szakma fejlodeset	6	4
-1	2 2		
1	A siker szamomra azert fontos	1	0
4	-2 1		
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	1
-3	1 -1		
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39	1
-1	3 3		
27	Nem tervezi meg elore, hogy kinek adja el termeket	27	-2
-1	3 -2		
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	3
4	-1 4		
38	Az organikus elelmiszer problema eltulzott	38	-3
1	2 -2		
2	Ha ujra kezdhethem az eletemet, maskent elnek	2	-3
3	-1 -2		
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	1
2	-2 -4		
37	Nem szivesen dolgozom együtt idegenekkel	37	0
2	-4 2		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-2
2	4 -3		

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Factor Characteristics

	Factors			
	1	2	3	4
No. of Defining Variables	2	3	2	6
Average Rel. Coef.	0.800	0.800	0.800	0.800
Composite Reliability	0.889	0.923	0.889	0.960
S.E. of Factor Scores	0.333	0.277	0.333	0.200

Standard Errors for Differences in Normalized Factor Scores

(Diagonal Entries Are S.E. Within Factors)

Factors	1	2	3	4
1	0.471	0.434	0.471	0.389
2	0.434	0.392	0.434	0.342
3	0.471	0.434	0.471	0.389
4	0.389	0.342	0.389	0.283

Distinguishing Statements for Factor 1

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

Factors

1	2	3	4	No.	RNK	
No. Statement	SCORE	RNK SCORE	RNK SCORE	RNK SCORE		
37 Nem szivesen dolgozom együtt idegenekkel	0.42*	2 1.10	-4 -1.74	2 0.90	37	0 -
8 Napi munkam nincsen osszhangban valos erdeklodesemmel	1.49	-1 -0.58	-1 -0.21	-1 -0.41	8	-4 -

Distinguishing Statements for Factor 2

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

Factors

1	2	3	4	No.	RNK	
No. Statement	SCORE	RNK SCORE	RNK SCORE	RNK SCORE		
1 A siker szamomra azert fontos	0.21	4 1.46	-2 -0.74	1 0.64	1	0
2 Ha ujra kezdhethnem az eletemet, maskent elnek	1.17	3 1.32*	-1 -0.21	-2 -1.11	2	-3 -
17 Rakenyszerul arra, hogy egyes szabalyokat athagjon	1.06	2 1.01*	4 2.32	-3 -1.52	17	-2 -
10 Nem az a fontos, hogy mivel kell foglalkoznom	1.17	1 0.82*	-1 -0.58	-1 -0.46	10	-3 -
5 A munkam kitolti az eletemet	1.17	-1 -0.38	1 0.58	1 0.62	5	3
6 Fontos, hogy kovessem a szakma fejlodeset	1.70	-1 -0.50*	2 0.79	2 0.95	6	4
39 A vallalkozas megkezdese elott uzleti tervet keszitunk	0.53	-1 -0.53	3 1.70	3 1.18	39	1
16 A mezogazdasagban dolgozok rendszerben gondolkodnak	1.38	-1 -0.67	2 0.79	0 0.15	16	3
9 Hozzajarul a terseg gazdasagi felemelkedesehez	1.16	-2 -0.75	0 0.21	1 0.45	9	2
36 Hitel felvetele nelkul nem lehet egyrol a kettore jutni	0.85	-3 -1.35*	1 0.25	-1 -0.33	36	1
14 A szerzodesekben kevesbe bizom, az adott szo tobbet er	0.64	-3 -1.59	1 0.54	0 -0.04	14	-1 -
30 Barki meggaydagodhat Magyarorszagon a saját erejebol is	0.84	-4 -1.72	0 0.12	-1 -0.53	30	-1 -

Distinguishing Statements for Factor 3

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

Factors

1	2	3	4	No.	RNK
No. Statement	SCORE	RNK SCORE	RNK SCORE	RNK SCORE	
17 Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-2	-		
1.06 2 1.01 4 2.32* -3 -1.52					
27 Nem tervezi meg elore, hogy kinek adja el termeket	27	-2	-		
0.96 -1 -0.63 3 1.12* -2 -1.21					
25 Nem erdemes a hazi kertet megmuvelni	25	-1	-		
0.74 -2 -0.80 1 0.25 -4 -1.78					
2 Ha ujra kezdhethem az eletemet, maskent elnek	2	-3	-		
1.17 3 1.32 -1 -0.21 -2 -1.11					
35 Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	3			
1.59 4 1.53 -1 -0.54* 4 1.85					
1 A siker szamomra azert fontos	1	0			
0.21 4 1.46 -2 -0.74 1 0.64					
34 A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	1			
0.85 2 1.14 -2 -0.79 -4 -1.59					
33 Olyan munkakort valasztok, amelyik stabil	33	1			
0.85 2 1.03 -2 -0.91* 0 0.17					
15 Hasonlo eletmodot folytat, mint a varosi emberek	15	0			
0.32 0 -0.17 -3 -1.37* 1 0.36					
37 Nem szivesen dolgozom egyutt idegenekkel	37	0	-		
0.42 2 1.10 -4 -1.74* 2 0.90					
22 A vegetarianizmus a jovo utja	22	-2	-		
1.06 -2 -0.95 -4 -2.32* -2 -1.30					

Distinguishing Statements for Factor 4

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

Factors

1	2	3	4	No.	RNK
No. Statement	SCORE	RNK SCORE	RNK SCORE	RNK SCORE	
12 A videki eletnek termeszetes resze, hogy muvelik a kertet	12	-1	-		
0.53 0 0.05 0 -0.04 3 1.14*					
18 Eleg ha egy területen kivaloak vagyunk	18	-2	-		
1.16 -3 -1.52 -3 -1.49 0 -0.18					
34 A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	1			
0.85 2 1.14 -2 -0.79 -4 -1.59					
25 Nem erdemes a hazi kertet megmuvelni	25	-1	-		
0.74 -2 -0.80 1 0.25 -4 -1.78*					

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Consensus Statements -- Those That Do Not Distinguish Between ANY Pair of Factors.

All Listed Statements are Non-Significant at P>.01, and Those Flagged With an * are also Non-Significant at P>.05.

Factors

1	2	3	4	No.	RNK	
No. Statement	SCORE	RNK SCORE	RNK SCORE			
3* Sajnalnam ha a falusi vilag megvaltozna	1.16	3 1.22	1 0.42	1 0.72	3	2
4 Szivesen egyuttmukodik	1.70	1 0.69	2 0.79	2 1.07	4	4
7* Elidegenedes a profitot kozeppontra allito tarsadalmak velej	0.32	0 0.19	0 0.00	1 0.28	7	0
11* Sokan csak saját magukkal torodnek	0.43	3 1.25	3 1.12	2 1.09	11	1
13 Azok maradnak videken akiknek nincs eselyuk az elorelepesre	1.91	-2 -1.17	-2 -0.79	-3 -1.46	13	-4 -
21 A videki eletformahoz valo kotodes	0.63	2 0.95	1 0.58	3 1.34	21	1
23* Elkerulik a kulso befektetok	0.74	-2 -0.85	-2 -1.16	-2 -0.81	23	-1 -
26 Fejlodnek mert kozelebe nagy iparvallalatok telepultek	0.42	1 0.88	-1 -0.21	0 0.03	26	0
28 Aki meyo gazdasagi munkat vegez, kiegyensulyozott	0.32	0 -0.19	2 0.74	0 0.00	28	0 -
29* Minden csoport mas irányba huz	0.64	0 0.13	0 -0.12	0 0.18	29	1
31* Ha kozelebe ipari foglalkoztatok telepulnek	0.95	0 -0.23	0 -0.09	-1 -0.26	31	-2 -

QANALYZE was completet at 18:52:05

Q-Methodology Matrices / Agricultural Entrepreneurs from Herencsény and its Surroundings

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Correlation Matrix Between Sorts

SORTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17 18																
1 HSZ.JOZS 22 47	100	54	59	42	41	49	46	28	35	24	34	51	43	36	70	54
2 HJ.KAROL 21 62	54	100	49	28	11	51	43	33	36	34	7	35	22	25	45	36
3 HP.ISTVA 34 35	59	49	100	26	22	46	23	21	16	-8	2	27	12	13	56	46
4 HD.GYORG 19 39	42	28	26	100	32	55	44	36	32	1	36	40	49	51	52	62
5 HB.ISTVA 47 30	41	11	22	32	100	35	21	23	39	-19	13	25	27	34	46	32
6 SZF.GYUL 31 55	49	51	46	55	35	100	36	28	45	14	30	50	36	61	53	52
7 SZT.KALM 12 55	46	43	23	44	21	36	100	56	49	21	36	52	64	44	54	35
8 SP.ANDRA -6 37	28	33	21	36	23	28	56	100	26	31	48	42	54	43	38	15
9 HSZ.ERZS 16 44	35	36	16	32	39	45	49	26	100	13	38	42	48	44	49	39
10 HSZ.ADAM 14 16	24	34	-8	1	-19	14	21	31	13	100	32	24	28	15	10	-15
11 HG.KRIST 14 11	34	7	2	36	13	30	36	48	38	32	100	62	61	53	44	14
12 TM.GYULA 5 21	51	35	27	40	25	50	52	42	42	24	62	100	51	60	55	37
13 TM.IBOLY 2 41	43	22	12	49	27	36	64	54	48	28	61	51	100	59	55	15
14 B.MIHALLY 32 35	36	25	13	51	34	61	44	43	44	15	53	60	59	100	49	35
15 BS.LAJOS 28 40	70	45	56	52	46	53	54	38	49	10	44	55	55	49	100	51
16 VT.ANDRA 27 21	54	36	46	62	32	52	35	15	39	-15	14	37	15	35	51	100
17 BSZ.ORS 100 24	22	21	34	19	47	31	12	-6	16	-14	-14	5	2	32	28	27
18 HP.LAJOS 24 100	47	62	35	39	30	55	55	37	44	16	11	21	41	35	40	21

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Unrotated Factor Matrix
 Factors

		1	2	3	4	5	6	
7	8							
SORTS								
1	HSZ.JOZS	0.7530	-0.1860	0.2045	-0.2563	0.0896	-0.2684	
0.0928	0.2573							
2	HJ.KAROL	0.6097	-0.1752	0.6341	0.0380	0.0559	0.1224	
0.0566	-0.0706							
3	HP.ISTVA	0.5162	-0.5085	0.3036	-0.3215	-0.0046	-0.2684	-
0.1620	-0.2415							
4	HD.GYORG	0.6850	-0.0719	-0.2437	-0.1353	-0.2985	0.3472	-
0.2089	0.3302							
5	HB.ISTVA	0.4958	-0.3536	-0.4150	0.3298	0.0639	-0.3585	
0.0535	0.1860							
6	SZF.GYUL	0.7489	-0.2045	0.0263	-0.0075	0.1992	0.3866	-
0.0651	-0.1282							
7	SZT.KALM	0.7233	0.2147	0.1147	0.1737	-0.3540	-0.0702	
0.0459	-0.0752							
8	SP.ANDRA	0.5819	0.4131	0.1002	0.1089	-0.2606	-0.1919	-
0.3820	-0.1263							
9	HSZ.ERZS	0.6449	0.0507	-0.1091	0.2498	0.0086	0.0739	
0.6214	-0.1132							
10	HSZ.ADAM	0.2369	0.5459	0.5089	0.0201	0.4208	0.0541	-
0.0196	0.3682							
11	HG.KRIST	0.5537	0.5901	-0.2731	-0.2200	0.1601	-0.0804	
0.0242	-0.0392							
12	TM.GYULA	0.7138	0.2710	-0.1393	-0.2848	0.2186	-0.0230	
0.0565	-0.2643							
13	TM.IBOLY	0.7033	0.4459	-0.1448	0.1565	-0.1320	-0.1282	-
0.0243	0.0895							
14	B.MIHALY	0.7150	0.1714	-0.3365	0.1348	0.2590	0.2482	-
0.2103	-0.1427							
15	BS.LAJOS	0.8164	-0.1236	-0.0523	-0.1706	0.0126	-0.2770	
0.0586	0.0576							
16	VT.ANDRA	0.6045	-0.4292	-0.1574	-0.3907	-0.1878	0.2560	
0.1239	0.1214							
17	BSZ.ORS	0.3130	-0.5989	-0.1689	0.3728	0.3715	-0.0548	-
0.2348	0.0250							
18	HP.LAJOS	0.6410	-0.1233	0.3869	0.4575	-0.1921	0.1256	
0.0031	-0.0211							
Eigenvalues		7.1777	2.2365	1.4964	1.1046	0.8827	0.8538	
0.7460	0.5785							
% expl.Var.		40	12	8	6	5	5	
4	3							

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Cumulative Communalities Matrix

		Factors 1 Thru					
		1	2	3	4	5	6
7	8						
SORTS							
1	HSZ.JOZS	0.5671	0.6017	0.6435	0.7091	0.7172	0.7892
0.7978	0.8640						
2	HJ.KAROL	0.3717	0.4024	0.8045	0.8059	0.8091	0.8241
0.8273	0.8323						
3	HP.ISTVA	0.2665	0.5251	0.6173	0.7206	0.7206	0.7927
0.8189	0.8772						
4	HD.GYORG	0.4693	0.4744	0.5338	0.5521	0.6412	0.7618
0.8054	0.9144						
5	HB.ISTVA	0.2459	0.3709	0.5431	0.6518	0.6559	0.7844
0.7873	0.8219						
6	SZF.GYUL	0.5608	0.6027	0.6033	0.6034	0.6431	0.7926
0.7968	0.8132						
7	SZT.KALM	0.5232	0.5693	0.5824	0.6126	0.7379	0.7428
0.7450	0.7506						
8	SP.ANDRA	0.3386	0.5093	0.5193	0.5312	0.5991	0.6359
0.7818	0.7978						
9	HSZ.ERZS	0.4159	0.4185	0.4304	0.4928	0.4929	0.4983
0.8845	0.8973						
10	HSZ.ADAM	0.0561	0.3541	0.6131	0.6135	0.7906	0.7936
0.7939	0.9295						
11	HG.KRIST	0.3066	0.6549	0.7294	0.7779	0.8035	0.8100
0.8105	0.8121						
12	TM.GYULA	0.5095	0.5829	0.6023	0.6834	0.7312	0.7317
0.7349	0.8048						
13	TM.IBOLY	0.4946	0.6934	0.7144	0.7389	0.7563	0.7727
0.7733	0.7813						
14	B.MIHALY	0.5112	0.5406	0.6539	0.6720	0.7391	0.8007
0.8449	0.8653						
15	BS.LAJOS	0.6665	0.6818	0.6845	0.7136	0.7138	0.7905
0.7939	0.7972						
16	VT.ANDRA	0.3654	0.5496	0.5744	0.7271	0.7624	0.8279
0.8432	0.8580						
17	BSZ.ORS	0.0980	0.4566	0.4851	0.6242	0.7622	0.7652
0.8203	0.8209						
18	HP.LAJOS	0.4108	0.4260	0.5757	0.7850	0.8219	0.8377
0.8377	0.8382						
cum% expl.Var.		40	52	61	67	72	76
81	84						

Rotating Angles Used Between Factors

FTR#1	FTR#2	ANGLE
1	2	-30.
1	3	-25.

Factor Matrix with an X Indicating a Defining Sort

	Loadings				
QSORT	1	2	3	4	5
1 HSZ.JOZS	0.1315	0.1969	0.7282X	0.1986	0.3030
2 HJ.KAROL	0.0426	-0.0106	0.4534	0.1342	0.2517
3 HP.ISTVA	0.0725	0.1383	0.8300X	0.0576	-0.1865
4 HD.GYORG	0.2088	0.1393	0.0940	0.3378	0.0132
5 HB.ISTVA	0.0426	0.7573X	0.2138	0.2200	-0.1044
6 SZF.GYUL	0.4874	0.2375	0.2202	0.0289	0.0288
7 SZT.KALM	0.1662	-0.0109	0.1942	0.6784X	0.0112
8 SP.ANDRA	0.2753	-0.0197	0.1371	0.8123X	0.0729
9 HSZ.ERZS	0.3055	0.1321	0.0812	0.1625	-0.0004
10 HSZ.ADAM	0.1732	-0.1487	0.0103	0.1402	0.9046X
11 HG.KRIST	0.7010X	-0.0955	0.0910	0.3855	0.2413
12 TM.GYULA	0.7540X	-0.0336	0.3461	0.2356	0.0684
13 TM.IBOLY	0.3743	0.1062	0.0496	0.6876X	0.2043
14 B.MIHALY	0.7311X	0.3440	-0.0648	0.2804	0.0463
15 BS.LAJOS	0.3070	0.2613	0.6126	0.3303	0.0647
16 VT.ANDRA	0.1670	0.0664	0.4432	-0.0686	-0.1884
17 BSZ.ORS	0.0673	0.8337X	0.1361	-0.1316	-0.0836
18 HP.LAJOS	-0.0705	0.2160	0.1223	0.4376	0.0942
% expl.Var.	13	9	13	14	7

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Free Distribution Data Results

QSORT	MEAN	ST.DEV.
1 HSZ.JOZS	0.000	2.115
2 HJ.KAROL	0.000	2.115
3 HP.ISTVA	0.000	2.115
4 HD.GYORG	0.000	2.115
5 HB.ISTVA	0.000	2.115
6 SZF.GYUL	0.000	2.115
7 SZT.KALM	0.000	2.115
8 SP.ANDRA	0.000	2.115
9 HSZ.ERZS	0.000	2.115
10 HSZ.ADAM	0.000	2.115
11 HG.KRIST	0.000	2.115
12 TM.GYULA	0.000	2.115
13 TM.IBOLY	0.000	2.115
14 B.MIHALY	0.000	2.115
15 BS.LAJOS	0.000	2.115
16 VT.ANDRA	0.000	2.115
17 BSZ.ORS	0.000	2.115
18 HP.LAJOS	0.000	2.115

