



**Silesian university in Opava**

Faculty of Public Politics in Opava

Institute of Public Administration and Regional Politics

**Institute of Sociology, University in Opole,  
Collegium Civitas**



## **ANALYSES OF THE SOCIAL REALITY IN THE CZECH-POLISH BORDERLAND AFTER THE ENTRY TO THE EUROPEAN UNION**

Helena Kolibová et.al.



**Analyses of the Social Reality in the Czech-Polish Borderland  
after the Entry to the European Union**

Helena Kolibová et.al.

The monograph was written within the project “Analyses of the social reality in the Czech-Polish borderland after the entry to the European Union” realized by the Institution of the Public Administration and Regional Policies, at the Department of Public Policies of the Silesian University in Opava.

**Members of the scientific editorial staff of the SU:**

- Prof. RNDr. Zdeněk Stuchlík, CSc. - **chairman**
- Prof. PhDr. Mečislav Borák, CSc.
- Doc. Mgr. Miroslav Dopita, Ph.D., M.A.
- Prof. PhDr. Zdeněk Jirásek, CSc.
- Prof. Ing. Christiana Kliková, CSc.
- Prof. PhDr. Jiří Kocian, CSc.
- Prof. Ing. Ludmila Lipková, CSc.

The language correction has not been done.

Reviewed:

Prof. UO dr. hab. Bartłomiej Kozera – Institute of Sociology, University in Opole, Poland

Doc. Ing. Igor Černák, Ph.D. – Faculty of Education, The Catholic University  
in Ruzomberok, Slovakia

© Copyright Institute of Public Administration and Regional Politics, 2011

© Kolibová and collective

**ISBN 978-80-7248-714-1**

<b>Introduction.....</b>	<b>9</b>
Helena Kolibová.....	9
<b>Úvod.....</b>	<b>14</b>
<b>Wstęp.....</b>	<b>18</b>
<b>1. Comparison of typical profiles.....</b>	<b>23</b>
The typological profile of a Pole and an inhabitant of Opole Region – similarities and differences.....	23
Regina Giermakowska.....	23
Comparison of typical profiles (the Moravian-Silesians and the Czechs) in the context of comparing the waves of the world research of values and research of the social reality in the Czech-Polish borderland in selected themes.....	37
Věra Juříčková.....	37
<b>2. Dimensions of attitudes of the inhabitants of the rural and urban settlement according to the research of the social reality in the Czech-Polish borderland.....</b>	<b>49</b>
Anna Václavíková.....	49
<b>3. The contrast of the generation X and Y in the light of the research of the social reality in the Czech-Polish borderland in selected themes.....</b>	<b>61</b>
Helena Kolibová.....	61
<b>4. The dimension of using the Internet and its service in the light of the research at the social reality in the Czech-Polish borderland after the entry to the European Union.....</b>	<b>85</b>
Magdalena Chmelařová, František Koliba.....	85
<b>5. The content, the structure and experience of the Czech–Polish regional cooperation.....</b>	<b>100</b>
Soňa Harasimová, Adam Kožaný.....	100

<b>Conclusion .....</b>	<b>112</b>
Helena Kolibová .....	112
<b>Literature .....</b>	<b>117</b>
<b>List of tables, pictures and graphs.....</b>	<b>119</b>
<b>Subject index .....</b>	<b>123</b>
Division of respondents .....	124

## **Introduction**

**Helena Kolibová**

**Department of Public Politics, Silesian University in Opava, [helena.kolibova@fvp.slu.cz](mailto:helena.kolibova@fvp.slu.cz)**

In the last decennium the region of the Czech-Polish borderland has passed through a very similar development which was marked by the historic rises and falls. The inhabitants of the borderland have become the subject and object of social changes as well and they have formed the social environment by their key characteristic features in the way as the environment has determined the carrier way of their inhabitants and their conditions for life.

The approach of inhabitants and awareness of the life in the borderland are naturally various (as every highly individual attitude) not only in assessment of an individual and other people, but also in current assessment of the subject in every day. They move on the scale from unity and pride with the space for deprecation of the region with all-in. Metaphorically a range of opinions and attitudes of Moravian-Silesian and Opole inhabitants can be applied to the words of Jan Werich according to whom there are not bad days when he claims that only our eyes are sometimes already tired and do not want to see the reality of the day which we live. The social policy tries to know and admit the social reality which is connected with the conditions of life and their influence on self-fulfilment of an individual within the society. The term social in this case marks the connection of the attribute to policy which orientates on the stability and development of life opportunities of the subject stimulating the dialogue, pacifying restlessness of individuals and social groups and it strives for implementation of steps to eliminate inequality within the social and community frame. Socially political provisions are obviously influenced by the scale of factors, e.g. the economic situation, culture of the society, social traditions, moral principles, directive processes and relations, and therefore there is a need to optimize the course of public interests to analyze and to know the social reality, to show problematic spots and risky situations in regional areas.

The world is perceived from the viewpoint of social characteristics and connexion. Our Czech-Polish borderland is not a purely garden of Paradise, neither a limited area determined for redevelopment. It is the space, though with mining towers, but with the bewitching panorama of the Beskydy, despite of the burden of the devastated territory, lagoons, but also vast cultivated fields, where the people considering it as their home live.

### **The Objective and the Subject of the Project**

The objective of the project was to know the social reality influencing the social and economic development of the human sources potential in the Czech-Polish borderland. The objectives profile application mechanisms serving to monitor and to comment the state and development of monitored indicators in selected regions and they considered as contributive not only to draw the attention, but especially to inspire creating concrete programmes for the

support of the quality of life and to initiate the borderland cooperation at single objective groups of the population

The continuing project of the Czech-Polish forum “Analyses of the social reality in the Czech-Polish borderland after joining the EU” is trying in the presented monograph of the identical title to give the secondary interpretation of the acquired research data of the project “The social reality in the Czech-Polish borderland five years after the entry to the EU” and their publicity in the regional area. The effort to use the more sources potential set by the starting discussion on problems of defining, the development and symptoms of new social risks in the borderland and especially to create comparisons of found out interpretations with statistic, economic and social symptoms in the national, European and international scale as well is the content of the continuing project vision. The project and the presented monograph have focused on the assessment of the information from secondary sources and the connection with the problems, such as the results of the wave of European and three-waves international survey of values, especially then the updated surveys of the years 1999-2002 and the survey for the third wave of the EWS research or various regional surveys provided by the non state non-profit organizations and universities.

We suppose that it is necessary to characterise social environment in the region, to know the potential of opportunities which is hidden in it and to inform about social barriers which exist without the attempt, nevertheless also with the attempt of its inhabitants.

### **The content and orientation of partial objectives and concrete activities**

The objectives of the project have reflected into the research and into the pedagogical area as well and have stimulated also the sphere of the relationship of the university and the public. In this aspect it was essential for us to prove by analyses and consequent interpretation of the research comprising not only the essential quality of the problems (its development, analysis and manifestation), but especially the relational quality which exists only in relation to contemporary and territorial social structures and which therefore acquires the key importance at assessment of new social risks or possibilities. The analyses of the research and exchange of experience was opened to participants from other universities and the practice in the subject field, which is documented by the successful dealings at the conference “Social Reality of the Czech-Polish Borderland” held in the year 2010, by the published monograph and the conference “Analyses of the Social Reality of the Czech-Polish Borderland” held this year.

We wish the analyses not to serve only for statistic comparison of recognized values, but by help of their assessment on the base of measurable results in broader comparisons we would like to show achievements or concrete problems in the regional area. The inspiring project vision is seen in succession and continual proceeding of project conclusions when the phase with prevalence of the basic research from the year 2010 has been completed not only by enlarging extension of information in the international scale, but also by the part of the specific research, that is the research which is connected with teaching students who can implement the new experience into practice.

The base for the interpretation has been made by the data from the research where 660 inhabitants in the borderland in the Moravian-Silesian Region and 630 inhabitants in the Opole Voivode Region have been the primarily targeted groups. Quotas for the sample from the population of the Moravian-Silesian Region have been set on the base of the data from the Selective survey of the labour force for the year 2008 in Poland upon the date from the years 2008 and 2009. Quotas have been set as for the gender, education, age and the economic activity so that a required number of respondents in the sample have been achieved.

### **The output of the project, orientation of partial objectives and concrete activities**

The research team is fully aware of the fact that it is necessary to spread the results not only among professionals and students, which has been done diligently throughout the whole year. After being acquainted with all the information we consider as the key fact to get the non-professional public to be more interested in the quality of coexistence in the region. We would wish their participation in public affairs to increase, to exceed the private sphere of life and to concern both the community development and willingness to cooperate with the nearest neighbours in the borderland as well.

Following questions have become the fundamental issues of the research:

- Who is the citizen living in the borderland, is he/she in his/her typology identical with a typical representative of the nation (a Pole and a Czech)? Are there differences between them and regional specifics?
- What are the key values and the fundamental strategies of the life in attitudes of the urban and rural settlement? Do they differ in the life style?
- What aspects are important for the generation X and the generation Y? Does the way of the general view of the matter or problem differ and how?
- Does the social dialogue on the lowest level lead to the concrete manifestation of good practice and is this practice developed in a goal directed way of the level of local government management?
- Is the cooperation of partner towns and municipalities in the Czech-Polish borderland formal or it establishes the real cooperation of participating partakers? Which results does it lead to?

### **The structure of the monograph**

Concerns these selected themes:

The sections called “*Comparison of typical profiles*” (an Opolian and a Pole) in the context of comparing the waves of the world research of values and the research of the social reality in the Czech-Polish borderland in selected themes” and “Comparison of typical profiles (a Moravian-Silesian and a Czech) in the context of comparing the waves of the world research of values and the research of the social reality in the Czech-Polish borderland in selected themes” are focused by their authors R.Giermakowská and V. Juříčková on comparing standard matching of the inhabitants of the researched area with the typical representatives of created typologies of the world research of values.

In the chapter *“The dimension of attitudes of the inhabitants of the urban and rural settlement as for the research of the social reality in the Czech-Polish borderland”* M. Chmelařová, A. Václavíková a F. Koliba have concentrated on cognition of the attitudes of the inhabitants of the urban and rural settlement in key differences by selected characteristics of education, gender and status.

In the section *“The contrast of the generation X and Y in the light of the research of the social reality in the Czech-Polish borderland in selected themes”* H. Kolibová interprets the acquired data from the spectrum of expectation of the generation X and the generation Y in the Moravian-Silesian Region and the Opole Voivode Region. The key visual angle of the author, using the theory of generations, is the fact that she explores the diversity not from the pressure of the chronological age of respondents, but in the way of their outlook on the fact or the problem. The section tries to introduce the variety of opinions of generations who by their diversity form the attitudes to life in references to traditional and modern concepts.

In the chapter *The dimension of using the Internet and its services in the highlight of the research of the social reality in the Czech-Polish borderland after the entry to the EU* M. Chmelařová and F. Koliba deduce based on the research date that the modern communication technologies have become the part of the life of citizens of the researched area, but using the Internet services is not done in a massive way. They also describe generation limits and forms of attitudes of users.

A. Kožaný and S. Harasimová have concentrated on the theme *“The content, the structure and experience of the Czech–Polish regional cooperation”* which records the latest examples of cooperation realized in the year 2011. It is the analysis of especially good practice of cooperation of municipalities and their forms.

The empiric analyses are in interpretation completed by the necessary segment of the theoretical background of the phenomenon. Single chapters are connected with evaluation of the research from the year 2010 and in the presented monograph of this year they relate to that. They try especially to represent a typical profile of the inhabitant of the borderland in standard matching of the inhabitants of the researched area with the typical representatives of created typologies of the world research of values, through comparison of utility behaviour of the urban and rural inhabitants to significant connotations of contrasts of the generations X and Y.

Inserting good examples of cooperation in the Czech-Polish borderland is not a purposeless step. In that way we aim at not only supporting active learning by simulation that means to show how to do things so that they function and to avoid making mistakes and errors. We would like to show in a practical way situations in which the progress of cooperation has succeeded. Concurrently we would like to record the progress of cooperating participants and to describe the approved techniques so that many times formal relationship of partner cities and towns could revive and could inspire in a positive way by the transfer of experience.

## **Acknowledgement**

The implementation and processing research and the origin of the monograph have been realized with the kind support of the Ministry of Foreign Affairs of the Czech Republic and by the Czech-Polish Forum and thanks to understanding and support of the Institute of Public Administration and Regional Policy of the Faculty of Public Politics of the Silesian University in Opava.

## Úvod

Oblast česko-polského příhraničí procházela v posledních desetiletích velmi podobným vývojem, který poznamenaly dějinné vzestupy a pády. Obyvatelstvo příhraničí se stalo subjektem i objektem společenských změn a formovalo sociální prostředí svými klíčovými charakteristikami tak, jak prostředí určovalo kariérové dráhy svých obyvatel a jejich podmínky života.