Rank Statement Totals with Each Factor

Factors								No.	1
No.	Statement	2	3	4	5				
1	A siker számomra azért fontos					1	2.01	2	
-0.66	29	-0.72	30	1.38	5	0.47	16		
2	Ha újra kezdhethem az életemet, masként elnek					2	0.16	18	
-1.09	35	-0.86	32	0.01	20	0.00	23		
3	Sajnálom ha a falusi világ megváltozna					3	1.15	4	
0.10	18	1.44	3	0.60	11	0.00	23		
4	Szivesen egyttmukodok					4	0.99	7	
0.33	16	1.38	4	0.15	18	-1.42	37		
5	A munkám kitölti az életemet					5	0.44	13	
1.97	1	0.00	21	-0.12	22	-1.89	39		
6	Fontos, hogy kövessem a szakma fejlődését					6	0.39	15	
1.43	5	0.72	11	0.55	12	-0.47	29		
7	Elidegenedés a profitot középpontba állító társadalmak					7	-0.06	24	
0.66	12	0.91	9	0.84	9	1.42	5		
8	Napi munkám nincsen összhangban való érdeklődésemmel					8	-0.05	23	
-1.86	38	-1.72	38	0.26	16	0.95	10		
9	Hozzajárul a terseg gazdasági felemelkedéséhez					9	0.88	9	
1.52	4	1.91	2	0.17	17	0.00	23		
10	Nem az a fontos, hogy mivel kell foglalkoznom					10	-0.02	21	
-0.99	32	-1.77	39	0.13	19	-0.95	34		
11	Sokan csak saját magukkal toródnak					11	-0.41	27	
0.76	10	0.72	11	1.50	3	0.95	10		
12	A vidéki életnek természetes része, hogy muvelik a ker					12	1.06	6	
-1.11	36	-0.94	33	1.54	2	1.89	2		
13	Azok maradnak vidéken akiknek nincs eselyük az előrele					13	-1.46	35	
-0.76	30	-0.19	25	-1.24	36	-0.47	29		
14	A szerződésekből kevesbe bizom, az adott szó többet ér					14	-1.64	36	
-0.55	28	-0.33	26	-1.09	34	-0.95	34		
15	Hasonló életmodot folytató, mint a városi emberek					15	-1.13	34	
0.76	10	1.19	6	0.36	15	0.00	23		
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak					16	0.86	10	
-0.31	23	-0.53	27	-0.68	30	-0.47	29		
17	Rakenyszerül arra, hogy egyes szabályokat athagjon					17	-0.74	30	
0.00	21	-0.72	30	0.85	8	0.00	23		
18	Eleg ha egy területen kiválóak vagyunk					18	-0.72	29	
0.66	12	0.33	13	-0.70	31	0.47	16		
19	Jo erzes, hogy elvegezte a munkáját					19	-0.04	22	
0.02	19	0.09	18	0.68	10	0.47	16		
20	A vidéki életforma számomra vonzó és elfogadható					20	1.18	3	
-0.43	24	2.10	1	1.37	6	1.89	2		
21	A vidéki életformához való kötődés					21	0.92	8	
-0.22	22	-0.86	32	1.40	4	1.42	5		
22	A vegetarizmus a jóvo útja					22	-2.01	39	
-2.19	39	-1.44	36	-1.81	37	0.00	23		
23	Elkerülök a külső befektetők					23	-0.93	33	
-0.55	28	1.00	8	-0.82	33	-0.47	29		
24	Akiknek van tekintélyük a településen					24	-0.92	32	
0.55	15	-0.19	25	-0.71	32	-1.42	37		
25	Nem érdemes a házi kertet megmuvelni					25	-1.69	37	
1.09	6	-1.38	35	-2.07	38	-0.47	29		
26	Fejlődnek mert közelebe nagy iparvállalatok települtek					26	0.53	12	
0.55	15	-1.58	37	-0.43	27	0.47	16		
27	Nem tervezi meg előre, hogy kinek adja el terméket					27	0.35	16	
0.00	21	0.53	12	-0.29	24	-1.89	39		
28	Aki mezőgazdasági munkát végez, kiegyensúlyozott					28	0.39	15	
1.54	3	-0.14	23	-0.12	21	0.47	16		

29	Minden csoport más irányba húz	29	-0.70	28			
-0.78	31	0.00	21	0.39	14	0.00	23
30	Barki meggaydagodhat Magyarországon a saját erejéből i	30	-0.02	21			
-0.55	28	-0.14	23	-2.22	39	1.42	5
31	Ha közelebe ipari foglalkoztatottak települnek	31	-0.10	25			
0.78	8	0.14	17	-0.56	28	0.95	10
32	Nem fogadják el településünk értékrendjét	32	0.25	17			
-0.55	28	0.00	21	-0.57	29	0.95	10
33	Olyan munkakört választok, amelyik stabil	33	0.55	11			
-1.09	35	1.05	7	0.96	7	-0.95	34
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel sz	34	-1.73	38			
-1.09	35	-1.24	34	-1.11	35	-1.42	37
35	Magyarországnak élelmiszerből onellátásra kellene töre	35	2.06	1			
0.86	7	1.24	5	1.93	1	0.47	16
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutn	36	0.04	19			
1.64	2	-0.67	28	0.43	13	-0.95	34
37	Nem szívesen dolgozom együtt idegenekkel	37	-0.21	26			
-1.31	37	0.19	16	-0.39	25	0.95	10
38	Az organikus élelmiszer probléma eltűzött	38	-0.74	31			
0.22	17	0.28	14	-0.41	26	-0.95	34
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	1.09	5			
0.65	13	0.19	16	-0.15	23	-0.47	29

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Correlations Between Factor Scores

	1	2	3	4	5
1	1.0000	0.2026	0.3196	0.6514	0.2722
2	0.2026	1.0000	0.3742	0.1323	-0.1874
3	0.3196	0.3742	1.0000	0.3327	0.0424
4	0.6514	0.1323	0.3327	1.0000	0.3232
5	0.2722	-0.1874	0.0424	0.3232	1.0000

Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
35	Magyarországnak elelmszerbol onellatasra kellene torekednie	35	
2.057			
1	A siker szamomra azert fontos	1	
2.013			
20	A videki eletforma szamomra vonzo es elfogadhato	20	
1.176			
3	Sajnalnam ha a falusi vilag megvaltozna	3	
1.152			
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39	
1.089			
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12	
1.064			
4	Szivesen egyuttmukodok	4	
0.991			
21	A videki eletformahoz valo kotodes	21	
0.924			
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9	
0.881			
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16	
0.860			
33	Olyan munkakort valasztok, amelyik stabil	33	
0.553			
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	
0.534			
5	A munkam kitolti az eletemet	5	
0.437			
6	Fontos, hogy kovessem a szakma fejlodeset	6	
0.392			
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28	
0.392			
27	Nem tervezi meg elore, hogy kinek adja el termeket	27	
0.348			
32	Nem fogadjak el telepulesunk ertekrendjet	32	
0.250			
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2	
0.165			
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	
0.044			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
0.023			
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is	30	-
0.023			
19	Jo erzes, hogy elvegezte a munkajat	19	-
0.044			
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8	-
0.045			
7	Elidegenedes a profitot kozepontba allito tarsadalmak velej	7	-
0.065			
31	Ha kozelebe ipari foglalkoztatok telepulnek	31	-
0.098			
37	Nem szivesen dolgozom egyutt idegenekkel	37	-
0.207			
11	Sokan csak saját magukkal torodnek	11	-
0.413			
29	Minden csoport mas irányba huz	29	-
0.697			

18	Eleg ha egy területen kiválóak vagyunk	18	-
0.718			
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17	-
0.737			
38	Az organikus élelmiszer probléma eltulzott	38	-
0.741			
24	Akiknek van tekintélyük a településen	24	-
0.924			
23	Elkerülök a külső befektetők	23	-
0.926			
15	Hasonló életmodot folytat, mint a városi emberek	15	-
1.133			
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-
1.458			
14	A szerződésben kevesebb bizom, az adott szó többet ér	14	-
1.642			
25	Nem érdemes a házi kertet megművelni	25	-
1.686			
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
1.731			
22	A vegetarizmus a jövő útja	22	-
2.013			

Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
SCORES			
5	A munkam kitolti az eletemet	5	
1.972			
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	
1.641			
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28	
1.542			
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9	
1.525			
6	Fontos, hogy kovessem a szakma fejlodeset	6	
1.425			
25	Nem erdemes a hazi kertet megmuvelni	25	
1.094			
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	
0.862			
31	Ha kozelebe ipari foglalkoztatok telepulnek	31	
0.779			
11	Sokan csak saját magukkal torodnek	11	
0.762			
15	Hasonlo életmodot folytat, mint a városi emberek	15	
0.762			
18	Eleg ha egy területen kivaloak vagyunk	18	
0.663			
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7	
0.663			
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39	
0.646			
24	Akiknek van tekintalyuk a telepulesen	24	
0.547			
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	
0.547			
4	Szivesen egyuttmukodok	4	
0.332			
38	Az organikus elelmiszer problema eltulzott	38	
0.215			
3	Sajnalnam ha a falusi vilag megvaltozna	3	
0.099			
19	Jo erzes, hogy elvegezte a munkajat	19	
0.017			
27	Nem tervezi meg elore, hogy kinek adja el termeket	27	
0.000			
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	
0.000			
21	A videki életformához valo kotodes	21	-
0.215			
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16	-
0.315			
20	A videki életforma szamomra vonzo es elfogadhato	20	-
0.431			
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-
0.547			
23	Elkerulik a kulso befektetok	23	-
0.547			
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is	30	-
0.547			
32	Nem fogadjak el telepulesunk ertekrendjet	32	-
0.547			

0.663	1	A siker számomra azért fontos	1	-
0.762	13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-
0.779	29	Minden csoport más irányba húz	29	-
0.995	10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
1.094	33	Olyan munkakört választok, amelyik stabil	33	-
1.094	34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
1.094	2	Ha újra kezdeném az életemet, masként élnék	2	-
1.111	12	A vidéki életnek természetes része, hogy művelik a kertet	12	-
1.309	37	Nem szívesen dolgozom együtt idegenekkel	37	-
1.856	8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	-
2.188	22	A vegetarizmus a jövő útja	22	-

Normalized Factor Scores -- For Factor 3

No.	Statement	No.	Z-
20	A vidéki életforma számomra vonzó és elfogadható	20	
2.103			
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9	
1.910			
3	Sajnálom, ha a falusi világ megváltozna	3	
1.438			
4	Szívesen együttműködök	4	
1.384			
35	Magyarországnak élelmiszerből önellátásra kellene törekednie	35	
1.245			
15	Hasonló életmodot folytat, mint a városi emberek	15	
1.191			
33	Olyan munkakört választok, amelyik stabil	33	
1.052			
23	Elkerülök a külső befektetők	23	
0.998			
7	Elidegenedek a profitot középpontba állító társadalmak velem	7	
0.912			
11	Sokan csak saját magukkal toródnak	11	
0.719			
6	Fontos, hogy kövessem a szakma fejlődését	6	
0.719			
27	Nem tervezi meg előre, hogy kinek adja el termékét	27	
0.526			
18	Eleg, ha egy területen kiválóak vagyunk	18	
0.333			
38	Az organikus élelmiszer probléma eltűnt	38	
0.279			
37	Nem szívesen dolgozom együtt idegenekkel	37	
0.193			
39	A vállalkozás megkezdése előtt üzleti tervet készítek	39	
0.193			
31	Ha közelbe ipari foglalkoztatottak települnek	31	
0.139			
19	Jobb, ha elvégzem a munkámat	19	
0.085			
29	Minden csoport más irányba húz	29	
0.000			
32	Nem fogadjak el településünk értékrendjét	32	
0.000			
5	A munkám kitölti az életemet	5	
0.000			
28	Aki megengedheti magának, hogy megengedjen, kiegyensúlyozott	28	-
0.139			
30	Barkáim meggyőződhetek Magyarországon a saját erejükből is	30	-
0.139			
24	Akiknek van tekintélyük a településen	24	-
0.193			
13	Azok maradnak vidéken, akiknek nincs esélyük az előrelépésre	13	-
0.193			
14	A szerződéseinkben keveset bízunk, az adott szó többet ér	14	-
0.333			
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	-
0.526			
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-
0.665			

17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-
0.719			
1	A siker számomra azért fontos	1	-
0.719			
2	Ha újra kezdhethem az életemet, masként elnek	2	-
0.858			
21	A vidéki életformához való kötődés	21	-
0.858			
12	A vidéki életnek természetes része, hogy művelik a kertet	12	-
0.944			
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
1.245			
25	Nem érdemes a házi kertet megművelni	25	-
1.384			
22	A vegetarizmus a jövő útja	22	-
1.438			
26	Fejlesztnek mert közelebe nagy iparvállalatok települtek	26	-
1.577			
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	-
1.717			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
1.771			

Normalized Factor Scores -- For Factor 4

No.	Statement	No.	Z-
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35	
1.926			
12	A vidéki életnek természetes része, hogy művelik a kertet	12	
1.542			
11	Sokan csak saját magukkal torodnak	11	
1.503			
21	A vidéki életformához való kötődés	21	
1.396			
1	A siker számomra azért fontos	1	
1.382			
20	A vidéki életforma számomra vonzó és elfogadható	20	
1.371			
33	Olyan munkakört választok, amelyik stabil	33	
0.963			
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17	
0.847			
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	
0.841			
19	Jo érzés, hogy elvégezte a munkáját	19	
0.676			
3	Sajnálom ha a falusi világ megváltozna	3	
0.599			
6	Fontos, hogy kövessem a szakma fejlődését	6	
0.549			
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	
0.428			
29	Minden csoport más irányba húz	29	
0.389			
15	Hasonló életmodot folytat, mint a városi emberek	15	
0.364			
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	
0.262			
9	Hozzájárul a térség gazdasági felemelkedéséhez	9	
0.166			
4	Szívesen együttműködök	4	
0.146			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	
0.127			
2	Ha újra kezdeném az életemet, masként élnék	2	
0.005			
28	Aki megyogazdasági munkát végez, kiegyensúlyozott	28	-
0.116			
5	A munkám kitölti az életemet	5	-
0.118			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	-
0.155			
27	Nem tervezi meg előre, hogy kinek adja el termékét	27	-
0.287			
37	Nem szívesen dolgozom együtt idegenekkel	37	-
0.389			
38	Az organikus élelmiszer probléma eltűzött	38	-
0.408			
26	Fejlődnek mert közelebe nagy iparvállalatok települtek	26	-
0.428			
31	Ha közelebe ipari foglalkoztatottak települnek	31	-
0.560			

32	Nem fogadjak el telepulesunk ertekrendjet	32	-
0.574			
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16	-
0.676			
18	Eleg ha egy teruleten kivaloak vagyunk	18	-
0.695			
24	Akiknek van tekintalyuk a telepulesen	24	-
0.715			
23	Elkerulik a kulso befektetok	23	-
0.817			
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-
1.095			
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	-
1.109			
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13	-
1.241			
22	A vegetarianizmus a jovo utja	22	-
1.809			
25	Nem erdemes a hazi kertet megmuvelni	25	-
2.072			
30	Barki meggydagodhat Magyarorszagon a saját erejebol is	30	-
2.218			

Normalized Factor Scores -- For Factor 5

No.	Statement	No.	Z-
12	A vidéki életnek természetes része, hogy művelik a kertet	12	
1.891			
20	A vidéki életforma számomra vonzó és elfogadható	20	
1.891			
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	
1.418			
21	A vidéki életformához való kötődés	21	
1.418			
30	Barkai meggydagodhat Magyarországon a saját erejéből is	30	
1.418			
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	
0.946			
11	Sokan csak saját magukkal toródnak	11	
0.946			
31	Ha közelebe ipari foglalkoztatottak települnek	31	
0.946			
32	Nem fogadjak el településünk értékrendjét	32	
0.946			
37	Nem szívesen dolgozom együtt idegenekkel	37	
0.946			
1	A siker számomra azért fontos	1	
0.473			
18	Eleg ha egy területen kiválóak vagyunk	18	
0.473			
19	Jo érzés, hogy elvégezte a munkáját	19	
0.473			
26	Fejldnek mert közelebe nagy iparvállalatok települtek	26	
0.473			
28	Aki meggygazdasági munkát végez, kiegyensúlyozott	28	
0.473			
35	Magyarországnak elelmiszerekből onellátásra kellene törekednie	35	
0.473			
17	Rakényszerül arra, hogy egyes szabályokat áthagyjon	17	
0.000			
3	Sajnálom ha a falusi világ megváltozna	3	
0.000			
2	Ha újra kezdeném az életemet, masként élnék	2	
0.000			
22	A vegetarizmus a jövő útja	22	
0.000			
15	Hasonló életmodot folytat, mint a városi emberek	15	
0.000			
29	Minden csoport más irányba húz	29	
0.000			
9	Hozzájárul a térség gazdasági felemelkedéséhez	9	
0.000			
25	Nem érdemes a házi kertet megművelni	25	-
0.473			
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-
0.473			
6	Fontos, hogy kövessem a szakma fejlődését	6	-
0.473			
23	Elkerülök a külső befektetők	23	-
0.473			
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	-
0.473			

0.473	39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	-
0.946	14	A szerződéseknél kevesebbet bizom, az adott szó többet ér	14	-
0.946	33	Olyan munkakört választok, amelyik stabil	33	-
0.946	36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-
0.946	10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
0.946	38	Az organikus élelmiszer probléma eltűnt	38	-
1.418	4	Szívesen együttműködök	4	-
1.418	34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
1.418	24	Akiknek van tekintélyük a településen	24	-
1.891	27	Nem tervezi meg előre, hogy kinek adja el a terméket	27	-
1.891	5	A munkám kitölti az életemet	5	-

Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.
Type	1 Type 2 Difference	
1	A siker számomra azért fontos	1
2.013	-0.663 2.676	
12	A vidéki életnek természetes része, hogy művelik a kertet	12
1.064	-1.111 2.175	
8	Napi munkám nincsen összhangban való érdeklődésemmel	8
0.045	-1.856 1.811	-
33	Olyan munkakört választok, amelyik stabil	33
0.553	-1.094 1.647	
20	A vidéki életforma számomra vonzó és elfogadható	20
1.176	-0.431 1.607	
2	Ha újra kezdeném az életemet, masként élnék	2
0.165	-1.094 1.259	
35	Magyarországnak elelmszerből onellátásra kellene törekednie	35
2.057	0.862 1.195	
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16
0.860	-0.315 1.174	
21	A vidéki életformához való kötődés	21
0.924	-0.215 1.140	
37	Nem szívesen dolgozom együtt idegenekkel	37
0.207	-1.309 1.103	-
3	Sajnálom, ha a falusi világ megváltozna	3
1.152	0.099 1.052	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.023	-0.995 0.972	-
32	Nem fogadjak el településünk értékrendjét	32
0.250	-0.547 0.797	
4	Szívesen együttműködök	4
0.991	0.332 0.659	
30	Barkim meggaydagodhat Magyarországon a saját erejéből is	30
0.023	-0.547 0.524	-
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39
1.089	0.646 0.443	
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27
0.348	0.000 0.348	
22	A vegetárianizmus a jó útja	22
2.013	-2.188 0.175	-
29	Minden csoport más irányba húz	29
0.697	-0.779 0.082	-
26	Fejlesznek mert közelükben nagy iparvállalatok települtek	26
0.534	0.547 -0.013	
19	Jó érzés, hogy elvegeztem a munkámat	19
0.044	0.017 -0.061	-
23	Elkerülök a külső befektetéstől	23
0.926	-0.547 -0.379	-
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34
1.731	-1.094 -0.637	
9	Hozzájárulok a térség gazdasági fellendüléséhez	9
0.881	1.525 -0.644	
13	Azok maradnak vidéken, akiknek nincs esélyük az előrelépésre	13
1.458	-0.762 -0.696	-
7	Elidegenedem a profitot középpontba állító társadalmak velem	7
0.065	0.663 -0.728	-
17	Rakényszerülök arra, hogy egyes szabályokat áthagyjak	17
0.737	0.000 -0.737	-
31	Ha közelükben ipari foglalkoztatottak települnek	31
0.098	0.779 -0.877	-
38	Az organikus elelmszer probléma eltűnt	38