Přístup obyvatel a povědomí o životě v příhraničním prostoru jsou samozřejmě silně různorodé (jako každý vysoce individuální postoj) nejen v hodnocení jedince a jiných lidí, ale i v aktuálním hodnocení subjektu v každém dni. Pohybují se na škále od sounáležitosti a hrdosti s prostorem k odmítání regionu se vším všudy. Obrazně lze aplikovat škálu názorů a postojů Moravskoslezanů a Opolanů na slova Jana Wericha, podle kterého není špatných dnů, když tvrdí, že jenom naše oči jsou už někdy unavené a nechtějí vidět skutečnost dnů, které žijeme. Sociální politika se snaží poznat a pojmout sociální realitu, která je spojována s podmínkami života a jejich vlivem na seberealizaci jedince v rámci společnosti. Pojem sociální v tomto případě předznamenává spojení přívlastku k politice, která se orientuje na stabilitu a rozvoj životních šancí subjektů stimulujících dialog, tlumících neklid jednotlivců a společenských skupin a usiluje o realizaci kroků k eliminaci nerovnosti ve společenském a komunitním rámci. Sociálně politická opatření jsou samozřejmě ovlivňována škálou faktorů např. ekonomickou situací, kulturou společnosti, společenskými tradicemi, morálními principy, normativními procesy a zákonitostmi, a proto je potřeba k optimalizaci chodu veřejných zájmů analyzovat a poznávat sociální realitu, ukázat na problematická místa a rizikové situace v regionálních prostorech.

Svět vnímáme z hlediska sociálních charakteristik a spojitostí. Naše česko-polské příhraničí není čistě rajskou zahradou ani vymezeným územím určeným k sanaci. Je prostorem, sice s těžními věžemi, ale i uhrančivým panoramatem Beskyd, přes zátěž zdevastovaného území, kalových jezer ale i rozsáhlých obdělávaných polí, kde žijí, studují a pracují lidé, kteří jej považují za domov.

### Cíl a předmět projektu

Cílem projektu bylo poznání sociální reality, ovlivňující sociální a ekonomický rozvoj potenciálu lidských zdrojů v česko-polském příhraničí. Cíle profilyovaly aplikační mechanismy, sloužící k monitorování a reportování stavu a vývoje sledovaných indikátorů ve vybraných regionech a považovaly za přínosné nejen upozornit, ale zejména inspirovat vytváření konkrétních programů na podporu kvality života a iniciovat příhraniční spolupráci u jednotlivých cílových skupin populace.

Pokračovací projekt česko-polského fóra Analýzy sociální reality v česko-polském příhraničí po vstupu do EU se v předložené monografii identického názvu snaží o sekundární

interpretace získaných výzkumných dat projektu „Sociální realita v česko-polském příhraničí pět let po vstupu do EU“ a jejich medializaci v regionálním prostoru. Obsahem pokračovací projektové vize je snaha využít vícezdrojového potenciálu daného nastartovanou diskuzí o problematice definování, vývoje a projevů nových sociálních rizik v příhraničí a zejména vytvořit komparace zjištěných interpretací se statistickými, ekonomickými a společenskými projevy v celostátním, evropském i světovém měřítku. Projekt a předložená monografie se zaměřily na vyhodnocení informací ze sekundárních zdrojů a souvislostí problematiky, jako jsou výsledky vlny evropského a tři vln světového šetření hodnot, zejména pak aktualizovaná šetření let 1999 – 2002 a šetření pro čtvrtou vlnu výzkumu EVS či různých regionálních šetření realizovaných nestátními neziskovými organizacemi a vysokými školami.

Domníváme se, že je třeba charakterizovat sociální prostředí v regionu, znát potenciál šancí, který se v něm skrývá a informovat o společenských bariérách, které existují bez, ale i s přičiněním jeho obyvatel.

### **Obsah a orientace dílčích cílů a konkretizovaných aktivit**

Cíle projektu se promítly do vědecko-výzkumné i pedagogické oblasti a stimulovaly také oblast vztahů vysoké školy s veřejností. V tomto ohledu bylo podstatné, abychom analýzami a následnými interpretace výzkumu dokázali obsáhnout nejen esenciální kvalitu problematiky (její vývoj, analýzu a projevy), ale zejména relační kvalitu, která existuje pouze ve vztahu k dobovým a teritoriálním společenským strukturám, a která proto nabývá klíčový význam při hodnocení nových sociálních rizik či možností. Analýzy výzkumu a výměna zkušeností byla otevřena účastníkům z jiných vysokých škol a praxe oboru, což dokládá úspěšné jednání konference Sociální realita česko-polského příhraničí konaná v r. 2010, vydaná monografie a letošní konference Analýzy Sociální realita česko-polského příhraničí.

Přáli bychom si, aby analýzy nesloužily jen pro statistické srovnání poznanych hodnot, ale pomocí jejich hodnocení na základě měřitelných výsledků v širších srovnáních chceme ukázat na úspěchy či konkrétní problémy v regionálním prostoru. Inspirativnost projektové vize spatřujeme v návaznosti a kontinuálním pokračování projektových závěrů, kdy etapa s převahou základního výzkumu z r. 2010 byla doplněna nejen rozšířením informací v mezinárodním měřítku, ale i o část specifického výzkumu, tj. výzkumu, který je spojen s výukou studentů, kteří si novou zkušenost mohou přenést do praxe.

Východiskem interpretací byla data z výzkumu, kde primární cílovou skupinou bylo 660 obyvatel příhraničí v Moravskoslezském kraji a 630 obyvatel Opolského vojvodství. Kvóty pro vzorek z populace Moravskoslezského kraje byly stanoveny na základě dat z Výběrového šetření pracovních sil (VŠPS) za rok 2008 v Polsku na základě dat z let 2008 a 2009. Kvóty byly stanoveny podle pohlaví, vzdělání, věku a ekonomické aktivity tak, aby bylo dosaženo požadovaného počtu respondentů ve vzorku.

## Výstupy projektu, orientace dílčích cílů a konkretizovaných aktivit

Výzkumný tým si je plně vědom, že je třeba výsledky rozšiřovat nejenom mezi odborníky a studentskou veřejností, což jsme celý rok také pilně činili. Po seznámení se s informacemi považujeme za klíčové více zainteresovat na kvalitě soužití v regionu laickou veřejnost. Přáli bychom si, aby se jejich účast na věcech veřejných zvětšila, aby přesáhla soukromou sféru života a dotýkala se jak komunitního rozvoje, tak i ochoty spolupracovat s nejbližšími sousedy v příhraničí.

Základními problémy výzkumu se tak staly následující otázky:

- Kdo je občan žijící v příhraničí, je ve své identitě typologicky shodný s typickým představitelem národa (Polák a Čech)? Jsou mezi nimi rozdíly a regionální specifika?
- Jaké jsou klíčové hodnoty a základní strategie života v postojích obyvatel městského a venkovského osídlení? Liší se v životním stylu?
- Jaké aspekty jsou důležité pro generaci X a generaci Y? Odlišuje se způsob generačního pohledu na věc či problém a jak?
- Vstoupily informační technologie a internetové služby do životů obyvatel zkoumaného území?
- Vede sociální dialog na nejnižší úrovni ke konkrétním projevům dobré praxe a je tato praxe cíleně rozvíjená úrovni samospráv?
- Je spolupráce partnerských měst a obcí v česko-polském příhraničí formální, nebo zakládá skutečnou spolupráci participujících aktérů? K jakým výsledkům vede?

## Struktura monografie

Týká se vybraných témat:

V kapitole nazvané „*Komparace typických profilů*“ se objevují dvě statě. Části „*Komparace typických profilů (Opolan a Polák) v kontextu srovnání vln světového výzkumu hodnot a výzkumu sociální reality v česko-polském příhraničí ve vybraných tématech*“ a „*Komparace typických profilů (Moravskoslezan a Čech) v kontextu srovnání vln světového výzkumu hodnot a výzkumu sociální reality v česko-polském příhraničí ve vybraných tématech*“ zpracovaly R. Giermakowská a V. Juříčková a zaměřily se na porovnání typových shod obyvatel zkoumaného prostoru s typickými představiteli vytvořených typologií světového výzkumu hodnot.

V kapitole „*Dimenze postojů obyvatel měst a venkovského osídlení dle výzkumu sociální reality v česko-polském příhraničí*“ se A. Václavíková zaměřila na poznání postojů obyvatel městského a venkovského osídlení v klíčových rozdílech podle vybraných charakteristik vzdělání, pohlaví a postavení.

H. Kolibová ve stati „*Kontrast generace X a Y ve světle výzkumu sociální reality v česko-polském příhraničí po vstupu do EU*“ interpretuje získaná data ze spektra očekávání

a názorů generace X a generace Y v Moravskoslezském a kraji a Opolském vojvodství. Klíčovým úhlem pohledu autorky s využitím teorie generací je skutečnost, že odlišení zkoumá nikoli z tlaku chronologického věku respondentů, ale ve způsobu jejich pohledu na věc či problém. Stať se snaží představit pestrost názorů generací, které svou diverzitou formují přístupy k životu v odkazech na tradiční a moderní koncepce.

V kapitole *Dimenze užívání Internetu a jeho služeb ve světle výzkumu sociální reality v česko-polském příhraničí po vstupu do EU* M. Chmelařová a F. Koliba vyvozují na základě dat výzkumu, že moderní komunikační technologie se staly součástí životů obyvatel zkoumaného území, ale že užívání internetových služeb není masivní. Popisují také generační limity a formy uživatelských postojů.

A. Kožaný zpracoval „*Aktuální příklady dobré praxe v česko-polském příhraničí*“, které zachycují nejnovější příklady spolupráce realizované r. 2011.

S. Harasimová se zaměřila na téma „*Marketing událostí v aktivitách partnerských měst a obcí, obsah, struktura a zkušenost česko-polské regionální spolupráce, modelové náměty*“. Esej je analýzou zejména zapojení euroregionů a příkladů dobré praxe spolupráce municipalit a jejich forem.

Empirické analýzy jsou v interpretacích doplněny o nutný výsek teoretického zázemí fenoménu. Jednotlivé kapitoly navazují na vyhodnocení výzkumu z r. 2010 a v předložené letošní monografii na sebe navazují. Snaží se představit typický profil obyvatele příhraničí v typových shodách obyvatel zkoumaného prostoru s typickými představiteli vytvořených typologií světového výzkumu hodnot, přes srovnání utilitárního chování městského a venkovského obyvatelstva k významovým konotacím kontrastů generací X a Y.

Zařazení dobrých příkladů spolupráce v česko-polském příhraničí není samoúčelným krokem. Tímto způsobem se snažíme nejen podporovat aktivní učení nápodobou, tj. ukázat, jak dělat věci tak, aby fungovaly a vyvarovat se chyb a omylů. Chceme prakticky ukázat situace, v nichž se postup spolupráce podařil. Současně chceme zaznamenat postup spolupracujících aktérů a popsat osvědčené techniky, aby se mnohdy formální vazby partnerských měst oživily a mohly se pozitivně inspirovat přenosem zkušeností.

## **Poděkování**

Realizace a zpracování výzkumů a vznik monografie byly realizovány s laskavou podporou Ministerstva zahraničí České republiky a Česko-polského fóra a díky pochopení a zázemí Ústavu veřejné správy a regionální politiky Fakulty veřejných politik Slezské univerzity v Opavě.

## Wstęp

Obszar polsko-czeskiego pogranicza w ostatnich dziesięcioleciach rozwijał się w sposób, który charakteryzowały okresy prosperity, stagnacji, a nawet spektakularnych upadków, zarówno w sferze gospodarczej (likwidacja wielu lokalnych przedsiębiorstw), jak i społecznej (wzrost bezrobocia, pojawienie się w strukturze społecznej rzeszy ludzi biednych, nieradzących sobie z tą nową rzeczywistością społeczną). Mieszkańcy pogranicza poddani zostali dramatycznym zmianom społecznym, w ramach których konstruowali swoje nowe środowisko społeczne, a zwrotnie korzystali z wyznaczanych przez to środowisko dróg kariery życiowej oraz nowych warunków życia. Świadomość tego, co oznacza życie na pograniczu jest oczywiście bardzo zróżnicowana (tak jak różne są indywidualne postawy) nie tylko w ocenie jednostek i grup społecznych, ale także w ocenie codziennych zdarzeń, faktów, zjawisk i procesów społecznych. Postawy mieszkańców wobec faktu zamieszkiwania na pograniczu mogą wyrażać się poprzez dumę i zadowolenie z przynależności do przygranicznej społeczności, ale także mogą oznaczać częściową, a nawet całkowitą negację tego środowiska i niezadowolenie. Ilustracją tej skali różnych postaw i opinii Morawskoślązaków i mieszkańców Opolszczyzny mogą być słowa Jana Wericha, według którego nie ma złych dni, są tylko nasze zmęczone oczy, które nie chcą widzieć rzeczywistości społecznej, w której żyjemy w bardziej optymistycznej formie.

Polityka społeczna zmierza do poznania i zrozumienia rzeczywistości społecznej związanej z warunkami życia i ich wpływem na możliwości samorealizacji jednostki, w ramach lokalnej społeczności. Pojęcie „społeczny” w tym kontekście oznacza atrybut połączenia polityki, koncentrującej się na dbałości o stabilność i rozwój szans życiowych aktorów społecznych, tłumienie niepokojów jednostek i grup społecznych z jej głównym celem, którym jest podjęcie próby wyeliminowania, czy chociaż zmniejszenia nierówności społecznych w ramach danej społeczności. Realizacja zadań polityki społecznej determinowana jest między innymi: sytuacją ekonomiczną, kulturą społeczności, społecznie podzielaną tradycją, zasadami moralnymi i prawnymi i ogólnymi prawidłowościami życia społecznego, dlatego też istnieje wyraźna potrzeba optymalizacji analizy działań w interesie publicznym, poznawania rzeczywistości społecznej i wskazywania ryzyk społecznych mogących pojawiać się na poziomie regionalnym.

Świat społeczny postrzegamy przez pryzmat naszych cech charakterystycznych i przekonanie o jego ciągłości. Polsko-czeskie pogranicze definiowane jest niekiedy jako rajski ogród, a czasem jako obszar wymagający kompletnej przebudowy. Jest to zarazem przestrzeń, z widocznymi elementami nowoczesności (maszty telekomunikacyjne, elektrownie wiatrowe), ale także urzekającą panoramą Beskidów, coraz bardziej dewastowaną, ale jednocześnie stanowiącą przestrzeń, w której mieszkają, uczą się i pracują ludzie, traktujący ją jako własny dom.

## **Cel i przedmiot projektu badawczego**

Celem projektu było poznanie rzeczywistości społecznej polsko-czeskiego pogranicza oraz wskazanie czynników wpływających na wzrost potencjału zasobów ludzkich. Przyjęty do realizacji cel uwzględniał możliwości aplikacyjne, służące monitorowaniu stanu i trendów wybranych wskaźników, stanowiąc jednocześnie inspirację do tworzenia konkretnych programów, podejmowanych na rzecz poprawy jakości życia mieszkańców pogranicza i do podjęcia współpracy transgranicznej w zakresie tej problematyki.

Kontynuacja projektu Polsko-czeskiego Forum Analiza rzeczywistości społecznej na polsko-czeskim pograniczu po wejściu do Unii Europejskiej, której efekty prezentowane są w monografie II pod tym samym tytułem, zmierza do pogłębionych analiz uzyskanych wyników, ich interpretacji i medialnego rozpowszechnienia w przestrzeni regionalnej. Zamierzeniem kontynuowanego projektu było – z jednej strony – zdefiniowanie problemów społecznych, zmian w zakresie ich rozpowszechnienia i zasięgu występowania w rejonie pogranicza, z drugiej – dokonanie statystycznej analizy występowania tychże problemów w ujęciu regionalnym, krajowym, europejskim i światowym. Projekt i przedłożona monografia II zogniskowane są na ocenie informacji wtórnych pochodzących z europejskich badań nad wartościami (European Values Survey – EVS), badań światowych (World Values Survey – WVS) oraz dostępnych badań regionalnych o zbliżonej problematyce badawczej, realizowanych przez organizacje pozarządowe, centra badania opinii publicznej oraz ośrodki akademickie. Jak należy przypuszczać, warto diagnozować środowisko społeczne regionu pogranicza, upowszechniać wiedzę na temat potencjalnych, kryjących się w tym środowisku szans i społecznych barier, zarówno tych strukturalnych, ale też związanych ze sposobem funkcjonowania poszczególnych jednostek.

## **Treść, cele cząstkowe i konkretyzacja działań**

Wyniki badań empirycznych prowadzonych w ramach projektu badawczego wykorzystane zostaną naukowej analizie rzeczywistości społecznej, w procesie dydaktycznym, a także w procesie stymulacji związków ośrodka uniwersyteckiego z najbliższym otoczeniem. W związku z tym, ważne było, aby poprzez analizę i interpretację badań osiągnąć nie tylko wysoką jakość problematyki substancjalnej (jej rozwój, analiza i przejawy), ale w szczególności jakości względnej, która występuje tylko w odniesieniu do struktur społecznych w danym miejscu i czasie, struktur, na kanwie których dokonywane są oceny nowych społecznych szans i zagrożeń. Analizy wyników badań i wymiana doświadczeń stały się udziałem pracowników innych uniwersytetów, naukowych jednostek badawczych oraz studentów realizujących praktyki badawcze. Udany przejawami tej szerokiej współpracy były: konferencja zrealizowana w 2010 roku, wydana monografia II a i przewidywana na listopad bieżącego roku kolejna konferencja poświęcona dalszym, pogłębionym analizom rzeczywistości społecznej na polsko-czeskim pograniczu.

Chcielibyśmy, aby przeprowadzone analizy nie były wykorzystywane wyłącznie do porównań statystycznych uzyskanych danych, ale także, by na ich podstawie możliwe było wskazanie zarówno sukcesów, jak i konkretnych problemów w przestrzeni regionalnej.

Inspirującą wizję projektu widzimy w ciągłości realizowanych badań, które w początkowym okresie (2010 r.) ograniczały się do analizy prostych zależności wyborów respondentów, przy uwzględnieniu wyłącznie wybranych zmiennych niezależnych, by w kolejnym etapie zestawień uzyskane wyniki z wynikami badań europejskich i światowych, co umożliwiło dokonanie znacznie głębszych analiz zgromadzonego materiału badawczego i porównań. W tym drugim etapie (2011 r.) wyniki badań analizowane były także przez studentów, dzięki czemu zyskali oni niezbędną wiedzę potrzebą do podejmowania własnych przedsięwzięć naukowo-badawczych.

Podstawą empiryczną analiz i interpretacji w drugim etapie badań, były ankiety, którym poddano 660 mieszkańców regionu Śląsko-Morawskiego oraz 630 mieszkańców województwa opolskiego. Kwotowy dobór próby, oparty na takich zmiennych jak: płeć, wiek, aktywność ekonomiczna, wykształcenie i miejsce zamieszkania, oparty był na danych statystycznych z Výběrového šetření pracovních sil za rok 2008 – w odniesieniu do próby czeskiej, i w oparciu o dane Wojewódzkiego Urzędu Statystycznego w Opolu z lat 2008-2009 – w przypadku próby polskiej.

### **Wyniki badań, realizacja celów cząstkowych i podjętych działań**

Członkowie zespołu badawczego są świadomi, że istotą badań naukowych powinno być ich upowszechnienie w środowisku akademickim, zarówno wśród profesjonalistów zajmujących się podobną problematyką badawczą, jak i wśród studentów, czym też zajmowali się przez cały rok akademicki. W drugim roku realizacji projektu badawczego, poszerzonego o analizy porównawcze, chcieliby przekazać rezultaty swoich badań społecznościom lokalnym po obu stronach granicy, a także różnego rodzaju instytucjom zainteresowanym jakością życia na pograniczu, profilem typowego mieszkańca pogranicza, co w efekcie powinno służyć rozwojowi społecznemu, jak i współpracy z sąsiadami.

W realizowanych badaniach postawiono następujące pytania:

- Kim jest mieszkaniec pogranicza i w jakim stopniu jego profil pokrywa się z obrazem typowego Polaka/Czecha. Jakie są podobieństwa i różnice?
- Jakie są kluczowe wartości i podstawowe strategie życiowe mieszkańców miast i wsi polsko-czeskiego pogranicza?
- Jakie różnice dostrzegamy między przedstawicielami pokolenia X i Y? Czy, i jeśli tak, jakie są międzypokoleniowe różnice w postrzeganiu problemów i ich rozwiązywaniu?
- Czy technologie informacyjne i Internet pojawił się w życiu mieszkańców pogranicza i jakim zakresie są obecne w badanych społecznościach?
- Czy na poziomie samorządów obecny jest dialog społeczny dotyczący ważnych dla mieszkańców regionu problemów i czy jest on rozwijany?
- Czy na polsko-czeskim pograniczu rozwija się współpraca miast i wsi partnerskich? Czy ma na charakter formalny, czy rzeczywisty i jakie są jej efekty?

## Struktura monographii

Monografia obejmuje następujące tematy:

Artykuł zatytułowany Analiza porównawcza profili typologicznych składa się z dwóch części, który autorkami są R. Giermakowska i V. Juříčkova. Zgodnie z przyjętymi założeniami, autorki – w oparciu o badania własne nad wartościami i przekonaniem konstruują obraz typowego mieszkańca pogranicza Morawskoślązaka i Opolanina w porównaniu do portretu typowego Polaka i Czecha – na podstawie badań europejskich, światowych i ogólnokrajowych sondaży opinii publicznej.

W części zatytułowanej Wymiary postaw mieszkańców miast i wsi w świetle badań nad rzeczywistością społeczną polsko-czeskiego pogranicza autorzy: A. Václavíková skupiła się nad analizą postaw mieszkańców miast i wsi pogranicza, przy uwzględnieniu wybranych zmiennych niezależnych, takich jak płeć, wykształcenie, status ekonomiczny.

H. Kolibová w tekście Kontrast generacji X i Y w świetle badań interpretuje zgromadzone dane z perspektywy oczekiwań dwóch odmiennych generacji, wyróżnianych w dwóch badanych społecznościach, zamieszkałych po obu stronach granicy. Punktem wyjścia autorki jest teoria generacji, a zainteresowania swoje skupia na tym, w jaki sposób przedstawiciele obu kategorii definiują wybrane problemy. W tekście autorki odnajdujemy prezentacją różnorodnych opinii respondentów, które leżą u podstaw kształtowania się odmiennych postaw wobec życia zgodnego z tradycją lub nowoczesnością.

M. Chmelařová i F. Koliba w części monographii zatytułowanej Wymiary korzystania z Internetu w świetle badań rzeczywistości społecznej polsko-czeskiego pogranicza, po wstąpieniu do Unii, na podstawie zgromadzonego materiału empirycznego stwierdzają, że nowoczesne technologie informacyjne stały się ważnym elementem życia mieszkańców pogranicza, choć z drugiej strony – nie potwierdzają masowego korzystania z usług oferowanych przez Internet.

A. Kożaný jest autorem artykułu Aktualne przykłady dobrych praktyk na polsko-czeskim pograniczu, w którym prezentuje najnowsze przykłady współpracy realizowanej w 2011 roku.

S. Harasimová skupiła się na temacie Działania marketingowe w aktywności miast i wsi partnerskich – obraz, struktura i doświadczenia polsko-czeskiej współpracy regionalnej. Esej zawiera analizę dobrych praktyk w ramach współpracy samorządów.

Analizy empiryczne i prezentowane interpretacje uzupełniane są niezbędną podbudową teoretyczną badanych fenomenów. W poszczególnych częściach monographii autorzy nawiązują do wyników badań z 2010 roku, które ponadto – przynajmniej w części – stały się również bazą empiryczną niniejszej monographii. Uzupełnione je europejskimi i światowymi badaniami nad wartościami, a także badaniami opinii publicznej. Włączenie do monographii przykładów dobrych praktyk we współpracy realizowanej na polsko-czeskim pograniczu nie stanowiło głównego celu projektu badawczego. Zamieszczając je w monographii, chcieliśmy upowszechnić wzory skutecznego działania, sprawić, by

prezentacja takich modelowych rozwiązań była dobrym przykładem dla tych, którzy jeszcze tej współpracy nie podjęli, lub w ramach podjętej współpracy pojawiają się problemy trudne do rozwiązania i bariery trudne do pokonania.

### **Podziękowania**

Realizacja projektu badawczego i powstałe monografie są efektem wsparcia Ministerstwa Spraw Zagranicznych Republiki Czeskiej i Czesko-polskiego Forum, a także dzięki zaangażowaniu i wsparciu ze strony Instytutu Administracji Publicznej i Polityki Regionalnej Wydziału Spraw Publicznych Uniwersytetu Śląskiego w Opawie.

## **1. Comparison of typical profiles**

### **The typological profile of a Pole and an inhabitant of Opole Region – similarities and differences**

**Regina Giermakowska**

**Institute of Sociology, Opole University, Poland, [regina.giermakowska@gmail.com](mailto:regina.giermakowska@gmail.com)**

#### **Introduction**

Research into the values professed by inhabitants of the Polish-Czech borderland writes in a far broader, nowadays – global – research initiative aimed at examining values adhered to by inhabitants of many world's countries. The current European and worldwide studies into the values stem from those conducted in 1981, which constituted the first research wave including several West-European countries. The idea-givers of that first wave were Jan Kerkhofs and Ruud de Moor, although it is worth mentioning, in this place, the role which – beyond any doubt – the work by the American sociologist, Ronald Inglehart, *The Silent Revolution: Changing Values and Political Styles among Western Publics*, played. In his book, the author presented the widely-known then (and even more mature today) concept of changes within the social system of values. By means of this concept he posed questions about the relation between material and post-material values and sociocultural, economic, political and civilization-oriented transformations.

The success of the first wave and the great deal of interest in the gathered empirical material and in the presented results led to carrying out further studies (the second wave) in the years 1990-1991, including other West-European countries. The range of the research was also extended at that time and the studies into values changed their stature: beginning with the third wave (1995-1996) – upon the initiative launched by Ronald Inglehart – such studies were also conducted in non-Western countries of the world, as well as in some selected ones in Central-Eastern Europe. Since that moment successive waves of the research have been realized both in Europe and outside the Continent, under the names of European Values Survey (EVS) and World Values Survey (WVS). Currently, they are cyclically conducted studies in over 80 countries of the world (in the years 2010-2012 the sixth wave has been under way). Because of the fact that they are studies carried out on representative samples, the obtained results allow making reliable conclusions on the preferred values held by 90% of the population.

An important element in the realization of the world's studies into values was the institutionalization of this research enterprise undertaken by Jan Kerkhofs and Ruud Moor at the beginning of the 1980s, which followed as a result of the establishment of the non-governmental organization World Values Survey Association (WVSA), concentrating

sociologists from all over the world. It is thanks to the members of the organization that five waves of research into values have been successfully conducted until now. The President, Ronald Inglehart, is employed at the Institute for Social Research of Michigan University in the United States of America.

The aim of the global research initiative – as those who realize it write in the WWSA Constitution – is cyclical monitoring of the social system of values in countries of various levels of civilization development. Thanks to this it will be possible to point out relations between the values accepted in given communities and the sociocultural and civilization-oriented changes occurring within them<sup>1</sup>. The accomplishments of the international group of researchers to date include several hundred publications written in many languages. They also include attempts at aggregation of the data accumulated so far, an example of which is the digital publication edited by R. Inglehart, which sums the first four waves of studies<sup>2</sup>.

**Fig. 1. The range of the research into values**



Source: *Values Change the World. World Values Survey*, p. 5.