0.741	0.215	-0.956		
6	Fontos, hogy kovessem a szakma fejlodeset		6	
0.392	1.425	-1.033		
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er		14	-
1.642	-0.547	-1.095		
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott		28	
0.392	1.542	-1.149		
11	Sokan csak saját magukkal torodnek		11	-
0.413	0.762	-1.175		
18	Eleg ha egy területen kiválóak vagyunk		18	-
0.718	0.663	-1.381		
24	Akiknek van tekintélyük a településen		24	-
0.924	0.547	-1.471		
5	A munkám kitölti az életemet		5	
0.437	1.972	-1.535		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni		36	
0.044	1.641	-1.597		
15	Hasonló életmodot folytat, mint a városi emberek		15	-
1.133	0.762	-1.895		
25	Nem érdemes a házi kertet megművelni		25	-
1.686	1.094	-2.780		

Descending Array of Differences Between Factors 1 and 3

No.	Statement	No.
Type 1	Type 3 Difference	
1	A siker szamomra azert fontos	1
2.013	-0.719 2.732	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.534	-1.577 2.111	
12	A videki életnek természetesen része, hogy művelik a kertet	12
1.064	-0.944 2.008	
21	A videki életformához való kötődés	21
0.924	-0.858 1.783	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.023	-1.771 1.748	-
8	Napi munkám nincsen összhangban valós érdeklődéssel	8
0.045	-1.717 1.671	-
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16
0.860	-0.526 1.385	
2	Ha újra kezdeném az életemet, másként élnék	2
0.165	-0.858 1.023	
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39
1.089	0.193 0.896	
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35
2.057	1.245 0.812	
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36
0.044	-0.665 0.709	
28	Aki mezőgazdasági munkát végez, kiegyensúlyozott	28
0.392	-0.139 0.531	
5	A munkám kitölti az életemet	5
0.437	0.000 0.437	
32	Nem fogadjak el településünk értékrendjét	32
0.250	0.000 0.250	
30	Barkáim meggydagódhatnak Magyarországon a saját erejükből is	30
0.023	-0.139 0.117	-
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17
0.737	-0.719 -0.018	-
19	Jo erzes, hogy elvegezte a munkajat	19
0.044	0.085 -0.129	-
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27
0.348	0.526 -0.177	
31	Ha közelében ipari foglalkoztatottak települnek	31
0.098	0.139 -0.238	-
3	Sajnálom, ha a falusi világ megváltozna	3
1.152	1.438 -0.286	
25	Nem érdemes a házi kertet megművelni	25
1.686	-1.384 -0.302	-
6	Fontos, hogy kövessem a szakma fejlődését	6
0.392	0.719 -0.327	
4	Szívesen együttműködök	4
0.991	1.384 -0.393	
37	Nem szívesen dolgozom együtt idegenekkel	37
0.207	0.193 -0.400	-
34	A kisvállalkozásoknak nincs jövőkük a nagyüzemekkel szemben	34
1.731	-1.245 -0.486	-
33	Olyan munkakört választok, amelyik stabil	33
0.553	1.052 -0.498	
22	A vegetarizmus a jövő útja	22
2.013	-1.438 -0.575	-
29	Minden csoport más irányba húz	29
0.697	0.000 -0.697	-
24	Akiknek van tekintélyük a településen	24
		-

0.924	-0.193	-0.731		
20	A vidéki életforma számomra vonzó és elfogadható		20	
1.176	2.103	-0.927		
7	Elidegenedés a profitot középpontba állító társadalmak velej		7	-
0.065	0.912	-0.977		
38	Az organikus élelmiszer probléma eltűzött		38	-
0.741	0.279	-1.019		
9	Hozzájárul a terseg gazdasági felemelkedéséhez		9	
0.881	1.910	-1.029		
18	Eleg ha egy területen kiválóak vagyunk		18	-
0.718	0.333	-1.050		
11	Sokan csak saját magukkal toródnak		11	-
0.413	0.719	-1.132		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre		13	-
1.458	-0.193	-1.265		
14	A szerződésekben kevesbe bizom, az adott szó többet ér		14	-
1.642	-0.333	-1.310		
23	Elkerülök a külső befektetők		23	-
0.926	0.998	-1.924		
15	Hasonló életmódot folytató, mint a városi emberek		15	-
1.133	1.191	-2.323		

Descending Array of Differences Between Factors 1 and 4

No.	Statement	No.
Type	1 Type 4 Difference	
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is	30 -
0.023	-2.218 2.195	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.860	-0.676 1.536	
39	A vallalkozas megkezdese elott uzleti tervet keszitunk	39
1.089	-0.155 1.244	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.534	-0.428 0.962	
4	Szivesen egyuttmukodok	4
0.991	0.146 0.845	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.250	-0.574 0.824	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
0.881	0.166 0.715	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.348	-0.287 0.635	
1	A siker szamomra azert fontos	1
2.013	1.382 0.632	
5	A munkam kitolti az eletemet	5
0.437	-0.118 0.555	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.152	0.599 0.553	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.392	-0.116 0.508	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31 -
0.098	-0.560 0.461	
25	Nem erdemes a hazi kertet megmuvelni	25 -
1.686	-2.072 0.386	
37	Nem szivesen dolgozom egyutt idegenekkel	37 -
0.207	-0.389 0.182	
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2
0.165	0.005 0.159	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
2.057	1.926 0.131	
18	Eleg ha egy teruleten kivaloak vagyunk	18 -
0.718	-0.695 -0.023	
23	Elkerulik a kulso befektetok	23 -
0.926	-0.817 -0.109	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10 -
0.023	0.127 -0.149	
6	Fontos, hogy kovessem a szakma fejlodeset	6
0.392	0.549 -0.157	
20	A videki eletforma szamomra vonzo es elfogadhato	20
1.176	1.371 -0.195	
22	A vegetarianizmus a jovo utja	22 -
2.013	-1.809 -0.204	
24	Akiknek van tekintalyuk a telepulesen	24 -
0.924	-0.715 -0.210	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13 -
1.458	-1.241 -0.217	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8 -
0.045	0.262 -0.308	
38	Az organikus elelmiszer problema eltulzott	38 -
0.741	-0.408 -0.332	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.044	0.428 -0.384	
33	Olyan munkakort valasztok, amelyik stabil	33

0.553	0.963	-0.410		
21	A vidéki életformához való kötődés		21	
0.924	1.396	-0.472		
12	A vidéki életnek természetes része, hogy művelik a kertet		12	
1.064	1.542	-0.478		
14	A szerződésekből kevesebb bizom, az adott szó többet ér		14	-
1.642	-1.095	-0.547		
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben		34	-
1.731	-1.109	-0.622		
19	Jo érzes, hogy elvégezte a munkáját		19	-
0.044	0.676	-0.719		
7	Elidegenedés a profitot középpontba állító társadalmak velej		7	-
0.065	0.841	-0.906		
29	Minden csoport más irányba húz		29	-
0.697	0.389	-1.086		
15	Hasonló életmodot folytat, mint a városi emberek		15	-
1.133	0.364	-1.497		
17	Rakenyszerül arra, hogy egyes szabályokat athagjon		17	-
0.737	0.847	-1.584		
11	Sokan csak saját magukkal törődnek		11	-
0.413	1.503	-1.916		

Descending Array of Differences Between Factors 1 and 5

No.	Statement	No.
Type	1 Type 5 Difference	
4	Szivesen egyuttmukodok	4
0.991	-1.418 2.409	
5	A munkam kitolti az eletemet	5
0.437	-1.891 2.329	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.348	-1.891 2.240	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
2.057	0.473 1.584	
39	A vallalkozas megkezdese elott uzleti tervet keszitunk	39
1.089	-0.473 1.562	
1	A siker szamomra azert fontos	1
2.013	0.473 1.540	
33	Olyan munkakort valasztok, amelyik stabil	33
0.553	-0.946 1.499	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.860	-0.473 1.333	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.152	0.000 1.152	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.044	-0.946 0.989	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.023	-0.946 0.923	-
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
0.881	0.000 0.881	
6	Fontos, hogy kovessem a szakma fejlodeset	6
0.392	-0.473 0.865	
24	Akiknek van tekintalyuk a telepulesen	24
0.924	-1.418 0.494	-
38	Az organikus elelmiszer problema eltulzott	38
0.741	-0.946 0.205	-
2	Ha ujra kezdhethem az eletemet, maskent elnek	2
0.165	0.000 0.165	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.534	0.473 0.061	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.392	0.473 -0.081	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
1.731	-1.418 -0.313	-
23	Elkerulik a kulso befektetok	23
0.926	-0.473 -0.453	-
21	A videki eletformahoz valo kotodes	21
0.924	1.418 -0.494	
19	Jo erzes, hogy elvegezte a munkajat	19
0.044	0.473 -0.516	-
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.250	0.946 -0.695	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
1.642	-0.946 -0.697	-
29	Minden csoport mas irányba huz	29
0.697	0.000 -0.697	-
20	A videki eletforma szamomra vonzo es elfogadhato	20
1.176	1.891 -0.715	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.737	0.000 -0.737	-
12	A videki eletnek természetes része, hogy muvelik a kertet	12
1.064	1.891 -0.827	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13

1.458	-0.473	-0.986		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
0.045	0.946	-0.991		
31	Ha kozelebe ipari foglalkoztatok telepulnek		31	-
0.098	0.946	-1.044		
15	Hasonlo eletmodot folytat, mint a varosi emberek		15	-
1.133	0.000	-1.133		
37	Nem szivesen dolgozom egyutt idegenekkel		37	-
0.207	0.946	-1.152		
18	Eleg ha egy teruleten kivaloak vagyunk		18	-
0.718	0.473	-1.191		
25	Nem erdemes a hazi kertet megmuvelni		25	-
1.686	-0.473	-1.213		
11	Sokan csak saját magukkal torodnek		11	-
0.413	0.946	-1.359		
30	Barki meggydagodhat Magyarorszagon a saját erejebol is		30	-
0.023	1.418	-1.441		
7	Elidegenedes a profitot kozeppontba allito tarsadalmak velej		7	-
0.065	1.418	-1.483		
22	A vegetarianizmus a jovo utja		22	-
2.013	0.000	-2.013		

Descending Array of Differences Between Factors 2 and 3

No.	Statement	No.
Type	2 Type 3 Difference	
25	Nem erdemes a hazi kertet megmuvelni	25
1.094	-1.384 2.478	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
1.641	-0.665 2.306	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.547	-1.577 2.124	
5	A munkam kitolti az eletemet	5
1.972	0.000 1.972	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
1.542	-0.139 1.681	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.995	-1.771 0.776	-
24	Akiknek van tekintalyuk a telepulesen	24
0.547	-0.193 0.740	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.000	-0.719 0.719	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.425	0.719 0.706	
21	A videki életformához valo kotodes	21
0.215	-0.858 0.643	-
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.779	0.139 0.640	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
0.646	0.193 0.453	
18	Eleg ha egy teruleten kivaloak vagyunk	18
0.663	0.333 0.331	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.315	-0.526 0.211	-
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
1.094	-1.245 0.151	-
1	A siker számomra azért fontos	1
0.663	-0.719 0.056	-
11	Sokan csak saját magukkal torodnek	11
0.762	0.719 0.043	
38	Az organikus elelmiszerbol onellatasra kellene torekednie	38
0.215	0.279 -0.063	
19	Jo erzes, hogy elvegezte a munkajat	19
0.017	0.085 -0.069	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
1.856	-1.717 -0.140	-
12	A videki életnek természetes része, hogy muvelik a kertet	12
1.111	-0.944 -0.167	-
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.547	-0.333 -0.214	-
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2
1.094	-0.858 -0.236	-
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7
0.663	0.912 -0.249	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
0.862	1.245 -0.383	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.525	1.910 -0.385	
30	Barki meggyadagodhat Magyarorszagon a saját erejebol is	30
0.547	-0.139 -0.408	-
15	Hasonlo életmodot folytat, mint a városi emberek	15
0.762	1.191 -0.429	
27	Nem tervezi meg előre, hogy kinek adja el termeket	27

0.000	0.526	-0.526		
32	Nem fogadjak el telepulesunk ertekrendjet		32	-
0.547	0.000	-0.547		
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre		13	-
0.762	-0.193	-0.569		
22	A vegetarianizmus a jovo utja		22	-
2.188	-1.438	-0.750		
29	Minden csoport mas irányba huz		29	-
0.779	0.000	-0.779		
4	Szivesen egyuttmukodok		4	
0.332	1.384	-1.053		
3	Sajnalnam ha a falusi vilag megvaltozna		3	
0.099	1.438	-1.339		
37	Nem szivesen dolgozom egyutt idegenekkel		37	-
1.309	0.193	-1.503		
23	Elkerulik a kulso befektetok		23	-
0.547	0.998	-1.545		
33	Olyan munkakort valasztok, amelyik stabil		33	-
1.094	1.052	-2.145		
20	A videki eletforma szamomra vonzo es elfogadhato		20	-
0.431	2.103	-2.534		

Descending Array of Differences Between Factors 2 and 4

No.	Statement	No.
Type	2 Type 4 Difference	
25	Nem erdemes a hazi kertet megmuvelni	25
1.094	-2.072 3.166	
5	A munkam kitolti az eletemet	5
1.972	-0.118 2.090	
30	Barki meggydagodhat Magyarorszagon a saját erejebol is	30 -
0.547	-2.218 1.671	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
1.542	-0.116 1.658	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.525	0.166 1.359	
18	Eleg ha egy teruleten kivaloak vagyunk	18
0.663	-0.695 1.358	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.779	-0.560 1.339	
24	Akiknek van tekintalyuk a telepulesen	24
0.547	-0.715 1.262	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
1.641	0.428 1.213	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.547	-0.428 0.975	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.425	0.549 0.876	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
0.646	-0.155 0.801	
38	Az organikus elelmiszer problema eltulzott	38
0.215	-0.408 0.624	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14 -
0.547	-1.095 0.548	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13 -
0.762	-1.241 0.479	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.762	0.364 0.398	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16 -
0.315	-0.676 0.361	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.000	-0.287 0.287	
23	Elkerulik a kulso befektetok	23 -
0.547	-0.817 0.270	
4	Szivesen egyuttmukodok	4
0.332	0.146 0.185	
32	Nem fogadjak el telepulesunk ertekrendjet	32 -
0.547	-0.574 0.027	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34 -
1.094	-1.109 0.015	
7	Elidegenedes a profitot kozeppontba allito tarsadalmak velej	7
0.663	0.841 -0.178	
22	A vegetarianizmus a jovo utja	22 -
2.188	-1.809 -0.378	
3	Sajnalnam ha a falusi vilag megvaltozna	3
0.099	0.599 -0.499	
19	Jo erzes, hogy elvegezte a munkajat	19
0.017	0.676 -0.659	
11	Sokan csak saját magukkal torodnek	11
0.762	1.503 -0.741	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.000	0.847 -0.847	
37	Nem szivesen dolgozom egyutt idegenekkel	37 -

1.309	-0.389	-0.920		
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35		
0.862	1.926	-1.064		
2	Ha újra kezdhetném az életemet, masként elnék	2		-
1.094	0.005	-1.099		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10		-
0.995	0.127	-1.121		
29	Minden csoport más irányba húz	29		-
0.779	0.389	-1.168		
21	A vidéki életformához való kötődés	21		-
0.215	1.396	-1.611		
20	A vidéki életforma számomra vonzó és elfogadható	20		-
0.431	1.371	-1.802		
1	A siker számomra azért fontos	1		-
0.663	1.382	-2.045		
33	Olyan munkakört választok, amelyik stabil	33		-
1.094	0.963	-2.057		
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8		-
1.856	0.262	-2.118		
12	A vidéki életnek természetes része, hogy művelik a kertet	12		-
1.111	1.542	-2.653		

Descending Array of Differences Between Factors 2 and 5

No.	Statement	No.
Type 2	Type 5 Difference	
5	A munkam kitolti az eletemet	5
1.972	-1.891 3.864	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
1.641	-0.946 2.586	
24	Akiknek van tekintalyuk a telepulesen	24
0.547	-1.418 1.965	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.425	-0.473 1.898	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.000	-1.891 1.891	
4	Szivesen egyuttmukodok	4
0.332	-1.418 1.750	
25	Nem erdemes a hazi kertet megmuvelni	25
1.094	-0.473 1.567	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.525	0.000 1.525	
38	Az organikus elelmiszer problema eltulzott	38
0.215	-0.946 1.161	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
0.646	-0.473 1.119	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
1.542	0.473 1.069	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.762	0.000 0.762	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.547	-0.946 0.399	-
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
0.862	0.473 0.389	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
1.094	-1.418 0.324	-
18	Eleg ha egy teruleten kivaloak vagyunk	18
0.663	0.473 0.190	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.315	-0.473 0.158	-
3	Sajnalnam ha a falusi vilag megvaltozna	3
0.099	0.000 0.099	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.547	0.473 0.074	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.000	0.000 0.000	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.995	-0.946 -0.049	-
23	Elkerulik a kulso befektetok	23
0.547	-0.473 -0.074	-
33	Olyan munkakort valasztok, amelyik stabil	33
1.094	-0.946 -0.148	-
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.779	0.946 -0.166	
11	Sokan csak saját magukkal torodnek	11
0.762	0.946 -0.183	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.762	-0.473 -0.290	-
19	Jo erzes, hogy elvegezte a munkajat	19
0.017	0.473 -0.456	
7	Elidegenedes a profitot kozepontba allito tarsadalmak velej	7
0.663	1.418 -0.755	
29	Minden csoport mas irányba huz	29
		-