[http://sun025.sun.ac.za/portal/page/portal/Arts/Departments/political\\_science/docs/Tab/WVS\\_brochure.pdf](http://sun025.sun.ac.za/portal/page/portal/Arts/Departments/political_science/docs/Tab/WVS_brochure.pdf)

An analysis of the successive series of studies in values allows pointing to – on the one hand – the increasing range of the conducted research (from several to nearly 90 countries of the world) and – on the other one – a clearer and clearer ordering of the conclusions that are

---

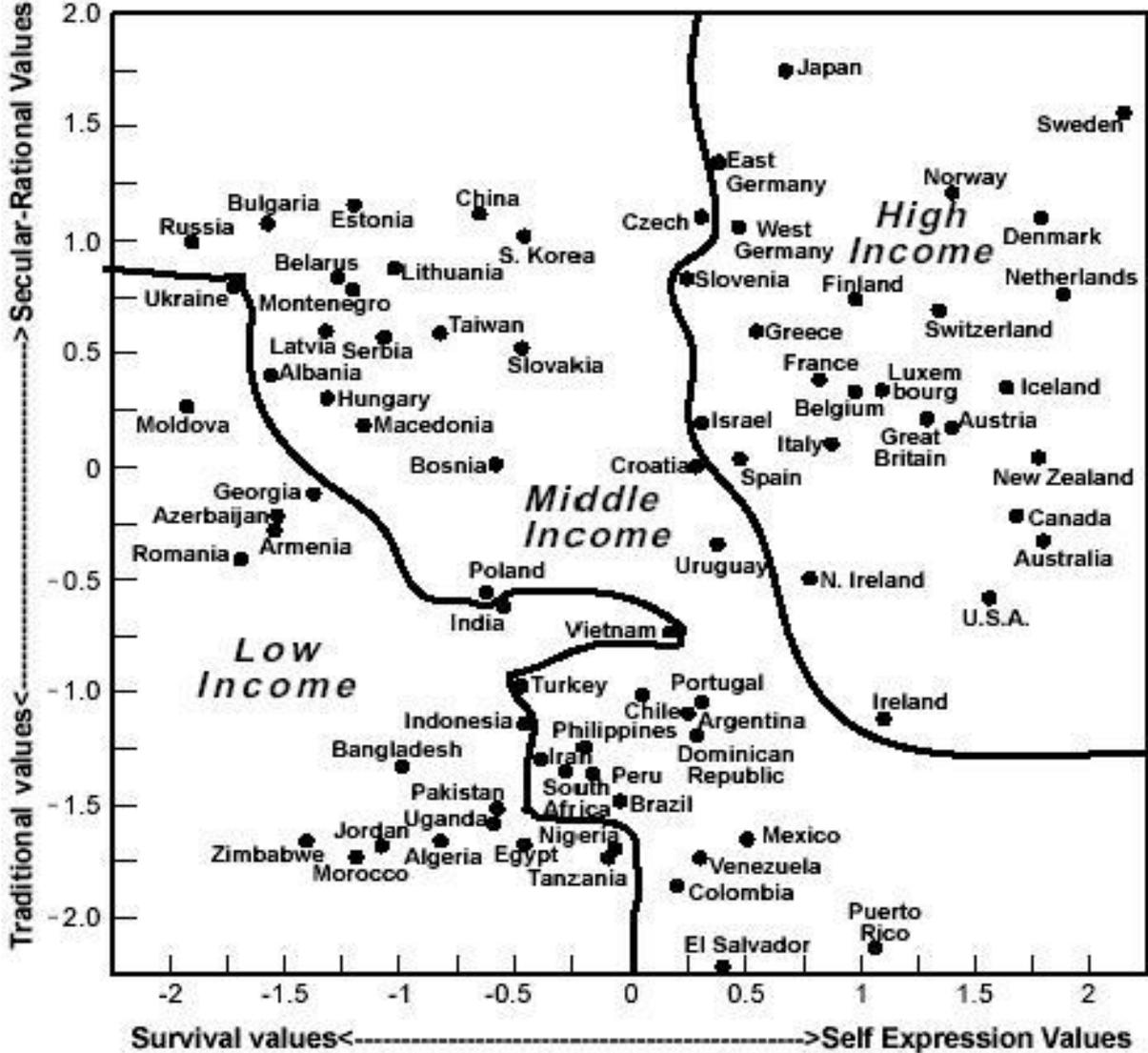
<sup>1</sup> The Constitution of the World Values Survey Association, [www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

<sup>2</sup> Inglehart, Ronald, et al. *WORLD VALUES SURVEYS AND EUROPEAN VALUES SURVEYS*, 1981-1984, 1990-1993, and 1995-1997 [Computer file]. ICPSR version. Ann Arbor, MI: Institute for Social Research [producer], 2000. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2000.



the placement of the Polish and the Czech on the cultural map of the world, and also to make necessary comparisons that allowed answering the question whether the inhabitants of the Polish-Czech borderland can be considered 'typical' Poles/Czechs. The division of tasks within the research team resulted in that the present paper concerns exclusively Polish inhabitants of the borderland, and its construction assumes a presentation of the results of the fourth wave of WVS, which allows indicating the values and beliefs characteristic of the Polish, and – using the latter as the background – the values and beliefs represented by the Polish living in the Polish-Czech borderland.

Fig. 3. A cultural map of the world



Source: R. Inglehart, C. Wenzel, Modernization, Cultural Change and Democracy: The Human Development Sequence, cyt. za: R. Inglehart i inni, Human Beliefs and Values: a cross-cultural sourcebook based on the 1999-2002 values surveys, Meksyk 2004, p. 12.

## **A typical Pole in the light of World Values Survey (1999-2002) and selected surveys of public opinion**

The values and convictions, and also life aims of the individual make for a vital component of human existence. It is in them that the social character of man is contained. It is expressed in man's social functioning. The values and goals constitute the motivational stimulus for action, through which each individual constructs their own private lives and contributes to constructing social life. The empirical basis of this part of the paper are, beside the results of the fourth wave of WVS (1999-2002) also subsequent surveys of the Polish public opinion relating to the same problem area.

Our considerations should begin with the most significant values, without which the existence of a social being would be devoid of any sense. The importance of the role that such values as: *family*, *work*, *friends*, *religion* and *free time*, play in people's lives manifests itself in the results obtained with reference to the whole global research sample of the fourth wave of the worldwide studies. Their analysis clearly shows that irrespective of the geographical location, cultural differences or the degree of advanced civilization progress, the following were acknowledged to be the most significant in individual lives: *family* (89%), *work* (65%), *friends* (44%), *religion* (40%), *politics* (39%) and *free time* (33%)<sup>3</sup>. It should not surprise, then, that the ranking list of choices made by the examined Poles, still with a few exceptions, looks very similar. Like other nationals, the Polish value the family most: 92% of the examined subjects regarded *family* as the most vital component of their individual lives. Other instances of agreement as far as the ranking of values is concerned include: *work* and *free time*, the former taking the second and the latter – the sixth, the last, place on the list. Here, however, the differences relate to the intensity of the choices: Poles emphasized the position of *work* in a stronger way (78% against 65%) and a slightly weaker accent was put on *free time* (25% against 33%). As it can seem, the unusually forcefully stressed value of *work* was apparently the effect of the high unemployment rate in Poland at that time, which came as a consequence of the structural transformations within the economic sphere. Considerable differences relate to the placement of the three values in the middle of the ranking list. The global population ranked the importance of *friends*, *religion* and *politics* on a similar level, which caused them to take the third, the fourth and the fifth positions, respectively. With reference to the Polish population, the third place was assigned to *religion* (45%), the fourth – to *politics* (30%), and the fifth – to *friends* (27%).

The analysis of Poles' choices looks interesting if selected socioeconomic and demographic features of the respondents are taken into consideration. Only the first place occupied by *family* does not display any relations with such features as: gender, age, education, economic status, or preferred values (materialistic, mixed, post-materialistic). For all of the respondents it was more or less equally significant (minimal differences not exceeding 2% of the choices). However, we come across a slightly different situation with reference to the other values. As far as *work* is concerned, a little higher percentage was recorded among males (82%) and people oriented towards post-materialistic values (83%),

---

<sup>3</sup> Inglehart, R., et al, *Human Beliefs and Values. A cross-cultural sourcebook based on the 1999-2002 values surveys*, Mexico 2004, pp. 25, 29.

whereas a slightly lower one – in the 50+ age group (74%). As it follows from the above-mentioned studies, the significance of friends decisively more frequently was stressed by females (51%) and respondents of the 50+ age group (54%), the choices of the latter exceeding the average value for the world's population by almost 10 percent. Similar differences concern *politics* as a vital element of an individual's life. As it follows from the research, this value is ranked the highest by people with the post-materialistic orientation (45%) and by those with the highest economic status (39%). In the case of Poles' interest in politics, it is worth indicating a clear drop in the significance of the value shown in the fourth wave of the studies in comparison with the previous one (42% against 30%).

Attempting to sketch an axiological portrait of a typical Pole, it is worth remembering to what great extent his/her image is dependent on the questions asked to the respondent. So far we have analyzed the question contained in the WVS questionnaire as to how important, in the respondent's life, the determined values are. Below, we would like to draw attention to a slightly different, yet basically coherent with that presented earlier, picture of Poles which emerges from the selected surveys of public opinion, in which respondents were asked about the most important life aims, about their satisfaction with life, or about their subjective evaluation of the significance of the selected values.

The *Centrum Badania Opinii Publicznej* (CBOS) /Public Opinion Polling Centre/ constantly carries out a number of surveys of public opinion, including also ones that concern the problem area of interest to us, i.e. values, life aims and satisfaction with life. The research is conducted on a representative sample, therefore the obtained results allow concluding what Poles are like, what their typical features are like, what values they prefer, etc. Thus, in this part of the paper, we will concentrate on selected reports on research which makes it possible to assess to what extent the above-sketched typical image of a Pole, emerging from the worldwide research in values, finds its confirmation in all-Polish survey-based studies. We will limit ourselves exclusively to certain fragmentary data which allow making relevant comparisons.

In one of such reports we find information on Poles' life goals. An analysis of the results presented in the report allows concluding that like before – ten years after the fourth wave – Poles have not changed their preferences in any considerable way as regards the most vital values in their lives. It is a fact, though, that in this case *family* was ranked third (apparently because the respondents were asked about the most significant goals in their lives in this particular survey). Hence, the two first places were taken by targets considered in contemporary world to be most vital determinants of starting a family (*finances* and *work*). As it should be supposed, such choices by the Polish testify to the fact that they evidently embed their life goals in a concrete social context. As it is well-known, the current economic situation in Poland, for some years now included in the global world, poses a lot of challenges: today, in the time of continuously growing individualism, difficult starting of adult life by the young, the serious problem of unemployment affecting every fourth person under 25 years of age in Poland, the family has ceased to be extremely significant for the Polish. It is more and more difficult for young Poles to decide to start a family without securing suitable initial conditions. This probably explains why *finances* and *work* were

indicated as the most important targets (41% of the choices), and *family* – with the insignificantly lower percentage (40%) – seemed equally important, yet occupied the third place<sup>4</sup>. These choices appear to testify to a rise in the sense of responsibility in people who take the decision of starting a family.

The paramount importance attributed to the family is confirmed by the results of another survey, whose authors conclude that despite all the transformation-related changes of the last two decades “[...] Poles have, in the eyes of the public opinion, managed to preserve the features that are formative to our national identity such as: religiousness, patriotism and attachment to the family”<sup>5</sup>. This is confirmed by the results of the research conducted by them, which was designed to extract features of a typical Pole in a juxtaposition with those relating to a typical European. Passing over the category of the undecided (*It is hard for me to tell.*), the respondents’ choices yield the image of a Pole as decisively more family-oriented than in the case of a typical European. Moreover, most interesting conclusions can be drawn in consequence of formulating the question just in the way in which two vital values (*family* and *work*) are juxtaposed against each other. The Polish, confronted with such a difficult choice, decided that they rank the family much higher, in contrast to Europeans. This subjective evaluation has been changing in the past decade only very insignificantly, although it is worth observing that, beginning with 2001, the percentage of Poles ready to admit that the family is more significant than the work has been on a steady decline (from 70% in 2001 to 63% in 2011)<sup>6</sup>.

In the light of the results of the above-mentioned survey, it is more difficult to juxtapose the data on Poles’ religiousness with the results of WVS. This is the effect of the question about not as much religion in the private life (WVS) as the subjective evaluation of religiousness as a formative feature of a typical Pole and a typical European. The difference – as it seems – does not question the significance of religion in the lives of the Polish who are convinced that they are far more religious than other Europeans (83% against 23%, respectively)<sup>7</sup>. Similar conclusions can be safely drawn from the worldwide research into values, which was carried out within the fourth wave. It follows from it that the percentage of Poles who indicate the significant role of religion (45%), which places them above the average obtained for 80 examined countries, is much higher than those characterizing Europeans. For instance, the difference between the Polish and the Italian, the Greek and the Irish, who are the closest on the scale, amounts to 12%, whereas between the Polish and the British, the French or the German it reaches 32%, 34% and 36%, respectively.

The above-quoted report concerning the stereotype of a Pole and a European, moreover, provides data which make it possible to compare certain beliefs held by the Polish as regards features characteristic of a typical Pole and a typical European. In this place, we will limit ourselves exclusively to those that appeared also in the studies into values and beliefs of the inhabitants of the Polish-Czech borderland – they will make the basis to make

---

<sup>4</sup> *Cele i dążenia Polaków*, BS/161/2010, p. 3.

<sup>5</sup> *Stereotyp Polaka i Europejczyka A.D. 2011*, BS/33/2011.

<sup>6</sup> op. cit., p. 4.

<sup>7</sup> op. cit., p. 3.

comparisons included in the second part of this paper. Apart from the above-discussed *religiousness* and *attachment of a Pole to the family* there appeared three more features of considerable significance: *honesty*, *readiness to offer help to others*, and *openness to other people* (the features being close to those contained in the questionnaire of the own research).

Remembering about the fact in the survey conducted by the CBOS, the respondents were asked to declare what features are typical of Poles (in contrast to those characteristic of Europeans), it needs to be mentioned that as far as *honesty* is concerned the choices made by the questioned testify to their high autocratic approach: in their opinion, the honesty of the Polish is a far cry from that of Europeans. That honesty is not a formative feature of our national identity was indicated by (depending on the time of carrying out the survey) from 47% (1992) to 61% (2001) of the respondents. On the basis of the data covering the decade it is hard to conclude, too, that Poles might be forming a better and better opinion of themselves along with the passing time. This is contradicted by the results obtained in subsequent surveys, which form a sine wave rather than any constant tendency. Undoubtedly, the Polish perceived themselves in the best light in this respect in the year 2007 (66% were convinced of Poles' honesty), while the lowest results were obtained in the year 2001 (38%). Against such a background, the honesty of Europeans is perceived by the Polish on a much higher level: it is confirmed – depending on the year in which the surveys were realized – by a higher percentage of the examined Poles each time. While in 1992 it amounted to 36% (to the advantage of more honest Europeans), in the two last series (2007 and 2011) it decreased to 6% and 4%, respectively. A similarly unfavourable self-portrait of the Polish is confirmed by the indexes obtained from the respondents who point to dishonesty as one of the national features typical of Poles. Also in this case the Polish tend to be a lot more critical towards themselves than towards other nationals. Dishonesty in Europeans is perceived by about several percent of the respondents (maximally 18% in the survey of 2004), whereas dishonesty in Poles – by nearly or even over twice as many<sup>8</sup>.

Another feature that was monitored in that all-Polish survey was *readiness to extend help to others*. In this case, in a stereotypical review, the portrait of a typical Pole presents itself far more advantageously than that characteristic of a typical European. With the exclusion of the two series of 1996 and 2001, there are over 50% of the respondents convinced of the Polish possessing this feature. At the same time the examined Poles attribute this feature much more rarely to a typical European (from 29% in 2001 to 40% in 2011). In the latter survey the percentage of those convinced of the readiness to offer help to others among the Polish was by 17% higher<sup>9</sup>.

A slightly problematic case is offered when one attempts to compare the last of the features listed earlier, i.e. *openness to others*, since in our own research we asked about tolerance. Despite the awareness that the notional ranges of the words do not always agree and can be defined in different ways by the examined, we have decided to present the all-Polish survey results, although it is worth underlining that the results of the comparisons

---

<sup>8</sup> op. cit., p. 12.

<sup>9</sup> op. cit., p. 5.

should be treated with a high dose of caution. Within the scope of this feature there were revealed the smallest differences in the auto-stereotypical portrait of a Pole with reference to a stereotypical European. As it follows from the data, this feature is unfailingly attributed to the Polish by over half of the respondents (only slightly more frequently to Europeans). It is worth stressing in this place that the ranking started to look better following Poland's accession to the European Union, having grown from 48% in 1992 to 55% in 2011<sup>10</sup>.

In the research into the values professed by the inhabitants of the Polish-Czech borderland we asked the examined about the level of satisfaction with their lives, hence – in the conclusion of the first part of this paper – we would like to make references to yet another all-Polish survey, in which – basically at the same time – the respondents were asked a question formulated in the same manner (although in this case one must take into account the differences in the categorization of the answers: three levels of satisfaction in the all-Polish survey against two levels in our own research). It is apparently due to this difference that the percentage of the respondents satisfied to a varied degree (very, rather, medium) with their lives to date is exceptionally high (from 86% in 1994 to 94% in 2011)<sup>11</sup>.

### **The typical inhabitant of the Polish-Czech borderland in the light of own research**

The range of the analysis included in the last part of this paper is delineated by the earlier presentations of the results of studies and their interpretations with reference to the portrait of a typical Pole, which was sketched in the previous part. It is then obvious that we have to limit ourselves to making use of only part of the accumulated material, whose amount goes beyond the frame of this paper and which has already been used to study selected characteristic features and beliefs accepted by inhabitants of the borderland, as well as their auto-stereotypical portrait and stereotypical way of perceiving the neighbours residing on the other side of the border<sup>12</sup>. It is worthwhile remarking that this profile of a typical inhabitant of Opole Region will clearly concern one of the aspects that is possible to be taken into account while creating the typological profile. It will be built on the basis of the knowledge derived from the research in which the respondents were required, among others, to point to values determined in the questionnaire, and also to reveal their beliefs as to the features characteristic of an average inhabitant of the borderland.

We will begin our considerations with a presentation of the respondents' choices in the scope of the most rudimentary value of each human being, irrespective of the time and place. As we mentioned it earlier, in the research conducted on the worldwide scale, *family* is the highest ranking value. It is regarded as having exactly the same quality by Poles inhabiting the Polish-Czech borderland. The fact that the family is vital in their individual lives manifests itself by its being assigned the first place among a total of six values to be ranked.

---

<sup>10</sup> op. cit., p 11.

<sup>11</sup> *Polacy o swoim szczęściu, pechu i zadowoleniu z życia*, BS/6/2011, p. 3.

<sup>12</sup> Cf. R. Giermakowska, „Mieszkańcy polsko-czeskiego pogranicza. Tożsamości, identyfikacje, oceny”, [in:] H. Kolibová et al. (eds), *Rzeczywistość społeczna polsko-czeskiego pogranicza po wstąpieniu do Unii Europejskiej*, Opawa 2010, pp. 54-65.

Although, the declared percentage is slightly lower than that documented in the fourth wave of the worldwide research into values among the Polish, it is – with reference to whole research groups – still insignificant, not exceeding a few percentage points. The differences concern selected categories of respondents, which is not confirmed by the worldwide studies. In the case of our research, there revealed differences in several categories. On the basis of our own research we have to conclude that the youngest respondents – decidedly more rarely (77%) than those in age categories – pointed to *family* in the first place, and by doing so they ‘departed’ considerably from both the overall result for the inhabitants of the borderland (89%) and Poles in general (92%). It can be added here that the only age group in which the inhabitants of the borderland scored higher than their counterparts worldwide was that of the oldest respondents. In the 60+ age group, 94% of the questioned indicated the significance of the family in their personal lives. Slightly smaller differences were recorded in the group of men. In the worldwide sample, men – equally frequently as women – pointed to the importance of the family (92% of indications each), whereas in the sample used in our own research, the percentage of men was by 10 points lower in comparison with the results of the worldwide research, amounting to 88%. The difference between the women was narrower (4%). A similar difference – like in the case of men – was also found with respect to the variable of education. Contrary to our own intuition and the results of a number of studies, which point to a clear dependence of the level of education and pro-family attitudes (the lower the level of education, the stronger the pro-family orientation), our respondents who held the lowest level of education, displayed one of the lowest percentage indexes (81%). Summing up the considerations concerning the attitudes of the inhabitants of the borderland towards the family, it needs to be underlined that the profile of the average inhabitant of the borderland does not depart, in any significant way, from that of a typical Pole. The difference of mere several percent at the most can come as an effect of the fact that the two research projects were separated from each other by a span of time, and – as it is well-known from other sources that we indicated earlier – changes in respondents’ preferences can differ not only with the passing time, but are also a consequence of the survey questions being formulated in slightly different ways<sup>13</sup>.

The value which was assigned the second place on the ranking list by the inhabitants of the Polish-Czech borderland was *work*. Also in this case we can confirm the agreement between the results of our research and those of the studies conducted on the worldwide scale. People all over the world hold work in high esteem as it is the foundation of human existence. The popularity of this general respect for work in contemporary world is self-understood, even if only for the reason of shrinking local labour markets and the dramatic experience of many people bereft of work every now and then. If we recall here the fact that Poland is a country which, after 1989, entered a completely new era of unprecedented transformation of its economic system, one should not be surprised that in worldwide projects Poles – to a greater extent than representatives of other nations – point to *work* as a specific value for them. Analyzing the results of our own research, we can conclude that the inhabitants of the Polish-Czech borderland, through their specific choices, remain very close to the indications

---

<sup>13</sup> Cf. p. 6.

of the Polish in the worldwide research in this respect. Still, this is true only when we treat both samples as the whole. The percentage values remaining close to each other with reference to respondents indicating the significance of work (over 70%) testify to that only too well.

We have discussed above two undoubtedly most important values both for the Polish in general and for the inhabitants of the Polish-Czech borderland. Now it is time we concentrated on the values ranking list which we made on the basis of the worldwide studies and our own research into values. Additionally, we have inserted in the table data relating to the population of the part of the world in which the third wave of research was realized (81 countries of the world involving almost 90% of the world's population). As it follows from the table below, the choices of Poles – in comparison with the representation of the whole research sample in WVS – are convergent as regards the first two and the last value on the ranking list. However, the middle part of the ranking list, where the values exchanged their places, reveals substantial differences: the Polish placed *religion* on the third place, whereas the world population assigned the fourth place to this value. The latter chose *friends* to occupy the third place. A juxtaposition of Poles' choices and those made by the inhabitants of the Polish-Czech borderland looks far more interesting. In this case the scope of differences concerns four values. The low position of *religion* (the fifth place) in the research relating to the borderland is the most surprising. To the respondents it proved only more significant than *politics*, yet less vital not only than *family* and *work* – which is obvious – but also not as important as *free time* and *friends*. However, the analysis of the results should be treated with caution since the difference in time (10 years separating the two research projects) is considerable. As it seems, the passing of time is not the only factor here: what appears to be of decisive character is the changes that followed during that time in Poland and in the Polish-Czech borderland. One cannot forget, either, about what R. Inglehart writes. According to him, modernization processes contribute to a departure from traditional authorities for the benefit of secular-rational ones, which – in consequence – weakens the significance of religion in the lives of individuals. Nevertheless, one cannot neglect the fact that it is especially in Poland over the recent decade where the tendency has been growing to oppose the too strong involvement of the Catholic Church in the public sphere, the best example of which is the unexpected obtaining of a very good result in the general election by a new political force in the Polish Parliament – a faction that acts under openly anti-clerical banners. One can thus assume that the whole of today's Poland differs a lot from that of over ten years ago and the difference does not concern solely Poles in general and the inhabitants of the Polish-Czech border.

**Table 4. The ranking of values important in the life of the individual**

World's population	The Polish	Inhabitants of Opole Region
family	family	family
work	work	work
friends	religion	friends
religion	politics	free time
politics	friends	religion
free time	free time	politics

Source: WVS 1999-2000 and the author's own research

The righteousness of our suppositions seems to be confirmed by the data of a survey of the Polish public opinion of 2009, although – in this particular case – one needs to take into account a slightly different framing of the question. The respondents in that survey, when asked about what – in their subjective opinions – invests a human life with a sense, and given a choice of a number of factors, created the ranking list which we present below (taken from a report published by CBOS).

**Fig. 5. Factors which invest a human life with a sense**



Source: *Wiara i religijność Polaków w dwadzieścia lat po rozpoczęciu przemian ustrojowych*, BS/34/2009, p. 2.

It can be seen clearly in the figure presented above that despite the question being formulated in a different way, despite a much wider spectrum of available factors, those of *family* and *work* enjoy invariably stable popularity. Also, on the basis of the results of that survey, one can speak about the weakening role of *religion*, or – as it was put there –

“profound religious faith”. We are aware of the fact that the approach to religion determined in such a way is not identical with “the significance of religion in life”, yet they are not the only data that confirm the weakening attachment of Poles to religion, which concerns the inhabitants of the borderland, as well.

The attitude to values represented by the latter is only one of the factors that are decisive to the shape of the typical profile. Of equal importance is also how they perceive themselves, what features they attribute to representatives of their own local community. In the questionnaire of our survey we asked the respondents about what – in their opinions – the inhabitants of the borderland are like, what features can be attributed to them. The examined were expected to express their opinions, among others, on *honesty*, *readiness to offer help to others* and *openness to others*. The analysis of the results referring to *honesty* appears to confirm the fact that – similarly as the Polish on the whole – the inhabitants of the borderland are not fully convinced if this feature is actually one that is characteristic of the whole nation or the region. Moreover, like most Poles who do not see themselves in an advantageous light as regards this particular feature in relation to Europeans, the inhabitants of the borderland perceive their neighbours in a better light than that in which they see themselves. On the basis of the above, we can conclude beyond a doubt that as well as Poles in general, the inhabitants living in the borderland (independent of their subjective choice of the national, regional or multiple identity), whenever asked to compare themselves to representatives of other nations, display high levels of self-criticism and a much higher esteem for the others. More profound comparisons are extremely difficult to make since we do not have at our disposal any identical comparative material: as regards our research, we applied a 10-grade scale to evaluate characteristic features (e.g. honest – 1, dishonest – 10), which caused a great number of the respondents to place themselves on two middle grades in the scale. This, on the one hand, can testify to the fact that in this way they wanted to avoid providing decisive evaluations, on the other one – they can seem to have an ambivalent attitude towards their beliefs. If, however, we use the acceptable operation of aggregation of data, then honesty in the inhabitants of the borderland was confirmed by 44% of the examined (the grades 1-4 on the scale), and dishonesty – by 18% (7-10 on the scale). The others (39%) located themselves on two grades right in the middle of the scale.