0.779	0.000	-0.779		
2	Ha újra kezdhethetnem az életemet, masként elnek		2	-
1.094	0.000	-1.094		
1	A siker számomra azért fontos		1	-
0.663	0.473	-1.136		
32	Nem fogadjak el településünk értékrendjét		32	-
0.547	0.946	-1.493		
21	A vidéki életformához való kötődés		21	-
0.215	1.418	-1.634		
30	Barkai meggydagodhat Magyarországon a saját erejéből is		30	-
0.547	1.418	-1.965		
22	A vegetarizmus a jó útja		22	-
2.188	0.000	-2.188		
37	Nem szívesen dolgozom együtt idegenekkel		37	-
1.309	0.946	-2.255		
20	A vidéki életforma számomra vonzó és elfogadható		20	-
0.431	1.891	-2.322		
8	Napi munkám nincsen összhangban valós érdeklődésemmel		8	-
1.856	0.946	-2.802		
12	A vidéki életnek természetes része, hogy művelik a kertet		12	-
1.111	1.891	-3.002		

Descending Array of Differences Between Factors 3 and 4

No.	Statement	No.
Type	3 Type 4 Difference	
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is	30 -
0.139	-2.218 2.079	
23	Elkerulik a kulso befektetok	23
0.998	-0.817 1.814	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.910	0.166 1.744	
4	Szivesen egyuttmukodok	4
1.384	0.146 1.238	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13 -
0.193	-1.241 1.048	
18	Eleg ha egy területen kivaloak vagyunk	18
0.333	-0.695 1.028	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.438	0.599 0.839	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
1.191	0.364 0.827	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.526	-0.287 0.813	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14 -
0.333	-1.095 0.762	
20	A videki eletforma szamomra vonzo es elfogadhato	20
2.103	1.371 0.732	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.139	-0.560 0.699	
25	Nem erdemes a hazi kertet megmuvelni	25 -
1.384	-2.072 0.688	
38	Az organikus elelmiszer problema eltulzott	38
0.279	-0.408 0.687	
37	Nem szivesen dolgozom egyutt idegenekkel	37
0.193	-0.389 0.582	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.000	-0.574 0.574	
24	Akiknek van tekintalyuk a telepulesen	24 -
0.193	-0.715 0.521	
22	A vegetarianizmus a jovo utja	22 -
1.438	-1.809 0.371	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
0.193	-0.155 0.348	
6	Fontos, hogy kovessem a szakma fejlodeset	6
0.719	0.549 0.170	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16 -
0.526	-0.676 0.150	
5	A munkam kitolti az eletemet	5
0.000	-0.118 0.118	
33	Olyan munkakort valasztok, amelyik stabil	33
1.052	0.963 0.089	
7	Elidegenedes a profitot kozeppontba allito tarsadalmak velej	7
0.912	0.841 0.071	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28 -
0.139	-0.116 -0.023	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34 -
1.245	-1.109 -0.136	
29	Minden csoport mas irányba huz	29
0.000	0.389 -0.389	
19	Jo erzes, hogy elvegezte a munkajat	19
0.085	0.676 -0.590	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35

1.245	1.926	-0.681		
11	Sokan csak saját magukkal torodnek		11	
0.719	1.503	-0.784		
2	Ha ujra kezdhethnem az eletemet, maskent elnek		2	-
0.858	0.005	-0.864		
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni		36	-
0.665	0.428	-1.093		
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek		26	-
1.577	-0.428	-1.150		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon		17	-
0.719	0.847	-1.566		
10	Nem az a fontos, hogy mivel kell foglalkoznom		10	-
1.771	0.127	-1.897		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
1.717	0.262	-1.979		
1	A siker szamomra azert fontos		1	-
0.719	1.382	-2.101		
21	A videki eletformahoz valo kotodes		21	-
0.858	1.396	-2.254		
12	A videki eletnek termeszetes resze, hogy muvelik a kertet		12	-
0.944	1.542	-2.486		

Descending Array of Differences Between Factors 3 and 5

No.	Statement	No.
Type	3 Type 5 Difference	
4	Szivesen egyuttmukodok	4
1.384	-1.418 2.802	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.526	-1.891 2.417	
33	Olyan munkakort valasztok, amelyik stabil	33
1.052	-0.946 1.997	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.910	0.000 1.910	
5	A munkam kitolti az eletemet	5
0.000	-1.891 1.891	
23	Elkerulik a kulso befektetok	23
0.998	-0.473 1.470	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.438	0.000 1.438	
24	Akiknek van tekintalyuk a telepulesen	24
0.193	-1.418 1.225	-
38	Az organikus elelmiszer problema eltulzott	38
0.279	-0.946 1.224	
6	Fontos, hogy kovessem a szakma fejlodeset	6
0.719	-0.473 1.192	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
1.191	0.000 1.191	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.245	0.473 0.772	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
0.193	-0.473 0.666	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.333	-0.946 0.613	-
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.665	-0.946 0.280	-
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.193	-0.473 0.280	-
20	A videki eletforma szamomra vonzo es elfogadhato	20
2.103	1.891 0.212	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
1.245	-1.418 0.174	-
29	Minden csoport mas irányba huz	29
0.000	0.000 0.000	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.526	-0.473 -0.053	-
18	Eleg ha egy teruleten kivaloak vagyunk	18
0.333	0.473 -0.140	
11	Sokan csak saját magukkal torodnek	11
0.719	0.946 -0.227	
19	Jo erzes, hogy elvegezte a munkajat	19
0.085	0.473 -0.387	
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7
0.912	1.418 -0.506	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.139	0.473 -0.612	-
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.719	0.000 -0.719	-
37	Nem szivesen dolgozom egyutt idegenekkel	37
0.193	0.946 -0.752	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.139	0.946 -0.806	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
		-

1.771	-0.946	-0.825		
2	Ha újra kezdhethnem az eletemet, maskent elnek		2	-
0.858	0.000	-0.858		
25	Nem erdemes a hazi kertet megmuvelni		25	-
1.384	-0.473	-0.911		
32	Nem fogadjak el telepulesunk ertekrendjet		32	
0.000	0.946	-0.946		
1	A siker szamomra azert fontos		1	-
0.719	0.473	-1.192		
22	A vegetarianizmus a jovo utja		22	-
1.438	0.000	-1.438		
30	Barki meggyadagodhat Magyarorszagon a saját erejebol is		30	-
0.139	1.418	-1.558		
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek		26	-
1.577	0.473	-2.050		
21	A videki eletformahoz valo kotodes		21	-
0.858	1.418	-2.277		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
1.717	0.946	-2.662		
12	A videki eletnek termeszetes resze, hogy muvelik a kertet		12	-
0.944	1.891	-2.835		

Descending Array of Differences Between Factors 4 and 5

No.	Statement	No.
Type	4 Type 5 Difference	
33	Olyan munkakort választok, amelyek stabil	33
0.963	-0.946 1.908	
5	A munkám kitölti az életemet	5 -
0.118	-1.891 1.773	
27	Nem tervezi meg előre, hogy kinek adja el terméket	27 -
0.287	-1.891 1.604	
4	Szívesen együttműködök	4
0.146	-1.418 1.564	
35	Magyarországnak élelmiszerből onellátásra kellene törekednie	35
1.926	0.473 1.453	
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36
0.428	-0.946 1.373	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.127	-0.946 1.072	
6	Fontos, hogy kövessem a szakma fejlődését	6
0.549	-0.473 1.022	
1	A siker számomra azért fontos	1
1.382	0.473 0.909	
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17
0.847	0.000 0.847	
24	Akiknek van tekintélyük a településen	24 -
0.715	-1.418 0.704	
3	Sajnálom ha a falusi világ megváltozna	3
0.599	0.000 0.599	
11	Sokan csak saját magukkal torodnak	11
1.503	0.946 0.558	
38	Az organikus élelmiszer probléma eltűzött	38 -
0.408	-0.946 0.537	
29	Minden csoport más irányba húz	29
0.389	0.000 0.389	
15	Hasonló életmodot folytat, mint a városi emberek	15
0.364	0.000 0.364	
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39 -
0.155	-0.473 0.318	
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34 -
1.109	-1.418 0.309	
19	Jo érzes, hogy elvegezte a munkáját	19
0.676	0.473 0.203	
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9
0.166	0.000 0.166	
2	Ha újra kezdhetném az életemet, masként elnék	2
0.005	0.000 0.005	
21	A vidéki életformához való kötődés	21
1.396	1.418 -0.023	
14	A szerződésben kevesbe bizom, az adott szó többet ér	14 -
1.095	-0.946 -0.149	
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16 -
0.676	-0.473 -0.203	
23	Elkerülök a kulso befektetök	23 -
0.817	-0.473 -0.344	
12	A vidéki életnek természetes része, hogy művelik a kertet	12
1.542	1.891 -0.349	
20	A vidéki életforma számomra vonzó és elfogadható	20
1.371	1.891 -0.520	
7	Elidegenedés a profitot középpontba állító társadalmak velej	7
0.841	1.418 -0.577	
28	Aki meőgazdasági munkát végez, kiegyensúlyozott	28 -

0.116	0.473	-0.589		
8	Napi munkám nincsen összhangban való érdeklődéssel	8		
0.262	0.946	-0.683		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelepesre	13	-	
1.241	-0.473	-0.768		
26	Fejloznek mert közelebe nagy iparvállalatok települtek	26	-	
0.428	0.473	-0.901		
18	Eleg ha egy területen kiválóak vagyunk	18	-	
0.695	0.473	-1.168		
37	Nem szívesen dolgozom együtt idegenekkel	37	-	
0.389	0.946	-1.334		
31	Ha közelebe ipari foglalkoztatottak települnek	31	-	
0.560	0.946	-1.505		
32	Nem fogadják el településünk értékeiről	32	-	
0.574	0.946	-1.519		
25	Nem érdemes a házi kertet megművelni	25	-	
2.072	-0.473	-1.599		
22	A vegetarizmus a jövő útja	22	-	
1.809	0.000	-1.809		
30	Barká meggydagodhat Magyarországon a saját erejéből is	30	-	
2.218	1.418	-3.636		

Factor Q-Sort Values for Each Statement

Factor Arrays

No.	Statement	No.	1
2	3	4	5
1	A siker számomra azért fontos	1	4
-1	-2	3	1
2	Ha újra kezdeném az életemet, masként elnék	2	0
-3	-2	0	0
3	Sajnálom ha a falusi világ megváltozna	3	3
0	3	1	0
4	Szívesen együttműködök	4	2
1	3	0	-3
5	A munkám kitölti az életemet	5	1
4	0	0	-4
6	Fontos, hogy kövessem a szakma fejlődését	6	1
3	1	1	-1
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	-1
1	2	2	3
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	0
-4	-4	1	2
9	Hozzajárul a térség gazdasági felemelkedéséhez	9	2
3	4	0	0
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	0
-2	-4	0	-2
11	Sokan csak saját magukkal torodnak	11	-1
2	1	3	2
12	A vidéki életnek természetes része, hogy művelik a kertet	12	2
-3	-2	4	4
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-3
-2	-1	-3	-1
14	A szerződéseinkben keveset bízom, az adott szó többet ér	14	-3
-1	-1	-2	-2
15	Hasonló életmódot folytat, mint a városi emberek	15	-2
2	2	1	0
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	2
0	-1	-2	-1
17	Rendszeresül arra, hogy egyes szabályokat áthagyjon	17	-2
0	-2	2	0
18	Eleg ha egy területen kiválóak vagyunk	18	-1
1	1	-2	1
19	Jo erzes, hogy elvegezte a munkajat	19	0
0	0	2	1
20	A vidéki életforma számomra vonzó és elfogadható	20	3
-1	4	2	4
21	A vidéki életformához való kötődés	21	2
0	-2	3	3
22	A vegetarizmus a jövő útja	22	-4
-4	-3	-3	0
23	Elkerülök a külső befektetők	23	-2
-1	2	-2	-1
24	Akiknek van tekintélyük a településen	24	-2
1	-1	-2	-3
25	Nem érdemes a házi kertet megművelni	25	-3
2	-3	-4	-1
26	Fejlődnek mert közelükben nagy iparvállalatok települtek	26	1
1	-3	-1	1
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27	1
0	1	-1	-4
28	Aki megőrzésért munkát végez, kiegyensúlyozott	28	1

3	0	0	1			
29	Minden csoport más irányba húz	29	-1			
-2	0	1	0			
30	Barkki meggydagodhat Magyarországon a saját erejéből is	30	0			
-1	0	-4	3			
31	Ha közelebe ipari foglalkoztatottak települnek	31	-1			
2	0	-1	2			
32	Nem fogadják el településünk értékrendjét	32	0			
-1	0	-1	2			
33	Olyan munkakört választok, amelyik stabil	33	1			
-3	2	2	-2			
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-4			
-3	-2	-3	-3			
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35	4			
2	3	4	1			
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	0			
4	-1	1	-2			
37	Nem szívesen dolgozom együtt idegenekkel	37	-1			
-3	1	-1	2			
38	Az organikus élelmiszer probléma eltulzott	38	-2			
0	1	-1	-2			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	3			
1	1	0	-1			

Variance = 4.359 St. Dev. = 2.088

Factor Q-Sort Values for Statements sorted by Consensus vs. Disagreement
(Variance across normalized Factor Scores)

Factor Arrays

No.	Statement	No.	1
2	3 4 5		
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-4
-3	-2 -3 -3		
19	Jo erzes, hogy elvegezte a munkajat	19	0
0	0 2 1		
29	Minden csoport más irányba húz	29	-1
-2	0 1 0		
14	A szerződésekből keveset bízom, az adott szó többet ér	14	-3
-1	-1 -2 -2		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-3
-2	-1 -3 -1		
7	Elidegenedés a profitot középpontba állító társadalmak velem	7	-1
1	2 2 3		
38	Az organikus élelmiszer probléma eltűnt	38	-2
0	1 -1 -2		
2	Ha újra kezdeném az életemet, masként élnék	2	0
-3	-2 0 0		
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	2
0	-1 -2 -1		
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	3
1	1 0 -1		
31	Ha közelebe ipari foglalkoztatottak települnek	31	-1
2	0 -1 2		
32	Nem fogadják el településünk értékrendjét	32	0
-1	0 -1 2		
3	Sajnálom ha a falusi világ megváltozna	3	3
0	3 1 0		
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17	-2
0	-2 2 0		
18	Eleg ha egy területen kiválóak vagyunk	18	-1
1	1 -2 1		
35	Magyarországnak élelmiszerből önellátásra kellene törekednie	35	4
2	3 4 1		
28	Aki megőrzéses munkát végez, kiegyensúlyozott	28	1
3	0 0 1		
6	Fontos, hogy kövessem a szakma fejlődését	6	1
3	1 1 -1		
11	Sokan csak saját magukkal törődnek	11	-1
2	1 3 2		
24	Akiknek van tekintélyük a településen	24	-2
1	-1 -2 -3		
23	Elkerülök a külső befektetők	23	-2
-1	2 -2 -1		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	0
-2	-4 0 -2		
37	Nem szívesen dolgozom együtt idegenekkel	37	-1
-3	1 -1 2		
9	Hozzajárul a teremtés gazdasági felemelkedéséhez	9	2
3	4 0 0		
22	A vegetarizmus a jövő útja	22	-4
-4	-3 -3 0		
15	Hasonló életmódot folytat, mint a városi emberek	15	-2
2	2 1 0		
26	Fejlődnek mert közelebe nagy iparvállalatok települtek	26	1
1	-3 -1 1		

27	Nem tervezi meg előre, hogy kinek adja el termeket	27	1
0	1 -1 -4		
20	A vidéki életforma számomra vonzó és elfogadható	20	3
-1	4 2 4		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	0
4	-1 1 -2		
21	A vidéki életformához való kötődés	21	2
0	-2 3 3		
33	Olyan munkakört választok, amelyik stabil	33	1
-3	2 2 -2		
4	Szívesen együttműködök	4	2
1	3 0 -3		
1	A siker számomra azért fontos	1	4
-1	-2 3 1		
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8	0
-4	-4 1 2		
25	Nem érdemes a házi kertet megművelni	25	-3
2	-3 -4 -1		
30	Barká meggydagodhat Magyarországon a saját erejéből is	30	0
-1	0 -4 3		
5	A munkám kitölti az életemet	5	1
4	0 0 -4		
12	A vidéki életnek természetes része, hogy művelik a kertet	12	2
-3	-2 4 4		

Factor Characteristics	Factors				
	1	2	3	4	5
No. of Defining Variables	3	2	2	3	1
Average Rel. Coef.	0.800	0.800	0.800	0.800	0.800
Composite Reliability	0.923	0.889	0.889	0.923	0.800
S.E. of Factor Scores	0.277	0.333	0.333	0.277	0.447

Standard Errors for Differences in Normalized Factor Scores

(Diagonal Entries Are S.E. Within Factors)

Factors	1	2	3	4	5
1	0.392	0.434	0.434	0.392	0.526
2	0.434	0.471	0.471	0.434	0.558
3	0.434	0.471	0.471	0.434	0.558
4	0.392	0.434	0.434	0.392	0.526
5	0.526	0.558	0.558	0.526	0.632

Distinguishing Statements for Factor 1

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
	16 A mezogazdasagban dolg ...	16	2 0.86	0 -0.31	-1 -0.53	-2 -			
0.68	-1 -0.47								
	11 Sokan csak sajat maguk ...	11	-1 -0.41*	2 0.76	1 0.72	3			
1.50	2 0.95								
	15 Hasonlo eletmodot foly ...	15	-2 -1.13	2 0.76	2 1.19	1			
0.36	0 0.00								

Distinguishing Statements for Factor 2

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
	5 A munkam kitolti az el ...	5	1 0.44	4 1.97*	0 0.00	0 -			
0.12	-4 -1.89								
	36 Hitel felvetele nelkul ...	36	0 0.04	4 1.64*	-1 -0.67	1			
0.43	-2 -0.95								
	25 Nem erdemes a hazi ker ...	25	-3 -1.69	2 1.09*	-3 -1.38	-4 -			
2.07	-1 -0.47								
	20 A videki eletforma sza ...	20	3 1.18	-1 -0.43*	4 2.10	2			
1.37	4 1.89								
	37 Nem szivesen dolgozom ...	37	-1 -0.21	-3 -1.31	1 0.19	-1 -			
0.39	2 0.95								

Distinguishing Statements for Factor 3

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK	
	SCORE RNK SCORE								
0.82	23 Elkerulik a kulso befe ...	23	-2 -0.93	-1 -0.55	2 1.00*	-2 -			
	-1 -0.47								
0.43	26 Fejlodnek mert kozeleb ...	26	1 0.53	1 0.55	-3 -1.58*	-1 -			
	1 0.47								

Distinguishing Statements for Factor 4

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK	
	SCORE RNK SCORE								
2.22*	30 Barki meggaydagodhat M ...	30	0 -0.02	-1 -0.55	0 -0.14	-4 -			
	3 1.42								

Distinguishing Statements for Factor 5

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
	30 Barki meggaydagodhat M ...	30	0 -0.02	-1 -0.55	0 -0.14	-4 -			
2.22	3 1.42*								
	22 A vegetarianizmus a jo ...	22	-4 -2.01	-4 -2.19	-3 -1.44	-3 -			
1.81	0 0.00								
	4 Szivesen egyuttmukodok ...	4	2 0.99	1 0.33	3 1.38	0			
0.15	-3 -1.42*								
	27 Nem tervezi meg elore, ...	27	1 0.35	0 0.00	1 0.53	-1 -			
0.29	-4 -1.89*								
	5 A munkam kitolti az el ...	5	1 0.44	4 1.97	0 0.00	0 -			
0.12	-4 -1.89*								

Consensus Statements -- Those That Do Not Distinguish Between ANY Pair of Factors.