Applying the same operation of data aggregation, we can also compare the data relating to holding such a feature as *readiness to extend help to others*. Here, the situation looks better, since it shows that both the Polish taking part in the nationwide research and our respondents perceive themselves in a much more favourable light: the relevant percentage of the examined in both surveys remains close to each other. In the research conducted in the borderland, 60% of the respondents pointed to this feature as a characteristic one of the inhabitants of the borderland; in the nationwide survey, in its different editions, the percentage ranged from 38% to 66%<sup>14</sup>. It is worth remarking that the lowest value concerns Poles' convictions expressed in 2001, whereas in subsequent surveys they looked much better.

The last of the features that can be compared is *openness to others*. As a matter of fact, in our own research we asked the respondents about *tolerance*, yet – as it seems – the notional ranges of the two are – to a degree – convergent. Both the Polish in the nationwide research

---

<sup>14</sup> Cf. p. 9.

and our respondents, to a more or less equal extent, indicated that this feature is characteristic of our nationals. Comparing the data of the surveys carried out almost within the same span of time (the difference of one year), we can point to the fact that the openness of the Polish to others was declared by 55% of the respondents in the all-Polish research of 2011 and by 46% of the inhabitants of the borderland (2010).

In conclusion, we would like to once more make reference to what seems to be extremely vital to each human being, that is *satisfaction with life*. If we were to base solely on common knowledge and stereotypes in circulation, we would have to assume that this is not our national feature at all. We are all aware of how often we complain, how often we are perceived by others to be confirmed complainers. It is enough to turn on the TV, peep into the press or the Internet. It turns out, however, that popular knowledge does not always agree with scientific findings. As well as in the all-Polish survey, in the regional research the indexes of the respondents who declared satisfaction with their lives to date are very high. Although the data cannot be comparable in their whole extent (in the nationwide survey there are three degrees of satisfaction, whereas in our own research there are two), the univocally positive message they communicate remains the same. In the light of the conducted research it is possible to conclude that the percentage of those satisfied with their lives amounted to 94% in the all-Polish and came close to 80% - in the regional survey, respectively.

## **Conclusion**

In the research project undertaken in 2010, we intentionally made references to the worldwide and European research into values and beliefs. Therefore, already at the initial stage, we made the assumption that the same questions that were asked to thousands of respondents all over the world would be included in the questionnaire of our regional survey. In this way, we expected to obtain empirical material which should make it possible to draw comparisons. Thus, it is thanks to this that we were able to look at the problem from a little wider perspective and draw conclusions which should allow answering the question of the specific nature of characteristic features of regional identity with reference to the national one. As it appears, the analyses that were carried out permit to conclude that the inhabitants of the Polish-Czech borderland are bearers of the same features that are attributed to typical Poles, and that – in true fact – it is hardly possible to point to some regional ‘specialty’. Even if we did indicate some disparities, like a varied ranking of some selected values, the differences result not as much from the place of abode as the difference in the time when the surveys were conducted and are also determined by such variables as gender, age, or education level. If, then, we observed certain differences, they usually do not concern the whole samples but some selected categories of respondents.

## **Comparison of typical profiles (the Moravian-Silesians and the Czechs) in the context of comparing the waves of the world research of values and research of the social reality in the Czech-Polish borderland in selected themes**

**Věra Juříčková**

**Department of Public Policies, Silesian University in Opava, vera.jurickova@fvp.slu.cz**

Examining values in the relations and broader consequences are perceived as another task of the consequential research and elaborating data from the previous survey in the Czech-Polish borderland.

The interest in the research of values has already been accompanying social disciplines for many years. The definition of values is not unambiguous. It is possible to examine them from various points of view, by various spectres of professional standpoints. In the year 1981 in quest of specify the term–value in social sciences Lautman found 180 various definitions of the term “value”<sup>1</sup>. In case there are problems in the theoretical defining, it is transferred to the methodological level as well. Moreover these values are usually deduced from attitudes which are measured by means of all sorts of spectrums<sup>2</sup>, or the respondent requires the selected values to be compiled into the certain sequence.

Values “in some degree always represent one of the building stones of the motivation, behaviour, forming relations and structures in the society and in all their parts. The certain value structure characterizes the time, the époque, but the generation as well. It is one of the sources of culture and cultured manners. It can be the source or the obstacle for changes in the society; it can form the sources of tension, but also helplessness or even anomie – the state without roots and rules. Accepting certain values is the source of specifications of the objective and perspectives, opportunities and hopes, confidence and loosing oneself in the chaotic and incomprehensible ...”<sup>3</sup>

Values can be examined from several aspects:

- from the course (genesis, forming, inertia, change, mortification);
- from forming the offer (sources, carrying, partakers, mediators,);
- from the continuity (traditional, established in the time which are referred to as the traditional ones; new, consequential, changing....);
- from aiming (reinforcing or weakening openness; reinforcing or weakening certain moral principles; reinforcing or weakening motivation and efficiency; reinforcing or weakening the quality of life);

---

<sup>1</sup> Lautman, in Strmiska, 1996

<sup>2</sup> Rabušic, 2000

<sup>3</sup> Prudký, 2009, p. 11

- from accepting and establishing in the community (accepting or refusing; procedures of settlement and transformation of interiorization).<sup>4</sup>

For understanding broader coherence we consider as necessary to remind briefly three most significant approaches to the research of values – Inglehart's, Hofstede's and Schwartz's one. The way how the values are understood influences also methodological questions – how in the best way to obtain the relevant data with the possibility of their comparison in various periods and various cultures.

Values are connected with the preference of something to other options; they are interconnected with our interests and needs. However, they also reflect not only individual needs, but also social and institutional demands. All that applies in the increased degree where different values encounter. Values are formed in the process of socialization; they are tightly interconnected with the standards of behaviour, as they simultaneously determine how it is acceptable to reach the values. Every individual in the course of his life seeks and accepts a certain value structure, it delimitates him from other people and at the same time it enables him the comparison, respectively the connection with others. That applies for groups and the whole society as well. Values function as the life certainties.<sup>5</sup>“The value system is stabilized by socialization in the particular culture. It changes in compliance with changes in the particular culture, in the society and on the basis of new personal experience, so every newly discovered experience – individual, social or cultural can lead to the change in ranking values.”<sup>6</sup>

The concept of R. Inglehart:

This author divides values into materialistic and post materialistic in interconnection to needs. Materialistic values are tied up with needs of livelihood and the basic corporality, but they also include needs of security, they are connected with social security, permanency of the order, the stable economy, including stable prices and persecution of criminality. As the post materialistic needs Inglehart indicates needs connected with higher needs in the Maslow hierarchy of values – and that is with fulfilling social and self-realizing values. He speaks about the freedom of speech, the share of power, the participation in management, but at the same time about more personal interpersonal relations. The significant source of diversities seems the diversity in religious sources of researched cultures.<sup>7</sup>

His hypotheses – the hypothesis of rareness and the hypothesis of socialisation are interesting and much discussed as well. The hypothesis of rareness comes out from the fact that the period in which the person is economically and socially secured leads to the interest in a bigger need connected with self-fulfilment and participation in the social life. On the contrary in the period of the decline it leads more likely to material values.

---

<sup>4</sup> Prudký, 2010, p. 65-66

<sup>5</sup> Frankl, 2006

<sup>6</sup> Prudký, 2009, p. 76

<sup>7</sup> Prudký, 2009, Rabušic, 2000

The second, on the first independent hypothesis, is called the hypothesis of socialisation. This hypothesis emphasises the importance of adolescence which Inglehart considers as determining for the further life. Which values prevail in adolescence, those we have the tendency to keep in a stable way in the course of the whole life.

Just from these hypotheses we can presume two antagonistic tendencies in the change of values – by the hypothesis of rareness the values should change with the change of the prosperity of the country; by the hypothesis of socialisation the change of values should be of a longer term, connected with the modification of the generation. Inglehart's ideas incited longer-term researches of values in Europe and in the world as well from the half of the 70s of the 20th century. (World Value Survey and European Value Survey). Respondents could choose on the base of offered dichotomies the alternation which they would privilege as more important for the future of the country. Materialistic values were represented by items to keep the order in the state and to fight against the growth of prices. Post materialistic ones offered more options to interfere into important government decisions, the higher participation and support of democracy. Questioning was also completed by the dichotomy of religious and traditional values supporting conservatism versus modern rationality.

Extent world researches enabled to specify single national cultures and on the base of the affinity of selected value orientations to presume whether in the present multicultural world it is possible to expect the inclination to the agreement and calm coexistence or on the contrary the tendency to conflicts in the certain space.

The concept of G.Hofstede characterizes the significant dimensions for characterizing the certain culture:

- “1. differences in power which relate to the diverse solution of the main problems between people;
2. the form and level of “avoidance of uncertainty“which is related to the level of stress in the society facing the unknown future;
3. localization on the link of individualism versus collectivism which reflects in the degree of the integration of individuals into primary groups;
4. localization on the link between masculinity and femininity (the gender dimension) which reflects in the dividing of emotional roles between men and women;
5. localization on the link between the long-term or short-term orientations which reflect in the choice of the core of the human aspiration – whether it will be the orientation on future or present. These five dimensions are empirically verifiable and validated and each country is localized on the scales between these dimensions. “<sup>8</sup>

The concept of Schwartz:

Schwartz 's concept is connected with the social psychological concept. Values are for him a significant factor for possible understanding and achieving the social stability. The research of values should answer by him three basic questions:

---

<sup>8</sup> in Prudký, 2009, p. 86

1. How are the value priorities of individuals influenced by their social experience?
2. How do the value priorities influence ideology, attitudes and actions in political, religious, environmental and eventually other spheres?
3. What are the intercultural and international differences in value priorities? How do they differ within one group of the value preference as for the age, gender, education and other criteria?

The biggest danger of the conflict threatens by him in these crystallized dimensions:

- self-management (independence) and incitement (stimulation) against the conformity, tradition and security;
- universalism and benevolence against the success and power;
- hedonism against the conformity and tradition
- spirituality against hedonism, the power and success<sup>9</sup>.

Prudký (2009) mentions indicators by the new concept of the research of values:

- value preferences (the basic life values),
- the value orientation (the structure of tendencies of the development of values),
- the value frame (confidence in the state, religion),
- norms of behaviour,
- social, economic and demographic influences.

From the mentioned text it is possible to summarize that values are influenced and codetermined by the socio-economic situation, the set time and specifics of the particular culture. They become the norms of behaviour. In the present multicultural society they can be the source of conflicts or on the contrary in case of shared values to contribute to social cohesion and stability.

This is also the sense of our effort to attempt for the comparison of the data from the Czech-Polish borderland based on the acquired data. Whereas the monograph of the last year was meant mainly to compare the data of the Moravian-Silesian side and the Opole region, this contribution tries to compare selected data of the inhabitants of the borderland – the Moravian-Silesians (men and women) and the Czech (a man) and the Czech (a woman) in selected questions. Simultaneously we try to interconnect this with broader consequences as it is typical for the values – how they change in the given time, socio-economic environment and with the specifics of the particular culture.

### **Researches and activities**

Well-known projects European Values Study (EVS) and Word Values Survey (WVS) belong to long-term searches which serve as the source of data for further analyses and comparison of Czech and foreign social scientists. Both projects have the common origin and common practice of the organization of international searches. The first international search of values was done in the year 1981 only in 10 Western European countries. This research

---

<sup>9</sup> Řeháková, 2006

initiated such great interest that consequently it was repeated in other 14 countries and beyond Western Europe as well. Former Czechoslovakia did not take part in the first wave of the European Values Study - World Values Survey (EVS-WVS); it started contributing by its data in the 90s. In September 1990 the agency AISA and the Sociological Institute CSAS carried out the Czechoslovak search within WVS. From June to August 1991 the team of the Department of Sociology of Charles University carried out together with the agency Sc&C another search which was the part of the EVS (Leontiyeva). At present the project of the research of values is being solved by the team of the Centre for Social and Economic Strategies (CESES) at the Department of Social Sciences of Charles University and the Sociological Institute of the Academy of Sciences (the AS) of the Czech Republic; they take part in regular researches the European Values Study (EVS) and the Word Values Survey (WVS). A detailed survey of results of sociological researches of values in the society of the Czech Republic is given by the book by Libor Prudký *Inventura hodnot (Inventorying Values)* published in the year 2009. By the end of the year 2010 in Prague the international conference called *Researches of Values and Differentiations: sociological outlooks* was held organized by the Centre for social and economic strategies of the Department of Social Sciences of Charles University and the Sociological Institute of the Academy of Sciences (the AS) of the Czech Republic.

Concurrently other projects are solved continuously, e.g. the project *Metamorphoses of the Czech religiosity in the international comparison*. This has the objective to analyze religious values and behaviour of the present Czech society and their connection with practical behaviour and socio-economic and political attitudes. With the progressing European integration they consider as essential to follow the Czech none/religiosity and its socio-political impacts in town contexts: firstly, as the historical development in the context of social changes after the year 1989 and secondly, in the context of changing religious situation in other European countries. Both enable the participation in the international comparative project the International Social Survey Programme (ISSP 2008 - religion). In the years 2006 – 2010 there was solved the significant project “Shared values and standards of behaviour as the source of strengthening social cohesion and overcoming negative impacts of the social differentiation in the CR”. The research team was compound of two workplaces – from the Centre for social and economic strategies at the Department of Social Sciences of Charles University led by Libor Prudký and the Sociological Institute of the Academy of Sciences led by Milan Tuček. The theme of the project supposed finding, working out and suggesting the implementation of new procedures aiming at minimisation of the negative impacts of the excessive social differentiation and marginalisation. The basic objective of the solution of the project is presented by the authors as the task to reveal new processes of social differentiation and their relation to the structure of values, religions and standards in the Czech society and on the base of by the research found knowledges to propose manuals exercisable at strengthening social cohesion in the CR. The results of the research are especially in the present situation the possible helper at solving tensions in social and national conflicts.