All Listed Statements are Non-Significant at P>.01, and Those Flagged With an * are also Non-Significant at P>.05.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
	19* Jo erzes, hogy elvegez ...	19	0 -0.04	0 0.02	0 0.09	2			
0.68	1 0.47								
	34* A kisvállalkozásoknak ...	34	-4 -1.73	-3 -1.09	-2 -1.24	-3 -			
1.11	-3 -1.42								
	38 Az organikus elelmisze ...	38	-2 -0.74	0 0.22	1 0.28	-1 -			
0.41	-2 -0.95								

QANALYZE was completet at 00:09:12

Q-Methodology Matrices / Members of Ökotársulás

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Correlation Matrix Between Sorts

SORTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17 18 19																
1 M-DUDI 35 64 45	100	44	34	51	34	36	54	51	47	61	23	48	9	28	62	48
2 M-ZOLTAN 43 44 35	44	100	55	27	62	33	38	59	55	50	48	47	27	36	55	34
3 M-ANCI 47 43 31	34	55	100	32	43	20	26	51	48	35	39	38	21	16	41	15
4 M-SUMI 25 48 46	51	27	32	100	41	49	40	44	59	41	37	25	13	25	61	31
5 M-BALNA 41 43 44	34	62	43	41	100	34	54	56	52	40	46	39	22	32	59	17
6 M-JAZMIN 16 42 39	36	33	20	49	34	100	38	37	33	27	38	34	8	-4	42	30
7 M-VOCI 21 37 28	54	38	26	40	54	38	100	56	36	29	25	46	-5	11	53	14
8 M-TAMAS 27 56 29	51	59	51	44	56	37	56	100	57	45	39	48	22	16	48	32
9 M-RITA 29 44 51	47	55	48	59	52	33	36	57	100	42	59	62	12	14	65	45
10 M-ALPHA 26 61 54	61	50	35	41	40	27	29	45	42	100	25	28	14	36	42	66
11 M-ORSI 22 25 28	23	48	39	37	46	38	25	39	59	25	100	42	13	14	54	28
12 M-BENCE 25 35 31	48	47	38	25	39	34	46	48	62	28	42	100	-1	9	55	40
13 M-SZISZI 20 38 -12	9	27	21	13	22	8	-5	22	12	14	13	-1	100	42	19	18
14 M-ANDREA 47 48 18	28	36	16	25	32	-4	11	16	14	36	14	9	42	100	34	11
15 M-MONI 36 59 39	62	55	41	61	59	42	53	48	65	42	54	55	19	34	100	39
16 M-GYORGY 18 48 48	48	34	15	31	17	30	14	32	45	66	28	40	18	11	39	100
17 M-KLARA 100 39 33	35	43	47	25	41	16	21	27	29	26	22	25	20	47	36	18
18 M-JUDIT 39 100 51	64	44	43	48	43	42	37	56	44	61	25	35	38	48	59	48
19 M-ISTVAN 33 51 100	45	35	31	46	44	39	28	29	51	54	28	31	-12	18	39	48

Unrotated Factor Matrix
Factors

		1	2	3	4	5	6	
7	8							
SORTS								
1	M-DUDI	0.7387	-0.0467	0.3083	-0.2634	-0.0311	-0.2249	
0.1230	-0.2161							
2	M-ZOLTAN	0.7418	0.1578	-0.2698	0.1600	-0.1434	-0.1646	-
0.0982	0.2334							
3	M-ANCI	0.6100	0.1337	-0.3446	0.1410	-0.2668	-0.0162	-
0.3676	-0.3418							
4	M-SUMI	0.6661	-0.1353	0.1414	-0.1672	0.2966	0.4043	
0.0431	-0.1721							
5	M-BALNA	0.7171	0.0481	-0.3379	-0.1482	-0.0427	0.1125	-
0.0679	0.4258							
6	M-JAZMIN	0.5438	-0.3457	0.0701	-0.0733	0.3904	0.2428	-
0.3061	-0.0394							
7	M-VOCI	0.6006	-0.2999	-0.1748	-0.5562	0.0449	-0.2327	
0.0526	0.1228							
8	M-TAMAS	0.7372	-0.0672	-0.2006	-0.0722	0.1101	-0.3307	-
0.2677	0.0355							
9	M-RITA	0.7736	-0.2244	-0.1243	0.2903	-0.0295	0.0859	
0.1626	-0.0839							
10	M-ALPHA	0.6857	0.1222	0.4779	0.0976	-0.1406	-0.1459	-
0.1167	0.2329							
11	M-ORSI	0.5880	-0.1731	-0.3496	0.4192	0.1272	0.2507	
0.1604	0.1160							
12	M-BENCE	0.6381	-0.3152	-0.1694	0.1420	-0.1384	-0.3055	
0.3141	-0.1819							
13	M-SZISZI	0.2617	0.6715	-0.1042	0.2110	0.5349	-0.1265	-
0.0864	-0.0550							
14	M-ANDREA	0.4066	0.7217	0.0581	-0.1736	-0.0403	0.1373	
0.3396	0.1415							
15	M-MONI	0.8103	-0.0583	-0.0856	-0.0754	0.1435	0.0790	
0.3338	-0.0612							
16	M-GYORGY	0.5643	-0.0611	0.5627	0.4225	0.0148	-0.1900	
0.0557	0.0315							
17	M-KLARA	0.5184	0.4180	-0.1381	-0.1323	-0.4088	0.2424	-
0.0253	-0.2705							
18	M-JUDIT	0.7605	0.2702	0.2867	-0.1293	0.1379	-0.0637	-
0.1170	-0.1154							
19	M-ISTVAN	0.6230	-0.1730	0.3800	0.0175	-0.3270	0.3596	-
0.1560	0.1532							
Eigenvalues		7.8914	1.7307	1.4751	1.0677	1.0067	0.9308	
0.7750	0.6923							
% expl.Var.		42	9	8	6	5	5	
4	4							

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Cumulative Communalities Matrix

		Factors 1 Thru					
		1	2	3	4	5	6
7	8						
SORTS							
1	M-DUDI	0.5456	0.5478	0.6428	0.7122	0.7131	0.7637
0.7788	0.8255						
2	M-ZOLTAN	0.5503	0.5752	0.6480	0.6736	0.6942	0.7213
0.7309	0.7854						
3	M-ANCI	0.3721	0.3900	0.5088	0.5286	0.5998	0.6001
0.7352	0.8520						
4	M-SUMI	0.4437	0.4620	0.4820	0.5100	0.5980	0.7615
0.7633	0.7929						
5	M-BALNA	0.5142	0.5165	0.6307	0.6527	0.6545	0.6672
0.6718	0.8531						
6	M-JAZMIN	0.2957	0.4152	0.4201	0.4255	0.5779	0.6369
0.7306	0.7321						
7	M-VOCI	0.3607	0.4506	0.4812	0.7905	0.7925	0.8467
0.8494	0.8645						
8	M-TAMAS	0.5434	0.5479	0.5882	0.5934	0.6055	0.7149
0.7865	0.7878						
9	M-RITA	0.5984	0.6488	0.6643	0.7485	0.7494	0.7568
0.7832	0.7903						
10	M-ALPHA	0.4702	0.4851	0.7135	0.7230	0.7428	0.7641
0.7777	0.8320						
11	M-ORSI	0.3457	0.3757	0.4979	0.6736	0.6898	0.7527
0.7784	0.7918						
12	M-BENCE	0.4071	0.5065	0.5352	0.5554	0.5745	0.6679
0.7665	0.7996						
13	M-SZISZI	0.0685	0.5194	0.5302	0.5747	0.8609	0.8769
0.8844	0.8874						
14	M-ANDREA	0.1653	0.6861	0.6895	0.7197	0.7213	0.7401
0.8554	0.8755						
15	M-MONI	0.6566	0.6600	0.6673	0.6730	0.6936	0.6998
0.8112	0.8150						
16	M-GYORGY	0.3185	0.3222	0.6388	0.8174	0.8176	0.8537
0.8568	0.8578						
17	M-KLARA	0.2687	0.4435	0.4625	0.4800	0.6471	0.7059
0.7066	0.7797						
18	M-JUDIT	0.5784	0.6514	0.7335	0.7503	0.7693	0.7733
0.7870	0.8003						
19	M-ISTVAN	0.3882	0.4181	0.5625	0.5628	0.6697	0.7991
0.8234	0.8469						
cum% expl.Var.		42	51	58	64	69	74
78	82						

Rotating Angles Used Between Factors

FTR#1	FTR#2	ANGLE
1	2	-30.
1	3	-45.
1	4	-30.
1	5	30.
1	5	-60.
4	5	15.

Factor Matrix with an X Indicating a Defining Sort

QSORT	Loadings				
	1	2	3	4	5
1 M-DUDI	0.1207	0.2927	0.5269	0.5779	-0.0358
2 M-ZOLTAN	0.6429X	0.4254	0.2024	0.2005	0.1367
3 M-ANCI	0.6164X	0.4493	0.0919	0.0962	0.0154
4 M-SUMI	0.2138	0.0216	0.3399	0.6421X	0.1548
5 M-BALNA	0.5154	0.4118	0.0282	0.4639	0.0575
6 M-JAZMIN	0.2728	-0.2324	0.2426	0.6181X	0.0927
7 M-VOCI	0.2054	0.2178	-0.0265	0.8064X	-0.2277
8 M-TAMAS	0.5017	0.2115	0.1519	0.5239	0.1076
9 M-RITA	0.7242X	0.0557	0.3657	0.2969	-0.0010
10 M-ALPHA	0.1623	0.2878	0.7626X	0.2144	0.0777
11 M-ORSI	0.7881X	-0.0731	0.1100	0.1631	0.1572
12 M-BENCE	0.6224X	0.0688	0.2369	0.3008	-0.1891
13 M-SZISZI	0.1214	0.1775	0.0133	0.0283	0.9021X
14 M-ANDREA	-0.0513	0.6886X	0.1802	0.0992	0.4496
15 M-MONI	0.4718	0.2081	0.2739	0.5765	0.1424
16 M-GYORGY	0.2467	-0.0893	0.8535X	0.0567	0.1308
17 M-KLARA	0.2494	0.7466X	0.1474	0.0741	0.0192
18 M-JUDIT	0.1307	0.3697	0.5299	0.4773	0.3271
19 M-ISTVAN	0.2224	0.2192	0.6620X	0.2447	-0.2722
% expl.Var.	18	11	15	17	7

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Free Distribution Data Results

QSORT	MEAN	ST.DEV.
1 M-DUDI	0.000	2.115
2 M-ZOLTAN	0.000	2.115
3 M-ANCI	0.000	2.115
4 M-SUMI	0.000	2.115
5 M-BALNA	0.000	2.115
6 M-JAZMIN	0.000	2.115
7 M-VOCI	0.000	2.115
8 M-TAMAS	0.000	2.115
9 M-RITA	0.000	2.115
10 M-ALPHA	0.000	2.115
11 M-ORSI	0.000	2.115
12 M-BENCE	0.000	2.115
13 M-SZISZI	0.000	2.115
14 M-ANDREA	0.000	2.115
15 M-MONI	0.000	2.115
16 M-GYORGY	0.000	2.115
17 M-KLARA	0.000	2.115
18 M-JUDIT	0.000	2.115
19 M-ISTVAN	0.000	2.115

Rank Statement Totals with Each Factor

Factors

No.	Statement						No.	1
2	3	4	5					
1	A siker számomra azért fontos					1	-0.47 28	
-0.55	29	0.53	13	-0.97	32	1.89	2	
2	Ha újra kezdek az életemet, masként élnék					2	-0.34 24	
0.93	9	-1.49	37	0.82	10	-1.42	37	
3	Sajnálom ha a falusi világ megváltozna					3	1.73 2	
0.31	17	1.54	3	1.16	8	0.95	10	
4	Szívesen együttműködök					4	1.69 3	
0.93	9	1.87	1	1.22	5	-0.47	29	
5	A munkám kitölti az életemet					5	-0.20 20	
-0.38	25	1.10	8	0.65	14	-1.42	37	
6	Fontos, hogy kövessem a szakma fejlődését					6	-0.05 17	
1.48	3	1.48	4	0.91	9	0.47	16	
7	Elidegenedés a profitot középpontba állító társadalmak					7	1.27 7	
-0.07	20	-0.55	27	1.33	3	0.95	10	
8	Napi munkám nincsen összhangban való érdeklődésemmel					8	-0.96 32	
0.79	11	-2.09	39	-0.32	23	-0.95	34	
9	Hozzajárul a terseg gazdasági felemelkedéséhez					9	1.12 9	
1.10	6	1.26	5	1.32	4	-0.47	29	
10	Nem az a fontos, hogy mivel kell foglalkoznom					10	-1.35 37	
-0.38	25	-1.82	38	-1.17	35	0.00	23	
11	Sokan csak saját magukkal toródnak					11	0.14 14	
0.24	18	0.04	20	1.46	2	1.42	5	
12	A vidéki életnek természetes része, hogy muvelik a ker					12	1.30 6	
0.62	13	0.49	14	0.59	15	0.00	23	
13	Azok maradnak vidéken akiknek nincs esélyük az előrele					13	-0.24 21	
-0.96	31	-0.82	30	-1.03	33	0.95	10	
14	A szerzőkben kevesbe bizom, az adott szó többet ér					14	-0.46 27	
-0.48	27	0.72	10	-1.95	39	-1.42	37	
15	Hasonló életmodot folytató, mint a városi emberek					15	-0.13 18	
0.72	12	0.76	9	0.12	18	0.95	10	
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak					16	-0.46 26	
0.31	17	0.39	16	0.75	11	0.47	16	
17	Rakenyszerül arra, hogy egyes szabályokat athagjon					17	-0.40 25	
1.58	2	-0.33	23	-0.55	26	1.89	2	
18	Eleg ha egy területen kiválóak vagyunk					18	0.70 11	
-1.27	33	-1.20	36	1.20	6	-1.89	39	
19	Jo ezers, hogy elvegezte a munkáját					19	1.03 10	
0.96	7	-0.21	22	-1.61	38	1.42	5	
20	A vidéki életforma számomra vonzó és elfogadható					20	1.77 1	
-0.24	21	0.58	11	-0.92	31	-0.95	34	
21	A vidéki életformához való kötődés					21	1.15 8	
0.55	14	0.39	16	1.17	7	0.47	16	
22	A vegetarizmus a jóvo útja					22	0.04 15	
-1.65	39	-0.91	32	-0.56	27	0.47	16	
23	Elkerülök a külső befektetők					23	-0.29 23	
-1.48	38	-1.11	35	-0.39	24	-0.47	29	
24	Akiknek van tekintélyük a településen					24	0.03 16	
-1.41	36	-0.78	29	0.02	19	-0.47	29	
25	Nem érdemes a házi kertet megművelni					25	-2.33 39	
-1.41	36	-0.99	34	-1.36	36	-1.89	39	
26	Fejlenek mert közelebe nagy iparvállalatok települtek					26	-0.78 31	
0.48	15	0.16	19	-0.74	28	0.00	23	
27	Nem tervezi meg előre, hogy kinek adja el terméket					27	-1.12 36	
-1.10	32	-0.44	26	-0.31	22	-0.95	34	
28	Aki mezőgazdasági munkát végez, kiegyensúlyozott					28	0.56 12	
-0.41	26	0.16	19	-0.18	21	0.00	23	

29	Minden csoport más irányba húz	29	-0.27	22			
-0.55	29	-0.34	24	-0.16	20	0.00	23
30	Barki meggydagodhat Magyarországon a saját erejéből	30	-1.00	34			
-1.48	38	1.54	3	0.31	17	-0.47	29
31	Ha közelebe ipari foglalkoztatottak települnek	31	0.37	13			
-0.31	23	0.22	17	0.68	13	-0.47	29
32	Nem fogadják el településünk értékrendjét	32	-0.74	30			
-0.86	30	-0.11	21	-0.44	25	0.00	23
33	Olyan munkakört választok, amelyik stabil	33	-0.52	29			
1.96	1	-0.90	31	-0.75	29	1.42	5
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-1.41	38			
0.14	19	-0.99	34	-1.04	34	-0.95	34
35	Magyarországnak élelmiszerből önellátásra kellene törekednie	35	1.44	4			
1.34	5	1.21	7	1.96	1	0.95	10
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-1.04	35			
-0.31	23	0.57	12	-0.88	30	0.00	23
37	Nem szívesen dolgozom együtt idegenekkel	37	-0.99	33			
-1.34	34	-0.77	28	0.42	16	0.47	16
38	Az organikus élelmiszer probléma eltűnt	38	-0.17	19			
0.79	11	-0.42	25	-1.46	37	0.47	16
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	1.39	5			
1.41	4	1.25	6	0.70	12	-0.95	34

Correlations Between Factor Scores

	1	2	3	4	5
1	1.0000	0.3743	0.5013	0.5473	0.1789
2	0.3743	1.0000	0.2935	0.2402	0.3432
3	0.5013	0.2935	1.0000	0.3958	0.1274
4	0.5473	0.2402	0.3958	1.0000	0.0272
5	0.1789	0.3432	0.1274	0.0272	1.0000

Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
20	A vidéki életforma számomra vonzó és elfogadható	20	
1.769			
3	Sajnálom, ha a falusi világ megváltozna	3	
1.726			
4	Szívesen együttműködök	4	
1.685			
35	Magyarországnak élelmiszerből onellátásra kellene törekednie	35	
1.443			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	
1.389			
12	A vidéki életnek természetes része, hogy művelik a kertet	12	
1.300			
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	
1.270			
21	A vidéki életformához való kötődés	21	
1.150			
9	Hozzájárul a térség gazdasági felemelkedéséhez	9	
1.124			
19	Jobb érzelmi állapot, hogy elvégztem a munkámat	19	
1.026			
18	Eleg, ha egy területen kiválóak vagyunk	18	
0.703			
28	Aki megfogadja a munkát, megkapja a megfelelő kifizetést	28	
0.558			
31	Ha közelbe ipari foglalkoztatottak települnek	31	
0.366			
11	Sokan csak saját magukkal törődnek	11	
0.139			
22	A vegetarizmus a jövő útja	22	
0.040			
24	Akiknek van tekintélyük a településen	24	
0.034			
6	Fontos, hogy kövessem a szakma fejlődését	6	-
0.053			
15	Hasonló életmódot folytat, mint a városi emberek	15	-
0.134			
38	Az organikus élelmiszer probléma eltűnt	38	-
0.169			
5	A munkám kitölti az életemet	5	-
0.203			
13	Azok maradnak vidéken, akiknek nincs esélyük az előrelépésre	13	-
0.235			
29	Minden csoport más irányba húz	29	-
0.266			
23	Elkerülök a külső befektetők	23	-
0.290			
2	Ha újra kezdeném az életemet, másként élnék	2	-
0.339			
17	Rakényszerül arra, hogy egyes szabályokat athagyjon	17	-
0.402			
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	-
0.456			
14	A szerződéseinkben kevesebb bizom, az adott szó többet ér	14	-
0.463			
1	A siker számomra azért fontos	1	-
0.473			

0.517	33	Olyan munkakort választok, amelyik stabil	33	-
0.742	32	Nem fogadjak el településünk értékrendjét	32	-
0.783	26	Fejlenek mert közelébe nagy iparvállalatok települtek	26	-
0.957	8	Napi munkám nincsen összhangban való érdeklődésemmel	8	-
0.985	37	Nem szívesen dolgozom együtt idegenekkel	37	-
1.002	30	Barká meggydagodhat Magyarországon a saját erejéből is	30	-
1.040	36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-
1.116	27	Nem tervezi meg előre, hogy kinek adja el terméket	27	-
1.352	10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
1.413	34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
2.331	25	Nem érdemes a házi kertet megművelni	25	-

Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
SCORES			
33	Olyan munkakort választok, amelyek stabil	33	
1.959			
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17	
1.580			
6	Fontos, hogy kövessem a szakma fejlődését	6	
1.478			
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	
1.409			
35	Magyarországnak elelmiszerből önellátásra kellene törekednie	35	
1.340			
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9	
1.100			
19	Jo ezres, hogy elvegezte a munkáját	19	
0.961			
2	Ha újra kezdhetném az életemet, masként élnék	2	
0.928			
4	Szívesen együttműködök	4	
0.928			
8	Napi munkám nincsen összhangban való érdeklődésemmel	8	
0.790			
38	Az organikus élelmiszer probléma eltulzott	38	
0.790			
15	Hasonló életmodot folytat, mint a városi emberek	15	
0.721			
12	A vidéki életnek természetes része, hogy művelik a kertet	12	
0.619			
21	A vidéki életformához való kötődés	21	
0.550			
26	Fejlođnek mert közelebe nagy iparvállalatok települtek	26	
0.481			
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	
0.309			
3	Sajnálom ha a falusi világ megváltozna	3	
0.309			
11	Sokan csak saját magukkal toródnék	11	
0.240			
34	A kisvállalkozásoknak nincs jövójük a nagyüzemekkel szemben	34	
0.138			
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	-
0.069			
20	A vidéki életforma számomra vonzó és elfogadható	20	-
0.240			
31	Ha közelebe ipari foglalkoztatottak települnek	31	-
0.309			
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-
0.309			
5	A munkám kitölti az életemet	5	-
0.379			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
0.379			
28	Aki meőgazdasági munkát végez, kiegyensúlyozott	28	-
0.411			
14	A szerződésekben kevesbe bízom, az adott szó többet ér	14	-
0.481			
29	Minden csoport más irányba húz	29	-
0.550			

1	A siker számomra azért fontos	1	-
0.550			
32	Nem fogadjak el településünk értékrendjét	32	-
0.859			
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-
0.961			
27	Nem tervezi meg előre, hogy kinek adja el termékét	27	-
1.100			
18	Eleg ha egy területen kiválóak vagyunk	18	-
1.271			
37	Nem szívesen dolgozom együtt idegenekkel	37	-
1.340			
24	Akiknek van tekintélyük a településen	24	-
1.409			
25	Nem érdemes a házi kertet megművelni	25	-
1.409			
30	Barkai meggydagodhat Magyarországon a saját erejéből is	30	-
1.478			
23	Elkerülök a külső befektetők	23	-
1.478			
22	A vegetarizmus a jövő útja	22	-
1.649			

Normalized Factor Scores -- For Factor 3

No.	Statement	No.	Z-
1.870	4 Szivesen egyuttmukodok	4	
1.541	3 Sajnalnam ha a falusi vilag megvaltozna	3	
1.541	30 Barki meggaydagodhat Magyarorszagon a saját erejebol is	30	
1.484	6 Fontos, hogy kovessem a szakma fejlodeset	6	
1.261	9 Hozzajarul a terseg gazdasagi felemelkedesehez	9	
1.248	39 A vallalkozas megkezdese elott uzleti tervet keszitunk	39	
1.213	35 Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	
1.098	5 A munkam kitolti az eletemet	5	
0.759	15 Hasonlo eletmodot folytat, mint a varosi emberek	15	
0.724	14 A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	
0.584	20 A videki eletforma szamomra vonzo es elfogadhato	20	
0.571	36 Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	
0.529	1 A siker szamomra azert fontos	1	
0.491	12 A videki eletnek termeszetes resze, hogy muvelik a kertet	12	
0.386	16 A mezogazdasagban dolgozok rendszerben gondolkodnak	16	
0.386	21 A videki eletformahoz valo kotodes	21	
0.223	31 Ha kozelebe ipari foglalkoztatok telepulnek	31	
0.163	26 Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	
0.163	28 Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28	
0.045	11 Sokan csak saját magukkal torodnek	11	
0.105	32 Nem fogadjak el telepulesunk ertekrendjet	32	-
0.211	19 Jo erzes, hogy elvegezte a munkajat	19	-
0.328	17 Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-
0.338	29 Minden csoport mas irányba huz	29	-
0.421	38 Az organikus elelmiszer problema eltulzott	38	-
0.444	27 Nem tervezi meg elore, hogy kinek adja el termeket	27	-
0.549	7 Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7	-
0.772	37 Nem szivesen dolgozom egyutt idegenekkel	37	-

24	Akiknek van tekintalyuk a telepulesen	24	-
0.782			
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13	-
0.817			
33	Olyan munkakort valasztok, amelyik stabil	33	-
0.900			
22	A vegetarianizmus a jovo utja	22	-
0.910			
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	-
0.992			
25	Nem erdemes a hazi kertet megmuvelni	25	-
0.992			
23	Elkerulik a kulso befektetok	23	-
1.110			
18	Eleg ha egy teruleten kivaloak vagyunk	18	-
1.203			
2	Ha ujra kezdhethem az eletemet, maskent elnek	2	-
1.494			
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
1.822			
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8	-
2.090			

Normalized Factor Scores -- For Factor 4

No.	Statement	No.	Z-
1.962	35 Magyarországnak elelmiszerből onellátásra kellene törekednie	35	
1.464	11 Sokan csak saját magukkal toródnak	11	
1.329	7 Elidegenedés a profitot középpontba állító társadalmak velej	7	
1.317	9 Hozzajárul a terseg gazdasági felemelkedéséhez	9	
1.224	4 Szívesen együttműködök	4	
1.199	18 Eleg ha egy területen kiválóak vagyunk	18	
1.166	21 A vidéki életformához való kötődés	21	
1.158	3 Sajnálom ha a falusi világ megváltozna	3	
0.914	6 Fontos, hogy kövessem a szakma fejlődését	6	
0.824	2 Ha újra kezdhetném az életemet, másként élnék	2	
0.751	16 A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	
0.697	39 A vállalkozás megkezdése előtt üzleti tervet készítünk	39	
0.685	31 Ha közelebe ipari foglalkoztatottak települnek	31	
0.649	5 A munkám kitölti az életemet	5	
0.591	12 A vidéki életnek természetes része, hogy művelik a kertet	12	
0.416	37 Nem szívesen dolgozom együtt idegenekkel	37	
0.310	30 Barki meggaydagodhat Magyarországon a saját erejéből is	30	
0.118	15 Hasonló életmodot folytat, mint a városi emberek	15	
0.016	24 Akiknek van tekintélyük a településen	24	
0.159	29 Minden csoport más irányba húz	29	-
0.176	28 Aki mezőgazdasági munkát végez, kiegyensúlyozott	28	-
0.310	27 Nem tervezi meg előre, hogy kinek adja el a terméket	27	-
0.322	8 Napi munkám nincsen összhangban valós érdeklődésemmel	8	-
0.391	23 Elkerülök a külső befektetők	23	-
0.441	32 Nem fogadjak el településünk értékrendjét	32	-
0.546	17 Rakenyszerül arra, hogy egyes szabályokat áthagyjon	17	-
0.563	22 A vegetarizmus a jó útja	22	-
0.738	26 Fejlődnek mert közelebe nagy iparvállalatok települtek	26	-

0.754	33	Olyan munkakort választok, amelyik stabil	33	-
0.876	36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-
0.917	20	A vidéki életforma számomra vonzó és elfogadható	20	-
0.971	1	A siker számomra azért fontos	1	-
1.032	13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	-
1.036	34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-
1.170	10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-
1.358	25	Nem érdemes a házi kertet megművelni	25	-
1.464	38	Az organikus élelmiszer probléma eltűnt	38	-
1.615	19	Jo erzes, hogy elvegezte a munkajat	19	-
1.949	14	A szerződésben kevesbé bizom, az adott szó többet ér	14	-

Normalized Factor Scores -- For Factor 5

No.	Statement	No.	Z-
1.891	1 A siker számomra azért fontos	1	
1.891	17 Rakenyszerül arra, hogy egyes szabályokat athagjon	17	
1.418	11 Sokan csak saját magukkal torodnek	11	
1.418	19 Jo erzes, hogy elvegezte a munkajat	19	
1.418	33 Olyan munkakort valasztok, amelyik stabil	33	
0.946	7 Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7	
0.946	3 Sajnalnam ha a falusi vilag megvaltozna	3	
0.946	13 Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13	
0.946	15 Hasonlo eletmodot folytat, mint a varosi emberek	15	
0.946	35 Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35	
0.473	6 Fontos, hogy kovessem a szakma fejlodeset	6	
0.473	16 A mezogazdasagban dolgozok rendszerben gondolkodnak	16	
0.473	21 A videki eletformahoz valo kotodes	21	
0.473	22 A vegetarianizmus a jovo utja	22	
0.473	37 Nem szivesen dolgozom együtt idegenekkel	37	
0.473	38 Az organikus elelmiszer problema eltulzott	38	
0.000	26 Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26	
0.000	28 Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28	
0.000	29 Minden csoport mas irányba huz	29	
0.000	32 Nem fogadjak el telepulesunk ertekrendjet	32	
0.000	10 Nem az a fontos, hogy mivel kell foglalkoznom	10	
0.000	36 Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36	
0.000	12 A videki eletnek termeszetes resze, hogy muvelik a kertet	12	
0.473	24 Akiknek van tekintalyuk a telepulesen	24	-
0.473	4 Szivesen egyuttmukodok	4	-
0.473	30 Barki meggyadagodhat Magyarorszagon a saját erejebol is	30	-
0.473	31 Ha kozelebe ipari foglalkoztatok telepulnek	31	-
0.473	9 Hozzajarul a terseg gazdasagi felemelkedesehez	9	-

23	Elkerulik a kulso befektetok	23	-
0.473			
27	Nem tervezi meg elore, hogy kinek adja el termeket	27	-
0.946			
20	A videki eletforma szamomra vonzo es elfogadhato	20	-
0.946			
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34	-
0.946			
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8	-
0.946			
39	A vallalkozas megkezdese elott uzleti tervet keszitunk	39	-
0.946			
5	A munkam kitolti az eletemet	5	-
1.418			
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-
1.418			
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2	-
1.418			
25	Nem erdemes a hazi kertet megmuvelni	25	-
1.891			
18	Eleg ha egy teruleten kivaloak vagyunk	18	-
1.891			

Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.
Type	1 Type 2 Difference	
20	A vidéki életforma számomra vonzó és elfogadható	20
1.769	-0.240 2.009	
18	Eleg ha egy területen kiválóak vagyunk	18
0.703	-1.271 1.974	
22	A vegetarizmus a jó útja	22
0.040	-1.649 1.689	
24	Akiknek van tekintélyük a településen	24
0.034	-1.409 1.443	
3	Sajnálom ha a falusi világ megváltozna	3
1.726	0.309 1.417	
7	Elidegenedés a profitot középpontba állító társadalmak velej	7
1.270	-0.069 1.339	
23	Elkerülik a külső befektetők	23
0.290	-1.478 1.188	
28	Aki megőrzésért munkát végez, kiegyensúlyozott	28
0.558	-0.411 0.969	
4	Szívesen együttműködök	4
1.685	0.928 0.757	
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13
0.235	-0.961 0.726	
12	A vidéki életnek természetes része, hogy művelik a kertet	12
1.300	0.619 0.681	
31	Ha közelbe ipari foglalkoztatottak települnek	31
0.366	-0.309 0.675	
21	A vidéki életformához való kötődés	21
1.150	0.550 0.600	
30	Barkai meggydagodhat Magyarországon a saját erejéből is	30
1.002	-1.478 0.477	
37	Nem szívesen dolgozom együtt idegenekkel	37
0.985	-1.340 0.355	
29	Minden csoport más irányba húz	29
0.266	-0.550 0.284	
5	A munkám kitölti az életemet	5
0.203	-0.379 0.176	
32	Nem fogadják el településünk értékrendjét	32
0.742	-0.859 0.118	
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35
1.443	1.340 0.104	
1	A siker számomra azért fontos	1
0.473	-0.550 0.077	
19	Jó érzés, hogy elvégeztem a munkámat	19
1.026	0.961 0.065	
9	Hozzájárul a térség gazdasági fejlődéséhez	9
1.124	1.100 0.024	
14	A szerződésekben kevesbé bízom, az adott szó többet ér	14
0.463	-0.481 0.018	
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27
1.116	-1.100 -0.017	
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39
1.389	1.409 -0.020	
11	Sokan csak saját magukkal toródnak	11
0.139	0.240 -0.101	
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36
1.040	-0.309 -0.731	
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16
0.456	0.309 -0.766	
15	Hasonló életmódot folytat, mint a városi emberek	15

0.134	0.721	-0.855		
25	Nem erdemes a hazi kertet megmuvelni		25	-
2.331	-1.409	-0.922		
38	Az organikus elelmiszer problema eltulzott		38	-
0.169	0.790	-0.959		
10	Nem az a fontos, hogy mivel kell foglalkoznom		10	-
1.352	-0.379	-0.973		
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek		26	-
0.783	0.481	-1.264		
2	Ha ujra kezdhethem az eletemet, maskent elnek		2	-
0.339	0.928	-1.268		
6	Fontos, hogy kovessem a szakma fejlodeset		6	-
0.053	1.478	-1.531		
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben		34	-
1.413	0.138	-1.551		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
0.957	0.790	-1.747		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon		17	-
0.402	1.580	-1.982		
33	Olyan munkakort valasztok, amelyik stabil		33	-
0.517	1.959	-2.476		

Descending Array of Differences Between Factors 1 and 3

No.	Statement	No.
Type	1 Type 3 Difference	
18	Eleg ha egy területen kivaloak vagyunk	18
0.703	-1.203 1.906	
7	Elidegenedes a profitot kozeppontba allito tarsadalmak velej	7
1.270	-0.549 1.819	
19	Jo erzes, hogy elvegezte a munkajat	19
1.026	-0.211 1.237	
20	A videki eletforma szamomra vonzo es elfogadhato	20
1.769	0.584 1.185	
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2
0.339	-1.494 1.154	-
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
0.957	-2.090 1.133	-
22	A vegetarianizmus a jovo utja	22
0.040	-0.910 0.949	
23	Elkerulik a kulso befektetok	23
0.290	-1.110 0.820	-
24	Akiknek van tekintalyuk a telepulesen	24
0.034	-0.782 0.816	
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
1.300	0.491 0.809	
21	A videki eletformahoz valo kotodes	21
1.150	0.386 0.764	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.235	-0.817 0.582	-
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
1.352	-1.822 0.470	-
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.558	0.163 0.395	
33	Olyan munkakort valasztok, amelyik stabil	33
0.517	-0.900 0.383	-
38	Az organikus elelmiszer problema eltulzott	38
0.169	-0.421 0.252	-
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.443	1.213 0.231	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.726	1.541 0.185	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.366	0.223 0.143	
39	A vallalkozas megkezdese elott uzleti tervet keszitunk	39
1.389	1.248 0.141	
11	Sokan csak saját magukkal torodnek	11
0.139	0.045 0.094	
29	Minden csoport mas irányba huz	29
0.266	-0.338 0.073	-
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.402	-0.328 -0.074	-
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.124	1.261 -0.137	
4	Szivesen egyuttmukodok	4
1.685	1.870 -0.185	
37	Nem szivesen dolgozom egyutt idegenekkel	37
0.985	-0.772 -0.213	-
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
1.413	-0.992 -0.421	-
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.742	-0.105 -0.636	-
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
		-

1.116	-0.444	-0.673		
16	A mezogazdasagban dolgozok rendszerben gondolkodnak		16	-
0.456	0.386	-0.842		
15	Hasonlo eletmodot folytat, mint a varosi emberek		15	-
0.134	0.759	-0.893		
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek		26	-
0.783	0.163	-0.946		
1	A siker számomra azért fontos		1	-
0.473	0.529	-1.002		
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er		14	-
0.463	0.724	-1.187		
5	A munkam kitolti az eletemet		5	-
0.203	1.098	-1.300		
25	Nem erdemes a hazi kertet megmuvelni		25	-
2.331	-0.992	-1.339		
6	Fontos, hogy kovessem a szakma fejlodeset		6	-
0.053	1.484	-1.537		
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni		36	-
1.040	0.571	-1.612		
30	Barki meggydagodhat Magyarorszagon a saját erejebol is		30	-
1.002	1.541	-2.543		