The importance of values in the life of the citizens is also monitored by the Centre for research of the public opinion continuously from the beginning of the 90s always with the

same set of questions. In comparison with previous searches (mainly in the years 2006 and 2008) there were recorded only minimal statistically significant changes. In the long-term scale the high stability is shown especially by these items which are judged as very important – e.g. the private life, the family, friends and the healthy life in the healthy and nice environment. Some items, however, went through changes, e.g. values connected with work at which in the course of the 90s of the last century there was seen a certain withdrawal which, however, with increasing unemployment turned in the opposite trend and at present the items connected with work are assessed mostly as more important as it was about 15 years ago. The similar development trend appears also at the item “to help those who need the help” representing the altruistic solidarity values.

The continuous increase at some hedonistically orientated values as „to live pleasantly, to enjoy, “to have time mainly for one’s hobbies and interests, or “to live the interesting, exciting life“. “At present the Czechs significantly more often than in the year 1990 wish to live pleasantly and to enjoy themselves, to have friends who can be helpful to them, to live interesting and exciting lives, to have time mainly for their hobbies, to earn much money and to reach the significant status in the society. However, thus it seems that changes after the year 1989 which brought unusual expanding of possibilities of spending leisure time and at the same time increased income and property differences meant for the Czech society the growth of the desire to live their lives in comfort and material plenitude.“<sup>10</sup> The completely opposite trend is shown by the interest in political involvement. Especially in the last years we could see that the rate of disgust from the present political situation also reflected the decreased interest in political involvement in the public and political life, factually the possibility “to support the policy of the own political party.“<sup>11</sup>

### **The analysis of the research and discussion**

After the introductory theoretical entry and the survey of current results of the research of values in the Czech Republic we will try to present the analysis and comparison of the data acquired in our research. We have concentrated on comparing selected spheres, the first of them it is assessing the importance of values as they are perceived by representatives of the Moravian-Silesians and representatives of the Czech Republic divided as for the gender.

**Table 6 (Question 2). How are these values important for you in life?**

Very important (%)

	Moravian-Silesian	Czech	Moravian-Silesian(female)	Czech (female)
Family	<b>85</b>	<b>78</b>	95	91
Friends and acquaintances	<b>33</b>	<b>25</b>	<b>39</b>	<b>29</b>
Work	<b>48</b>	<b>54</b>	<b>42</b>	<b>52</b>
Leisure time	<b>30</b>	<b>22</b>	20	21
Politics	<b>21</b>	<b>33</b>	<b>19</b>	<b>30</b>
Religion	6	6	8	8

Source: Research and own calculation

<sup>10</sup> Horáková, 2011

<sup>11</sup> Tuček, 2011

In the long term the family evaluation is very important in the most of states, in the Czech Republic as well. From values we can see that in the Czech-Polish borderland the family has even bigger importance for the Moravian-Silesians than it is shown by answers of the Czechs. The difference makes 7 percentage points in case of men and 4 percentage points in comparison of women. The family for the Moravian-Silesians is perceived as more significant not only in all age groups, but also in all educational categories.

As well the relations to friends and acquaintances appear in a bigger rate. Moravian-Silesian men indicate by 8 percentage points more often that friends are very important for them. The difference at women in the Moravian-Silesian Region is even bigger. Whereas for not the whole third of the Czech women friends are very important, for the Moravian-Silesian women it is nearly 40%. Alike as at the evaluation of the family and in case of evaluation of friends and acquaintances they are perceived as more important not depending on the age and education. It would be suitable to compare also in the categories on the opposite side – less important. At the same time it is necessary to remember that some analyses can influence also time movements in the data collecting.

Relatively surprisingly in comparison it is attaching the importance to work as the value. For the Czechs it is the difference of 6 percentage points, at women even 10 percentage points. In comparison of unemployment it could be supposed that the Moravian-Silesians will consider the value of work as very important in a higher rate, but it is not like that. The difference is the most striking at the people with lower education.

In case of leisure time we see the comparison differently at men and women. At the Moravian-Silesians 30% respondents consider leisure time as important. In case of the Czech men generally this value at the item very important is lower – only 22%. The difference is significant especially at men with higher education. We suppose that in this question it is more reflected the time movement at data collecting. At women this evaluation is similar, about one fifth of the Moravian-Silesian women and also the Czech women consider leisure time as a very important value.

The biggest differences appear in perception of politics as the value. As the very important value it is considered by 33% men – the Czechs. At the Moravian-Silesian men we see the difference by 12 percentage points. The women evaluate politics as very important generally less than men. For the Czech women politics is very important in 30%, for the Moravian-Silesian women only in 19%. Again the bigger differences are observed at the people with higher education. In this question it is possible to think of the possible distortion by the different time of data collecting, as generally a lesser interest in involvement in politics was recorded.

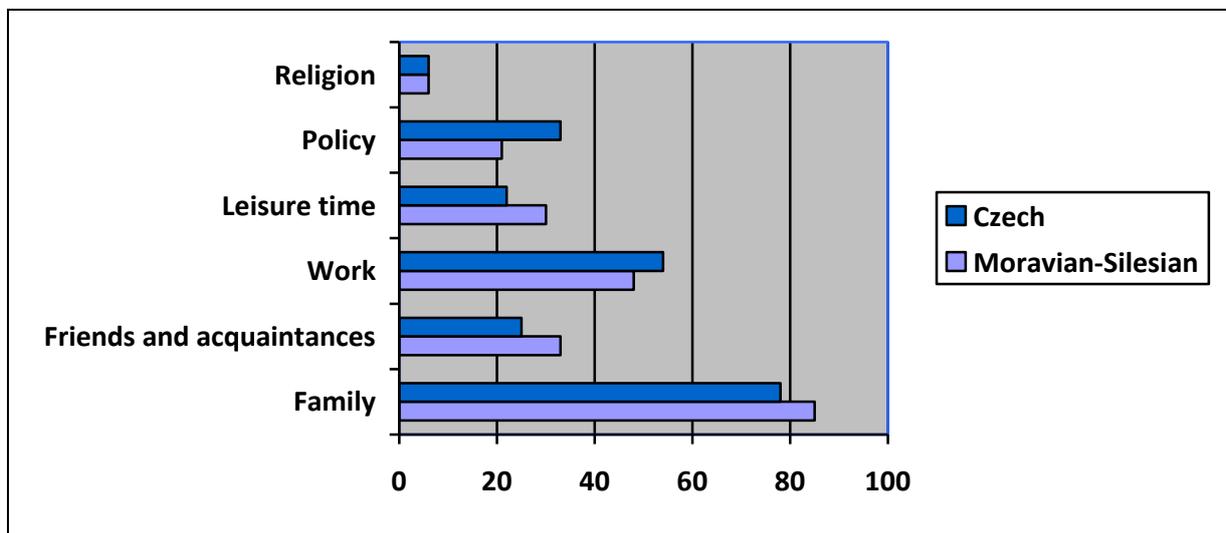
The value of religion seems stable. There is not shown the difference, it is evaluated only by 6 percent of men as very important – the same for the Moravian-Silesian men and the Czech men as well. Women show also the same values, religion is considered as important by 8 percents of the Czech women and also by 8 percents of the Moravian-Silesian women. Neither any difference is shown in other categories – the age and education. Our search

accords with the researches carried out in the Czech Republic. Present researches unambiguously document that women are more religious than men regardless the form of religiosity. These findings relate both to religious activity and attitudes as well. The higher religiosity at women is a universal phenomenon observed in various historical époques<sup>12</sup>.

Horáková states in the factor of the religious life two items: to live according to religious rules and to help those who need help. She gives the data in comparing years 1990–2004. Here she gives the number relatively higher than our search shows – to live according to religious rules is evaluated as very or more likely important by nearly one third of the Czechs. The second item – to help those who need help is marked as very or quite important by the absolute majority of the Czech citizens in the years 1990- 2004 (in May 2004 there were 85 %). Horáková asks herself whether this generally declared willingness to help the needed in some way is also reflected in the real behaviour of the referred-to citizens. As for our opinion one of the possible verification is empathy and the rate of participation in help in the Czech Republic at floods or humanitarian activities organized in the world, particularly in sending donation text messages, the support of education, adoption on distance and the offer of personal participation, e.g. at liquidating the consequences of natural disasters.

Comparing values is shown by graphs no. 1 and 2, when we can compare the selection of values as for the gender and with the nationwide research which show answers typical for the Czech man/Czech woman.

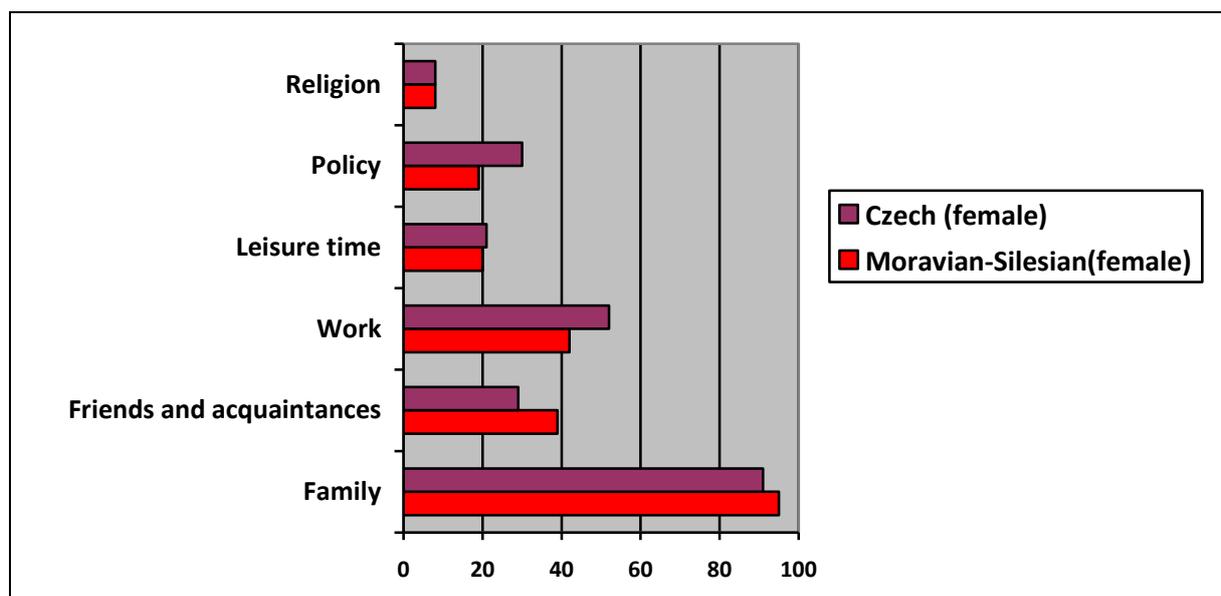
**Graph 7. Comparing the importance of values at men – the Moravian-Silesian –the Czech (in %)**



Source: Research and own calculations

<sup>12</sup> Hamplová, 2011

**Graph 8. Comparing the importance of values at women – the Moravian-Silesian –the Czech (in %)**



Source: Research and own calculations

In case we concentrate on the sequence of preferred values, we can see that the difference in evaluation of the Moravian-Silesians and representatives of the Czech Republic is relatively similar; let us say the sequence of six selected values is identical, only the achieved rate of the average evaluation differs. In this connection we mention the values which we obtained from the research in the Polish borderland as well. The sequence on the first four places is the same, only the last two differ – on the contrary to the Czech Republic religion is more important than politics for the Opolians.

Comparison with the present situation would be interesting when for the surprise of most of the observers in the autumn elections 2011 in Poland the new party, called Palikota's movement was successful, though it was established only a year ago, nevertheless managed to get ten percent votes. Its programme fights against conservatism and against the traditionally high ranked value of religion and obedience to the Catholic Church.

**Table 9 (question 3). Comparing the sequence of preferred values**

Sequence	Sphere	Moravia-Silesia	The Czech Republic	The Opole region	
				Sphere	Average evaluation
1.	Family	1,20	1,38	Family	1,23
2.	Friends and acquaintances	2,55	1,77	Work	2,77
3.	Work	2,82	2,79	Friends and acquaintances	2,94
4.	Leisure time	3,40	3,73	Leisure time	3,69
5.	Policy	4,90	4,98	Religion	4,04
6.	Religion	5,28	5,27	Policy	5,29

Source: Own research of values for Moravia-Silesia and Poland, values for the Czech part were taken from the research at the CESES from the year 2004.

In the last selected sphere we compared the evaluation of the statements of the Moravian-Silesian representatives and the Czech Republic representatives which are related to attitudes connected to families and employment of women, particularly with the compatibility and their roles.