Descending Array of Differences Between Factors 1 and 4

No.	Statement	No.
Type	1 Type 4 Difference	
20	A vidéki életforma számomra vonzó és elfogadható	20
1.769	-0.917 2.686	
19	Jo erzes, hogy elvegezte a munkajat	19
1.026	-1.615 2.641	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.463	-1.949 1.486	-
38	Az organikus elelmiszer problema eltulzott	38
0.169	-1.464 1.295	-
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.235	-1.032 0.797	-
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.558	-0.176 0.733	
12	A vidéki életnek természetes része, hogy művelik a kertet	12
1.300	0.591 0.709	
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39
1.389	0.697 0.692	
22	A vegetarianizmus a jóvó útja	22
0.040	-0.563 0.602	
3	Sajnálom ha a falusi világ megváltozna	3
1.726	1.158 0.569	
1	A siker számomra azért fontos	1
0.473	-0.971 0.498	-
4	Szívesen együttműködök	4
1.685	1.224 0.461	
33	Olyan munkakört választok, amelyik stabil	33
0.517	-0.754 0.237	-
17	Rakenyszerül arra, hogy egyes szabályokat athagjon	17
0.402	-0.546 0.144	-
23	Elkerülök a külső befektetők	23
0.290	-0.391 0.100	-
24	Akiknek van tekintélyük a településen	24
0.034	0.016 0.018	
21	A vidéki életformához való kötődés	21
1.150	1.166 -0.016	
26	Fejlnének mert közelebe nagy iparvállalatok települtek	26
0.783	-0.738 -0.045	-
7	Elidegenedés a profitot középpontba állító társadalmak velej	7
1.270	1.329 -0.059	
29	Minden csoport más irányba húz	29
0.266	-0.159 -0.106	-
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36
1.040	-0.876 -0.164	-
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
1.352	-1.170 -0.181	-
9	Hozzajárul a terseg gazdasági felemelkedesehez	9
1.124	1.317 -0.193	
15	Hasonló életmodot folytat, mint a városi emberek	15
0.134	0.118 -0.252	-
32	Nem fogadjak el településünk értékrendjét	32
0.742	-0.441 -0.301	-
31	Ha közelebe ipari foglalkoztatottak települnek	31
0.366	0.685 -0.319	
34	A kisvállalkozásoknak nincs jóvójuk a nagyüzemekkel szemben	34
1.413	-1.036 -0.377	-
18	Eleg ha egy területen kiválóak vagyunk	18
0.703	1.199 -0.496	
35	Magyarországnak elelmiszerből onellatasra kellene torekednie	35

1.443	1.962	-0.518		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
0.957	-0.322	-0.635		
27	Nem tervezi meg elore, hogy kinek adja el termeket		27	-
1.116	-0.310	-0.806		
5	A munkam kitolti az eletemet		5	-
0.203	0.649	-0.851		
6	Fontos, hogy kovessem a szakma fejlodeset		6	-
0.053	0.914	-0.967		
25	Nem erdemes a hazi kertet megmuvelni		25	-
2.331	-1.358	-0.973		
2	Ha ujra kezdhethnem az eletemet, maskent elnek		2	-
0.339	0.824	-1.164		
16	A mezogazdasagban dolgozok rendszerben gondolkodnak		16	-
0.456	0.751	-1.207		
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is		30	-
1.002	0.310	-1.312		
11	Sokan csak saját magukkal torodnek		11	
0.139	1.464	-1.325		
37	Nem szivesen dolgozom együtt idegenekkel		37	-
0.985	0.416	-1.401		

Descending Array of Differences Between Factors 1 and 5

No.	Statement	No.
Type	1 Type 5 Difference	
20	A vidéki életforma számomra vonzó és elfogadható	20
1.769	-0.946 2.715	
18	Eleg ha egy területen kiválóak vagyunk	18
0.703	-1.891 2.594	
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39
1.389	-0.946 2.335	
4	Szívesen együttműködök	4
1.685	-0.473 2.158	
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9
1.124	-0.473 1.597	
12	A vidéki életnek természetes része, hogy művelik a kertet	12
1.300	0.000 1.300	
5	A munkám kitölti az életemet	5
0.203	-1.418 1.216	-
2	Ha újra kezdhetném az életemet, másként élnék	2
0.339	-1.418 1.079	-
14	A szerződéseinkben kevesebbé bizom, az adott szó többet ér	14
0.463	-1.418 0.955	-
31	Ha közelebe ipari foglalkoztatottak települnek	31
0.366	-0.473 0.839	
3	Sajnálom ha a falusi világ megváltozna	3
1.726	0.946 0.781	
21	A vidéki életformához való kötődés	21
1.150	0.473 0.677	
28	Aki megőrzés gazdasági munkát végez, kiegyensúlyozott	28
0.558	0.000 0.558	
24	Akiknek van tekintélyük a településen	24
0.034	-0.473 0.507	
35	Magyarországnak élelmiszerből önellátásra kellene törekednie	35
1.443	0.946 0.498	
7	Elidegenedés a profitot középpontba állító társadalmak velej	7
1.270	0.946 0.324	
23	Elkerülök a külső befektetők	23
0.290	-0.473 0.182	-
8	Napi munkám nincsen összhangban valós érdeklődésemmel	8
0.957	-0.946 -0.012	-
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27
1.116	-0.946 -0.171	-
29	Minden csoport más irányba húz	29
0.266	0.000 -0.266	-
19	Jo érzés, hogy elvégeztem a munkámat	19
1.026	1.418 -0.392	
22	A vegetarizmus a jó útja	22
0.040	0.473 -0.433	
25	Nem érdemes a házi kertet megművelni	25
2.331	-1.891 -0.440	-
34	A kisvállalkozásoknak nincs jövőkük a nagyüzemekkel szemben	34
1.413	-0.946 -0.467	-
6	Fontos, hogy kövessem a szakma fejlődését	6
0.053	0.473 -0.526	-
30	Barká meggydagodhat Magyarországon a saját erejéből is	30
1.002	-0.473 -0.529	-
38	Az organikus élelmiszer probléma eltűnt	38
0.169	0.473 -0.641	-
32	Nem fogadjak el településünk értékrendjét	32
0.742	0.000 -0.742	-
26	Fejlődnek mert közelebe nagy iparvállalatok települtek	26
		-

0.783	0.000	-0.783		
16	A mezogazdasagban dolgozok rendszerben gondolkodnak		16	-
0.456	0.473	-0.929		
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni		36	-
1.040	0.000	-1.040		
15	Hasonlo eletmodot folytat, mint a varosi emberek		15	-
0.134	0.946	-1.080		
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre		13	-
0.235	0.946	-1.181		
11	Sokan csak saját magukkal torodnek		11	
0.139	1.418	-1.279		
10	Nem az a fontos, hogy mivel kell foglalkoznom		10	-
1.352	0.000	-1.352		
37	Nem szivesen dolgozom együtt idegenekkel		37	-
0.985	0.473	-1.458		
33	Olyan munkakort valasztok, amelyik stabil		33	-
0.517	1.418	-1.936		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon		17	-
0.402	1.891	-2.293		
1	A siker számomra azért fontos		1	-
0.473	1.891	-2.364		

Descending Array of Differences Between Factors 2 and 3

No.	Statement	No.
Type	2 Type 3 Difference	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
0.790	-2.090 2.880	
33	Olyan munkakort valasztok, amelyik stabil	33
1.959	-0.900 2.859	
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2
0.928	-1.494 2.422	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
1.580	-0.328 1.909	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.379	-1.822 1.443	-
38	Az organikus elelmiszer problema eltulzott	38
0.790	-0.421 1.211	
19	Jo erzes, hogy elvegezte a munkajat	19
0.961	-0.211 1.172	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.138	-0.992 1.131	
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej	7
0.069	-0.549 0.480	-
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.481	0.163 0.318	
11	Sokan csak saját magukkal torodnek	11
0.240	0.045 0.195	
21	A videki eletformahoz valo kotodes	21
0.550	0.386 0.164	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
1.409	1.248 0.161	
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
0.619	0.491 0.128	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.340	1.213 0.127	
6	Fontos, hogy kovesssem a szakma fejlodeset	6
1.478	1.484 -0.005	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.721	0.759 -0.039	
18	Eleg ha egy teruleten kivaloak vagyunk	18
1.271	-1.203 -0.068	-
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.309	0.386 -0.077	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.961	-0.817 -0.144	-
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.100	1.261 -0.161	
29	Minden csoport mas irányba huz	29
0.550	-0.338 -0.211	-
23	Elkerulik a kulso befektetok	23
1.478	-1.110 -0.368	-
25	Nem erdemes a hazi kertet megmuvelni	25
1.409	-0.992 -0.417	-
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.309	0.223 -0.533	-
37	Nem szivesen dolgozom egyutt idegenekkel	37
1.340	-0.772 -0.568	-
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.411	0.163 -0.574	-
24	Akiknek van tekintalyuk a telepulesen	24
1.409	-0.782 -0.627	-
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
		-

1.100	-0.444	-0.656		
22	A vegetarianizmus a jovo utja		22	-
1.649	-0.910	-0.740		
32	Nem fogadjak el telepulesunk ertekrendjet		32	-
0.859	-0.105	-0.754		
20	A videki eletforma szamomra vonzo es elfogadhato		20	-
0.240	0.584	-0.824		
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni		36	-
0.309	0.571	-0.881		
4	Szivesen egyuttmukodok		4	
0.928	1.870	-0.941		
1	A siker szamomra azert fontos		1	-
0.550	0.529	-1.079		
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er		14	-
0.481	0.724	-1.205		
3	Sajnalnam ha a falusi vilag megvaltozna		3	
0.309	1.541	-1.232		
5	A munkam kitolti az eletemet		5	-
0.379	1.098	-1.476		
30	Barki meggydagodhat Magyarorszagon a saját erejebol is		30	-
1.478	1.541	-3.020		

Descending Array of Differences Between Factors 2 and 4

No.	Statement	No.
Type	2 Type 4 Difference	
33	Olyan munkakort választok, amelyik stabil	33
1.959	-0.754 2.713	
19	Jo erzes, hogy elvegezte a munkajat	19
0.961	-1.615 2.576	
38	Az organikus elelmiszer problema eltulzott	38
0.790	-1.464 2.254	
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
1.580	-0.546 2.127	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.481	-1.949 1.469	-
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.481	-0.738 1.219	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.138	-1.036 1.174	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
0.790	-0.322 1.113	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.379	-1.170 0.791	-
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
1.409	0.697 0.712	
20	A videki eletforma szamomra vonzo es elfogadhato	20
0.240	-0.917 0.677	-
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.721	0.118 0.603	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.309	-0.876 0.567	-
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.478	0.914 0.565	
1	A siker szamomra azert fontos	1
0.550	-0.971 0.421	-
2	Ha ujra kezdhethetnem az eletemet, maskent elnek	2
0.928	0.824 0.104	
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.961	-1.032 0.071	-
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
0.619	0.591 0.028	
25	Nem erdemes a hazi kertet megmuvelni	25
1.409	-1.358 -0.051	-
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.100	1.317 -0.217	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.411	-0.176 -0.236	-
4	Szivesen egyuttmukodok	4
0.928	1.224 -0.295	
29	Minden csoport mas iranyba huz	29
0.550	-0.159 -0.390	-
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.859	-0.441 -0.419	-
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.309	0.751 -0.441	
21	A videki eletformahoz valo kotodes	21
0.550	1.166 -0.617	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.340	1.962 -0.622	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
1.100	-0.310 -0.790	-
3	Sajnalnam ha a falusi vilag megvaltozna	3

0.309	1.158	-0.848		
31	Ha kozelebe ipari foglalkoztatok telepulnek		31	-
0.309	0.685	-0.994		
5	A munkam kitolti az eletemet		5	-
0.379	0.649	-1.027		
22	A vegetarianizmus a jovo utja		22	-
1.649	-0.563	-1.087		
23	Elkerulik a kulso befektetok		23	-
1.478	-0.391	-1.087		
11	Sokan csak saját magukkal torodnek		11	
0.240	1.464	-1.224		
7	Elidegenedes a profitot kozepontba allito tarsadalmak velej		7	-
0.069	1.329	-1.399		
24	Akiknek van tekintalyuk a telepulesen		24	-
1.409	0.016	-1.425		
37	Nem szivesen dolgozom egyutt idegenekkel		37	-
1.340	0.416	-1.756		
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is		30	-
1.478	0.310	-1.788		
18	Eleg ha egy területen kivaloak vagyunk		18	-
1.271	1.199	-2.469		

Descending Array of Differences Between Factors 2 and 5

No.	Statement	No.
Type 2	Type 5 Difference	
39	A vallalkozas megkezdese előtt uzleti tervet keszitunk	39
1.409	-0.946 2.355	
2	Ha ujra kezdhethnem az eletemet, maskent elnek	2
0.928	-1.418 2.347	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8
0.790	-0.946 1.736	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.100	-0.473 1.572	
4	Szivesen egyuttmukodok	4
0.928	-0.473 1.401	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.138	-0.946 1.084	
5	A munkam kitolti az eletemet	5
0.379	-1.418 1.040	-
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.478	0.473 1.005	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.481	-1.418 0.938	-
20	A videki eletforma szamomra vonzo es elfogadhato	20
0.240	-0.946 0.705	-
18	Eleg ha egy teruleten kivaloak vagyunk	18
1.271	-1.891 0.620	-
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
0.619	0.000 0.619	
33	Olyan munkakort valasztok, amelyik stabil	33
1.959	1.418 0.541	
25	Nem erdemes a hazi kertet megmuvelni	25
1.409	-1.891 0.482	-
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.481	0.000 0.481	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.340	0.946 0.394	
38	Az organikus elelmiszer problema eltulzott	38
0.790	0.473 0.317	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.309	-0.473 0.163	-
21	A videki eletformahoz valo kotodes	21
0.550	0.473 0.077	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
1.100	-0.946 -0.154	-
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.309	0.473 -0.163	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.721	0.946 -0.225	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.309	0.000 -0.309	-
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
1.580	1.891 -0.311	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
0.379	0.000 -0.379	-
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.411	0.000 -0.411	-
19	Jo erzes, hogy elvegezte a munkajat	19
0.961	1.418 -0.457	
29	Minden csoport mas irányba huz	29
0.550	0.000 -0.550	-
3	Sajnalnam ha a falusi vilag megvaltozna	3

0.309	0.946	-0.636		
32	Nem fogadjak el telepulesunk ertekrendjet		32	-
0.859	0.000	-0.859		
24	Akiknek van tekintalyuk a telepulesen		24	-
1.409	-0.473	-0.936		
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is		30	-
1.478	-0.473	-1.005		
23	Elkerulik a kulso befektetok		23	-
1.478	-0.473	-1.005		
7	Elidegenedes a profitot kozepontba allito tarsadalmak velej		7	-
0.069	0.946	-1.015		
11	Sokan csak saját magukkal torodnek		11	
0.240	1.418	-1.178		
37	Nem szivesen dolgozom együtt idegenekkel		37	-
1.340	0.473	-1.813		
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre		13	-
0.961	0.946	-1.907		
22	A vegetarianizmus a jovo utja		22	-
1.649	0.473	-2.122		
1	A siker számomra azért fontos		1	-
0.550	1.891	-2.441		

Descending Array of Differences Between Factors 3 and 4

No.	Statement	No.
Type 3	Type 4 Difference	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.724	-1.949 2.674	
20	A videki eletforma szamomra vonzo es elfogadhato	20
0.584	-0.917 1.501	
1	A siker szamomra azert fontos	1
0.529	-0.971 1.500	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.571	-0.876 1.448	
19	Jo erzes, hogy elvegezte a munkajat	19
0.211	-1.615 1.404	-
30	Barki meggydagodhat Magyarorszagon a saját erejebol is	30
1.541	0.310 1.231	
38	Az organikus elelmiszer problema eltulzott	38
0.421	-1.464 1.043	-
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.163	-0.738 0.901	
4	Szivesen egyuttmukodok	4
1.870	1.224 0.646	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.759	0.118 0.641	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.484	0.914 0.570	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
1.248	0.697 0.551	
5	A munkam kitolti az eletemet	5
1.098	0.649 0.449	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.541	1.158 0.384	
25	Nem erdemes a hazi kertet megmuvelni	25
0.992	-1.358 0.366	-
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.163	-0.176 0.338	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.105	-0.441 0.335	-
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17
0.328	-0.546 0.218	-
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre	13
0.817	-1.032 0.215	-
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.992	-1.036 0.043	-
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.261	1.317 -0.056	
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
0.491	0.591 -0.100	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.444	-0.310 -0.134	-
33	Olyan munkakort valasztok, amelyik stabil	33
0.900	-0.754 -0.145	-
29	Minden csoport mas irányba huz	29
0.338	-0.159 -0.179	-
22	A vegetarianizmus a jovo utja	22
0.910	-0.563 -0.347	-
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.386	0.751 -0.365	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.223	0.685 -0.461	
10	Nem az a fontos, hogy mivel kell foglalkoznom	10
		-

1.822	-1.170	-0.652		
23	Elkerulik a kulso befektetok		23	-
1.110	-0.391	-0.720		
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie		35	
1.213	1.962	-0.749		
21	A videki eletformahoz valo kotodes		21	
0.386	1.166	-0.780		
24	Akiknek van tekintalyuk a telepulesen		24	-
0.782	0.016	-0.798		
37	Nem szivesen dolgozom egyutt idegenekkel		37	-
0.772	0.416	-1.188		
11	Sokan csak saját magukkal torodnek		11	
0.045	1.464	-1.419		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel		8	-
2.090	-0.322	-1.768		
7	Elidegenedes a profitot kozepontba allito tarsadalmak velej		7	-
0.549	1.329	-1.878		
2	Ha ujra kezdhethnem az eletemet, maskent elnek		2	-
1.494	0.824	-2.318		
18	Eleg ha egy területen kivaloak vagyunk		18	-
1.203	1.199	-2.402		

Descending Array of Differences Between Factors 3 and 5

No.	Statement	No.
Type	3 Type 5 Difference	
5	A munkam kitolti az eletemet	5
1.098	-1.418 2.516	
4	Szivesen egyuttmukodok	4
1.870	-0.473 2.343	
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39
1.248	-0.946 2.194	
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14
0.724	-1.418 2.143	
30	Barki meggyadagodhat Magyarorszagon a saját erejebol is	30
1.541	-0.473 2.014	
9	Hozzajarul a terseg gazdasagi felemelkedesehez	9
1.261	-0.473 1.733	
20	A videki eletforma szamomra vonzo es elfogadhato	20
0.584	-0.946 1.530	
6	Fontos, hogy kovessem a szakma fejlodeset	6
1.484	0.473 1.011	
25	Nem erdemes a hazi kertet megmuvelni	25
0.992	-1.891 0.899	
31	Ha kozelebe ipari foglalkoztatok telepulnek	31
0.223	-0.473 0.696	
18	Eleg ha egy teruleten kivaloak vagyunk	18
1.203	-1.891 0.688	
3	Sajnalnam ha a falusi vilag megvaltozna	3
1.541	0.946 0.596	
36	Hitel felvetele nelkul nem lehet egyrol a kettore jutni	36
0.571	0.000 0.571	
27	Nem tervezi meg elore, hogy kinek adja el termeket	27
0.444	-0.946 0.502	
12	A videki eletnek termeszetes resze, hogy muvelik a kertet	12
0.491	0.000 0.491	
35	Magyarorszagnak elelmiszerbol onellatasra kellene torekednie	35
1.213	0.946 0.267	
26	Fejlodnek mert kozelebe nagy iparvallalatok telepultek	26
0.163	0.000 0.163	
28	Aki meyo gazdasagi munkat vegez, kiegyensulyozott	28
0.163	0.000 0.163	
34	A kisvallalkozasoknak nincs jovojuk a nagyuzemekkel szemben	34
0.992	-0.946 -0.047	
2	Ha ujra kezdhethem az eletemet, maskent elnek	2
1.494	-1.418 -0.075	
21	A videki eletformahoz valo kotodes	21
0.386	0.473 -0.087	
16	A mezogazdasagban dolgozok rendszerben gondolkodnak	16
0.386	0.473 -0.087	
32	Nem fogadjak el telepulesunk ertekrendjet	32
0.105	0.000 -0.105	
15	Hasonlo eletmodot folytat, mint a varosi emberek	15
0.759	0.946 -0.186	
24	Akiknek van tekintalyuk a telepulesen	24
0.782	-0.473 -0.309	
29	Minden csoport mas irányba huz	29
0.338	0.000 -0.338	
23	Elkerulik a kulso befektetok	23
1.110	-0.473 -0.638	
38	Az organikus elelmiszer problema eltulzott	38
0.421	0.473 -0.894	
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8

2.090	-0.946	-1.145		
37	Nem szivesen dolgozom együtt idegenekkel		37	-
0.772	0.473	-1.245		
1	A siker számomra azért fontos		1	
0.529	1.891	-1.362		
11	Sokan csak saját magukkal torodnek		11	
0.045	1.418	-1.373		
22	A vegetarianizmus a jovo utja		22	-
0.910	0.473	-1.382		
7	Elidegenedes a profitot kozeppontra allito tarsadalmak velej		7	-
0.549	0.946	-1.494		
19	Jo erzes, hogy elvegezte a munkajat		19	-
0.211	1.418	-1.629		
13	Azok maradnak videken akiknek nincs eselyuk az elorelepesre		13	-
0.817	0.946	-1.763		
10	Nem az a fontos, hogy mivel kell foglalkoznom		10	-
1.822	0.000	-1.822		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon		17	-
0.328	1.891	-2.220		
33	Olyan munkakort valasztok, amelyik stabil		33	-
0.900	1.418	-2.318		

Descending Array of Differences Between Factors 4 and 5

No.	Statement	No.
Type 4	Type 5 Difference	
18	Eleg ha egy területen kiválóak vagyunk	18
1.199	-1.891 3.090	
2	Ha újra kezdhetsz az életet, masként elneked	2
0.824	-1.418 2.243	
5	A munkám kitölti az életet	5
0.649	-1.418 2.067	
9	Hozzajárul a térség gazdasági fejlődéséhez	9
1.317	-0.473 1.790	
4	Szívesen együttműködök	4
1.224	-0.473 1.696	
39	A vállalkozás megkezdése előtt üzleti tervet készítek	39
0.697	-0.946 1.643	
31	Ha közelbe ipari létesítmények települnek	31
0.685	-0.473 1.157	
35	Magyarországnak elémiszerből onellátásra kellene törekednie	35
1.962	0.946 1.016	
30	Barká meggyadagolhat Magyarországon a saját erejéből is	30
0.310	-0.473 0.783	
21	A vidéki életformához való kötődés	21
1.166	0.473 0.694	
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27
0.310	-0.946 0.636	
8	Napi munkám nincsen összhangban a valóssággal	8
0.322	-0.946 0.623	
12	A vidéki életnek természetesen része, hogy műveljük a kertet	12
0.591	0.000 0.591	
25	Nem érdemes a házi kertet megművelni	25
1.358	-1.891 0.533	
24	Akiknek van tekintélyük a településen	24
0.016	-0.473 0.489	
6	Fontos, hogy kövessem a szakma fejlődését	6
0.914	0.473 0.441	
7	Elidegenedek a profitot középpontba állító társadalmak felé	7
1.329	0.946 0.384	
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16
0.751	0.473 0.278	
3	Sajnálom, ha a falusi világ megváltozna	3
1.158	0.946 0.212	
23	Elkerülök a külső befektetők	23
0.391	-0.473 0.082	
11	Sokan csak saját magukkal törődnek	11
1.464	1.418 0.046	
20	A vidéki életforma számomra vonzó és elfogadható	20
0.917	-0.946 0.028	
37	Nem szívesen dolgozom együtt idegenekkel	37
0.416	0.473 -0.057	
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34
1.036	-0.946 -0.090	
29	Minden csoport más irányba húz	29
0.159	0.000 -0.159	
28	Aki mezőgazdasági munkát végez, kiegyensúlyozott	28
0.176	0.000 -0.176	
32	Nem fogadjak el településünk értékrendjét	32
0.441	0.000 -0.441	
14	A szerződésekből keveset bízunk, az adott szó többet ér	14
1.949	-1.418 -0.531	
26	Fejlődnek mert közelbe nagy iparvállalatok települtek	26

0.738	0.000	-0.738		
15	Hasonlo életmodot folytat, mint a városi emberek		15	
0.118	0.946	-0.827		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni		36	-
0.876	0.000	-0.876		
22	A vegetarizmus a jövő útja		22	-
0.563	0.473	-1.035		
10	Nem az a fontos, hogy mivel kell foglalkoznom		10	-
1.170	0.000	-1.170		
38	Az organikus élelmiszer probléma eltűzött		38	-
1.464	0.473	-1.937		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre		13	-
1.032	0.946	-1.977		
33	Olyan munkakört választok, amelyik stabil		33	-
0.754	1.418	-2.173		
17	Rakényszerül arra, hogy egyes szabályokat athagjon		17	-
0.546	1.891	-2.438		
1	A siker számomra azért fontos		1	-
0.971	1.891	-2.862		
19	Jo erzes, hogy elvegezte a munkajat		19	-
1.615	1.418	-3.033		

Factor Q-Sort Values for Each Statement

Factor Arrays

No.	Statement	No.	1
2	3	4	5
1	A siker számomra azért fontos	1	-1
-1	1 -2 4		
2	Ha újra kezdeném az életemet, másként élnék	2	-1
2	-3 2 -3		
3	Sajnálom ha a falusi világ megváltozna	3	4
0	3 2 2		
4	Szívesen együttműködök	4	3
2	4 3 -1		
5	A munkám kitölti az életemet	5	0
-1	2 1 -3		
6	Fontos, hogy kövessem a szakma fejlődését	6	0
3	3 2 1		
7	Elidegenedés a profitot középpontba állító társadalmak velem	7	2
0	-1 3 2		
8	Napi munkám nincsen összhangban valósságérzetemmel	8	-2
1	-4 0 -2		
9	Hozzajárul a ország gazdasági fejlődéséhez	9	2
2	3 3 -1		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-3
-1	-4 -3 0		
11	Sokan csak saját magukkal toródnak	11	1
0	0 4 3		
12	A vidéki életnek természetes része, hogy művelik a kertet	12	2
1	1 1 0		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	0
-2	-2 -2 2		
14	A szerződéseikben keveset bízom, az adott szó többet ér	14	-1
-1	2 -4 -3		
15	Hasonló életmódot folytat, mint a városi emberek	15	0
1	2 0 2		
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	-1
0	1 1 1		
17	Rendszeresül arra, hogy egyes szabályokat áthagyjon	17	-1
4	0 -1 4		
18	Eleg ha egy területen kiválóak vagyunk	18	1
-2	-3 2 -4		
19	Jobb ez, hogy elvégezte a munkáját	19	2
2	0 -4 3		
20	A vidéki életforma számomra vonzó és elfogadható	20	4
0	1 -2 -2		
21	A vidéki életformához való kötődés	21	2
1	1 2 1		
22	A vegetarizmus a jövő útja	22	1
-4	-2 -1 1		
23	Elkerülök a külső befektetéstől	23	0
-4	-3 -1 -1		
24	Akiknek van tekintélyük a településen	24	1
-3	-1 0 -1		
25	Nem érdemes a házi kertet megművelni	25	-4
-3	-2 -3 -4		
26	Fejlesztnek mert közelükben nagy iparvállalatok telepedtek	26	-2
1	0 -1 0		
27	Nem tervezi meg előre, hogy kinek adja el a terméket	27	-3
-2	-1 0 -2		
28	Aki megőrzésért munkát végez, kiegyensúlyozott	28	1

-1	0	0	0		
29	Minden csoport más irányba húz	29	0		
-1	-1	0	0		
30	Barki meggydagodhat Magyarországon a saját erejéből is	30	-2		
-4	3	0	-1		
31	Ha közelebe ipari foglalkoztatottak települnek	31	1		
0	0	1	-1		
32	Nem fogadják el településünk értékrendjét	32	-2		
-2	0	-1	0		
33	Olyan munkakört választok, amelyik stabil	33	-1		
4	-2	-1	3		
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-4		
0	-2	-2	-2		
35	Magyarországnak elelmiszerből onellátásra kellene törekednie	35	3		
3	2	4	2		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-3		
0	1	-2	0		
37	Nem szívesen dolgozom együtt idegenekkel	37	-2		
-2	-1	1	1		
38	Az organikus elelmiszer probléma eltulzott	38	0		
1	-1	-3	1		
39	A vállalkozás megkezdése előtt üzleti tervet készítünk	39	3		
3	2	1	-2		

Variance = 4.359 St. Dev. = 2.088

Factor Q-Sort Values for Statements sorted by Consensus vs. Disagreement
(Variance across normalized Factor Scores)

Factor Arrays

No.	Statement	No.	1
2	3 4 5		
29	Minden csoport más irányba húz	29	0
-1	-1 0 0		
28	Aki meggazdasági munkát végez, kiegyensúlyozott	28	1
-1	0 0 0		
35	Magyarországnak élelmiszerből onellátásra kellene törekednie	35	3
3	2 4 2		
32	Nem fogadják el településünk értékrendjét	32	-2
-2	0 -1 0		
27	Nem tervezi meg előre, hogy kinek adja el terméket	27	-3
-2	-1 0 -2		
21	A vidéki életformához való kötődés	21	2
1	1 2 1		
16	A mezőgazdaságban dolgozók rendszerben gondolkodnak	16	-1
0	1 1 1		
15	Hasonló életmodot folytat, mint a városi emberek	15	0
1	2 0 2		
12	A vidéki életnek természetes része, hogy művelik a kertet	12	2
1	1 1 0		
31	Ha közelbe ipari foglalkoztatottak települnek	31	1
0	0 1 -1		
23	Elkerülik a külső befektetők	23	0
-4	-3 -1 -1		
25	Nem érdemes a házi kertet megművelni	25	-4
-3	-2 -3 -4		
3	Sajnálom ha a falusi világ megváltozna	3	4
0	3 2 2		
26	Fejlenek mert közelbe nagy iparvállalatok települtek	26	-2
1	0 -1 0		
34	A kisvállalkozásoknak nincs jövőjük a nagyüzemekkel szemben	34	-4
0	-2 -2 -2		
24	Akiknek van tekintélyük a településen	24	1
-3	-1 0 -1		
36	Hitel felvétele nélkül nem lehet egyről a kettőre jutni	36	-3
0	1 -2 0		
6	Fontos, hogy kövessem a szakma fejlődését	6	0
3	3 2 1		
11	Sokan csak saját magukkal torodnak	11	1
0	0 4 3		
10	Nem az a fontos, hogy mivel kell foglalkoznom	10	-3
-1	-4 -3 0		
9	Hozzajárul a terseg gazdasági felemelkedéséhez	9	2
2	3 3 -1		
13	Azok maradnak vidéken akiknek nincs esélyük az előrelépésre	13	0
-2	-2 -2 2		
22	A vegetarizmus a jövő útja	22	1
-4	-2 -1 1		
37	Nem szívesen dolgozom együtt idegenekkel	37	-2
-2	-1 1 1		
7	Elidegenedés a profitot középpontba állító társadalmak velej	7	2
0	-1 3 2		
38	Az organikus élelmiszer probléma eltűzött	38	0
1	-1 -3 1		
4	Szívesen együttműködök	4	3
2	4 3 -1		

5	A munkam kitolti az eletemet	5	0
-1	2 1 -3		
39	A vallalkozas megkezdesere elott uzleti tervet keszitunk	39	3
3	2 1 -2		
14	A szerzodesekben kevesbe bizom, az adott szo tobbet er	14	-1
-1	2 -4 -3		
8	Napi munkam nincsen osszhangban valos erdeklodesemmel	8	-2
1	-4 0 -2		
20	A videki eletforma szamomra vonzo es elfogadhato	20	4
0	1 -2 -2		
1	A siker szamomra azert fontos	1	-1
-1	1 -2 4		
2	Ha ujra kezdhethem az eletemet, maskent elnek	2	-1
2	-3 2 -3		
30	Barki meggaydagodhat Magyarorszagon a saját erejebol is	30	-2
-4	3 0 -1		
17	Rakenyszerul arra, hogy egyes szabalyokat athagjon	17	-1
4	0 -1 4		
19	Jo erzes, hogy elvegezte a munkajat	19	2
2	0 -4 3		
33	Olyan munkakort valasztok, amelyik stabil	33	-1
4	-2 -1 3		
18	Eleg ha egy teruleten kivaloak vagyunk	18	1
-2	-3 2 -4		

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Factor Characteristics	Factors				
	1	2	3	4	5
No. of Defining Variables	5	2	3	3	1
Average Rel. Coef.	0.800	0.800	0.800	0.800	0.800
Composite Reliability	0.952	0.889	0.923	0.923	0.800
S.E. of Factor Scores	0.218	0.333	0.277	0.277	0.447

Standard Errors for Differences in Normalized Factor Scores

(Diagonal Entries Are S.E. Within Factors)

Factors	1	2	3	4	5
1	0.309	0.398	0.353	0.353	0.498
2	0.398	0.471	0.434	0.434	0.558
3	0.353	0.434	0.392	0.392	0.526
4	0.353	0.434	0.392	0.392	0.526
5	0.498	0.558	0.526	0.526	0.632

Distinguishing Statements for Factor 1

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK	
	SCORE RNK SCORE								
	20 A videki eletforma sza ...	20	4 1.77*	0 -0.24	1 0.58	-2 -			
0.92	-2 -0.95								
	2 Ha ujra kezdhethem az ...	2	-1 -0.34	2 0.93	-3 -1.49	2			
0.82	-3 -1.42								

Distinguishing Statements for Factor 2

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK		
	SCORE RNK SCORE								
	8 Napi munkam nincsen os ...	8	-2 -0.96	1 0.79	-4 -2.09	0 -			
0.32	-2 -0.95								

Distinguishing Statements for Factor 3

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
0.31	30 Barki meggaydagodhat M ...	30	-2 -1.00	-4 -1.48	3 1.54*	0			
	-1 -0.47								
1.95	14 A szerzodesekben keves ...	14	-1 -0.46	-1 -0.48	2 0.72*	-4	-		
	-3 -1.42								
0.97	1 A siker szamomra azert ...	1	-1 -0.47	-1 -0.55	1 0.53	-2	-		
	4 1.89								
1.61	19 Jo erzes, hogy elvegez ...	19	2 1.03	2 0.96	0 -0.21*	-4	-		
	3 1.42								
0.32	8 Napi munkam nincsen os ...	8	-2 -0.96	1 0.79	-4 -2.09	0	-		
	-2 -0.95								

Distinguishing Statements for Factor 4

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
1.46*	38 Az organikus elelmisze ...	38	0 -0.17	1 0.79	-1 -0.42	-3	-		
	1 0.47								
1.61*	19 Jo erzes, hogy elvegez ...	19	2 1.03	2 0.96	0 -0.21	-4	-		
	3 1.42								

Distinguishing Statements for Factor 5

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
0.97	1 A siker szamomra azert ...	1	-1 -0.47	-1 -0.55	1 0.53	-2 -			
	4 1.89*								
1.03	13 Azok maradnak videken ...	13	0 -0.24	-2 -0.96	-2 -0.82	-2 -			
	2 0.95								
1.22	4 Szivesen egyuttmukodok ...	4	3 1.69	2 0.93	4 1.87	3			
	-1 -0.47								
1.32	9 Hozzajarul a terseg ga ...	9	2 1.12	2 1.10	3 1.26	3			
	-1 -0.47*								
0.70	39 A vallalkozas megkezde ...	39	3 1.39	3 1.41	2 1.25	1			
	-2 -0.95*								

Consensus Statements -- Those That Do Not Distinguish Between ANY Pair of Factors.

All Listed Statements are Non-Significant at P>.01, and Those Flagged With an * are also Non-Significant at P>.05.

		Factors							
		1		2		3		4	
5	No. Statement	No.	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK SCORE	RNK
	SCORE RNK SCORE								
0.12	15 Hasonlo eletmodot foly ...	15	0 -0.13	1 0.72	2 0.76	0			
	2 0.95								
1.17	21 A videki eletformahoz ...	21	2 1.15	1 0.55	1 0.39	2			
	1 0.47								
0.31	27 Nem tervezi meg elore, ...	27	-3 -1.12	-2 -1.10	-1 -0.44	0 -			
	-2 -0.95								
0.18	28 Aki meyo gazdasagi munk ...	28	1 0.56	-1 -0.41	0 0.16	0 -			
	0 0.00								
0.16	29* Minden csoport mas ira ...	29	0 -0.27	-1 -0.55	-1 -0.34	0 -			
	0 0.00								
0.68	31 Ha kozelebe ipari fogl ...	31	1 0.37	0 -0.31	0 0.22	1			
	-1 -0.47								
0.44	32* Nem fogadjak el telepu ...	32	-2 -0.74	-2 -0.86	0 -0.11	-1 -			
	0 0.00								
1.96	35* Magyarorszagnak elelmi ...	35	3 1.44	3 1.34	2 1.21	4			
	2 0.95								

QANALYZE was completet at 12:48:02