**Table 10 (question 6). What do you think on the following statements?**

Questions definitely yes +more likely yes in %

	Moravian-Silesian	Czech	Moravian-Silesian (female)	Czech (female)
Both the husband and the wife should contribute to the income of the common household.	96	91	97	95
The working mother can establish the same warm relation and the feeling of security for her children as the mother who is not employed.	80	78	85	84
Employment is a good thing, but most of women long really for home and children.	61	73	65	71
The prerequisite of happiness is a long term lasting matrimonial relation.	73	72	79	67
To have the employment is for a woman the best way how to be personally independent.	89	72	91	79
Preschool children suffer when their mother is employed.	35	53	36	42

Source: Research and own calculations

In the first two items no significant differences appear. Men and women in both cases suppose that both partners should contribute into the common income of the household. As well they accord that the working mother can create the same warm relation and the feeling of security for her children as the mother who is not employed. Results do not differ even as for the age or education. Rather as the paradox in comparing with previous results the disproportion at the statement “Employment is a good thing, but most of them really long for the house and children“is seen. As at the Czech men and at the Czech women as well there appears the higher percentage of the approval with the mentioned statement than it is at the Moravian-Silesians (men and women). The approval with this statement increases significantly with the age. The statement “The prerequisite of happiness is a long-term marriage relationship” is similarly perceived at both groups of the compared men. The Moravian-Silesian women agree in a significantly higher score (12 percentage points) than the Czech women. The statement “To have employment is for a woman the best way how to be personally independent” is much more supported by the Moravian-Silesian men and women as well, than it is at the Czech men and women. Between the comparisons of the men the difference makes 17 percentage points, at the women 12 percentage points. The last compared statement “Preschool children suffer when their mother is employed” is in the Moravian-Silesian borderland perceived similarly by men and women. Only 35%, respectively 36% agree with it. Obviously more than half of the Czech men (53%) suppose that children suffer

by employment of mothers; surprisingly less approval is shown by the Czech women (42%), though, however, more than the Moravian-Silesian women.

## **Conclusion**

The possibility to deduce unambiguously the statement and recommendation for further solution seems as an easy task on the base of the collected data. The more the man penetrates into the given issue, the more he discovers the connections and more likely there emerge questions which the answers only will be searched for. We can also see how created theories reflect socio-cultural experience. At examining and researching values the reality can influence many factors.

Can the change in the value hierarchy be expected in the period of more significant social changes as well? In a relatively short period which passed from the change of the regime in the post socialist countries we can observe several trends. As the carried out researches confirm, in the front rank there are still values which are in connection with the private life – the family, the friends and the healthy life in the healthy environment. To them there are ranked hedonistic tendencies, to have enjoyment from the life and the desire to live their lives in comfort and material plenitude. For that it is necessary to earn enough money and to have enough time - which is an incompatible demand.

The original enthusiasm from the change in the political development after the revolution in the year 1989 brings the disillusion from the subsequent development; it is spoken about disgust from the present political situation and pessimism, the stress from future. Despite the effort to solve the situation disputes appear and the tension grows in the various parts of the Czech Republic. Solidarity with the weak is started being discussed. The interest in politics is decreasing.

After the entry to the European Union the economic growth seemed stable and unchangeable. The more surprise was brought by the crisis in the year 2008 which could contribute to changes in some values, especially in connection with smaller social securities and the growth of unemployment, which in the borderlands is felt more markedly. It is possible to see the combination of materialistic and post materialistic values. When accepting Inglehart's hypothesis, it is probable that the economic crisis should be more favourable to materialistic values orientated to basic material needs, needs of safety, social securities, the permanency of the order, the stable economy, including stable prices and persecution of criminality. These tendencies, however, do not let aside post materialistic values – the desire for the freedom of speech, the share of power, the participation in management and quality interpersonal relations. As the call for the order which is connected with obedience and perfect organisation appears, it is necessary to remember that the order is possible to be enforced only by force. Values are, however, related with humanity, long-term cognition and experience, usually the transgeneration transfer.

We believe that by our effort to engage into the researches by the concrete view on specifics of the Czech-Polish borderland, and by the effort to comparison we contribute by the

modest work to know differences and searching for conformity. We are not able to judge whether value preferences will be kept stable as they seem in case of the family for the long term, or there will be a dynamic change as it was surprisingly shown by the autumn elections in Poland. It is necessary to remind that the possibility to reach consensus grows with the ability to listen to and to perceive differences. It is also necessary to draw the attention to the discrepancy between proclaimed values and the real behaviour in common every day situations. Nevertheless always there is hope that consistent with the title of the Czech project jointly shared values will be those which strengthen social cohesion, will enable the solution of conflicts and will help overcome negative impacts of social differentiation.

### **Literature:**

- ČERVENKA, J. *Hodnotové orientace v naší společnosti*. [online] [cit. 2011-09-17]. dostupné na [http://www.cvvm.cas.cz/upl/nase\\_spolecnost/100044s\\_cervenka-value.pdf](http://www.cvvm.cas.cz/upl/nase_spolecnost/100044s_cervenka-value.pdf).
- HAMPLOVÁ, D. *Náboženství a pohlaví: Proč jsou ženy zbožnější než muži?* Sociologický časopis, Praha: 2011, roč. 47, č. 2, p. 297-323.
- HORÁKOVÁ, N. *Co je pro nás v životě důležité?* [online]. [cit. 2011-09-8]. dostupné z [http://www.cvvm.cas.cz/upl/nase\\_spolecnost/100045s\\_horakova-value.pdf](http://www.cvvm.cas.cz/upl/nase_spolecnost/100045s_horakova-value.pdf).
- FRANKL V. E. *Vůle ke smyslu*. Brno: Cesta, 2006. ISBN: 80-7295-084-3.
- LEONTIYEVA, Y. *Evropský a světový výzkum hodnot*. [online]. [cit. 2010-09-17]. Dostupné z [www http://www.socioweb.cz/](http://www.socioweb.cz/).
- PRUDKÝ, L. a kol. *Inventura hodnot. Výsledky sociologických výzkumů ve společnosti české republiky*. Praha: Academia, 2009. ISBN 978-80-200-1751-2.
- RABUŠIC, L. *Je česká společnost „postmaterialistická“?* Sociologický časopis, Praha: 2000, roč. 36, č.1, p. 3-22.
- ŘEHÁKOVÁ, B. *Měření hodnotových orientací metodou hodnotových portrétů S.H. Schwartze*. Sociologický časopis, Praha: 2006, roč. 42, č.1, p. 107-128.
- STRMISKA, Z. „Hodnota“. in *Velký sociologický slovník*. Praha: Karolinum, 1996, p. 375-377.
- TUČEK, M. *Jaké hodnoty jsou pro nás důležité*. 21.6.2011. [online] [cit. 2011-10-10]. dostupné na [http://www.cvvm.cas.cz/upl/zpravy/101160s\\_ov110621.pdf](http://www.cvvm.cas.cz/upl/zpravy/101160s_ov110621.pdf).

## **2. Dimensions of attitudes of the inhabitants of the rural and urban settlement according to the research of the social reality in the Czech-Polish borderland**

**Anna Václavíková**

**Faculty of Public Politics, Silesian University in Opava, [anna.vaclavikova@fvp.slu.cz](mailto:anna.vaclavikova@fvp.slu.cz)**

### **Introduction**

Results of the last year research The social reality of the Czech-Polish borderland after the entry to the EU showed how opinion attitudes of inhabitants of the delimited area differ or correspond in the scale of questions judging, e.g. opinions on the scale of economic phenomena connected with the newly occurred situation after the entry of both countries into the EU, and after the impact of the economic crisis in the year 2009.<sup>1</sup> Interesting pieces of knowledge have brought results on the extent and the way of using the Internet by the inhabitants on both sides of the border.<sup>2</sup> The research led to evaluating the attitude of persons as for the gender, the age, the economic activity, their degree of education and the locality of the place of living. Concurrently the direction of the research activity is the analysis of the social reality of the inhabitants of the Czech-Polish borderland after the entry to the European Union.<sup>3</sup>

The objective of the presented study, focused on evaluation of attitudes of the inhabitants of the Czech-Polish borderland, is first of all to evaluate the concrete group of persons, and there are those living in towns and in the countryside on both sides of the border, their attitude to the selected range of problems which correspond to new conditions in the best way after the entry to the EU. For more precise differentiation of opportune differences and diversities the data are completed by the category of the age (18-29, 30-44, 45-59, 60+), in some cases also the gender. The global objective of the National development plan for the period of years 2007-2013 among others has been to set the goal whose target is and will be by means of the permanent strengthening of competitiveness to achieve the sustainable growth, increasing employment and the balanced and harmonic development which will lead to increasing the quality of life of the inhabitants of towns and the countryside as well and to ensure the access of the countryside inhabitants to values of the civilisation and adequate conditions for the sustainable development. The objectives of the research plan is also, as it is confirmed by procedures of social sciences, to describe and to understand the behaviour of

---

<sup>1</sup> A. Václavíková, Sociální dimenze Evropské zóny. V Sociální realitě česko-polského příhraničí po vstupu do Evropské unie. Slezská univerzita Opava, 2010, p. 107 n.

<sup>2</sup> M. Chmelařova, F. Koliba, Užívání moderních informačních technologií. Sociální realita česko-polského příhraničí po vstupu do Evropské unie. Slezská univerzita Opava, 2010, p. 127 n.

<sup>3</sup> H. Kolibová. Sociální realita česko-polského příhraničí po vstupu do Evropské unie. Slezská univerzita Opava, 2010, p.169.

people, their relations, but also the motives of behaviour and decision making. In this connection we also ask the question whether: “Is it possible to talk about the countryside in a different way than about the town?”; “In which is the life in town different from the life in the countryside?”; “Does the inhabitant living in front of the border or behind the border, that is the Moravian-Silesian and the Opolian, differ in these attitudes?” “Just the political, economic and mainly the social changes evoke behaviour and manners which are the driving force of the development and necessarily evokes other questions: “Does the countryside develop as a specific area or only copies the town?”; “Does the development of the town or the countryside copy each other or each of them develops in a specific way?”; “What is the future of the rural/urban society on both sides of the border?”

## **The theory**

As it has been already mentioned the objective of the research is the analyses of the social reality of the inhabitants of the Czech-Polish borderland, towns and the countryside after the entry to the EU. The social geographer, James Ross, who dealt with distribution of people in the space (e.g. the countryside and the town), confirmed that this distribution influences social activities and relations. He also monitored how people by their activities influence or can influence physical environment and vice versa.

The countryside can generally be characterized or defined as the space which includes both the landscape and the country houses as well. The term of the countryside thus integrates both the non-built-up territory and the built-up territory of small settlements – villages as well. For the countryside the lesser intensity of the social economic contacts, the smaller density of the relations between single subjects, which move in the countryside environment, occurs.

The vision 2014 characterizes the countryside as the community of happy, content and well-secured people who keep and develop the countryside values in culture, business activities and in social relations as well and cooperate both among themselves and with neighbours at home and abroad as well. The countryside as a self-confident and an equal partner of the town that considerately and responsibly manages the sources, protects and also develops the countryside environment, country houses and the landscape, inherited from the ancestors to keep them in order and preserves them for the future generations.

The increasing number of inhabitants of the towns and the decrease of the people in the countryside is the main feature of urbanization. Its second important feature is spreading the urban way of life into the surroundings. Who searches in the present time living in the countryside? The elderly who love peace and nature, the lovers of the healthy style of life, the parents with small children, the people who can work at home, but also those who like working in the garden and like pottering around.

On the contrary the town is searched for by young people with the interest in entertainment, but also in the carrier, the people who study, the people with demanding work,

the overextended people, the people with the adolescents and the people who like theatres, cinemas, and simply cultural life.<sup>4</sup>

## **Methodology of the research**

The analysis concentrated on registering specific features of the life of the inhabitants of the Czech-Polish borderland, living in the countryside or towns, and that means the Opolians (further OP) and the Moravian-Silesians (further MS), men and women, as for their age category. We monitor here the groups of persons who have roughly the same or similar way of life and its organization, genesis of their development who live in the same or similar environment.

The research limits the basic thematic issues in 4 segments. (The Opolians in the town and in the countryside, the Moravian-Silesians in the town and in the countryside). The other segmentation is made as for the age categories of the researched sample of the inhabitants on both side of the border.

The objective of the research analysis was the selective choice from the group of 22 research questions focused to register changes which were done or as it was supposed had to (could) be done after the entry of both countries (the Czech Republic and Poland) to the EU. It cannot be neglected even the fact that the new society assumes also new patterns which are consequently reflected in the whole picture of the space in which the inhabitants live. The market environment, establishment of new economic conditions and from them resulting social connections mix with traditional roles of towns and the countryside. In this connection there are made changes of the structure of the town and the countryside induced by the process of urbanisation (the growth of suburban zones around towns), but also rurbanisation by including the rural inhabitants and the zone into the town, though the inhabitants stay in the countryside, they take over the urban way of life. After the year 1995 many towns got into the so called depopulation wave, which in practice meant a completely rare growth of the number of rural inhabitants. In the conditions of the countryside a bigger chance opened for the support of up to that time limited business activities and improving the situation not only at the labour market.<sup>5</sup> The rural and urban space has lost its traditional character, which quite significantly reflected in the way of life of the inhabitants of the particular areas, though with the impact on all age categories. How did this change reflect in the results of the research? Our attention was focused in the submitted survey on the selected types of questions which correspond to the objectives of the chosen theme.

*How did you feel the economic crisis in the year 2009 – question no. 13 of the questionnaire.*

*How do you evaluate your standard of living - question no. 16 of the questionnaire.*

*In case of the claim on the financial support which of the following group would you give a certain amount of money - question no. 17 of the questionnaire.*

---

<sup>4</sup> iDnes.cz 6. října 2011, Lidé utíkají z měst: kam patříte vy, jste vesničan, nebo městský typ? (Scarlett Wilková MF Dnes, 2. 8. 2011)

<sup>5</sup> <http://www.garep.cz/publikace/venkovsky-prostor-a-jeho-oziveni.pdf>

*How do you spend your leisure time - question no. 21 of the questionnaire.*

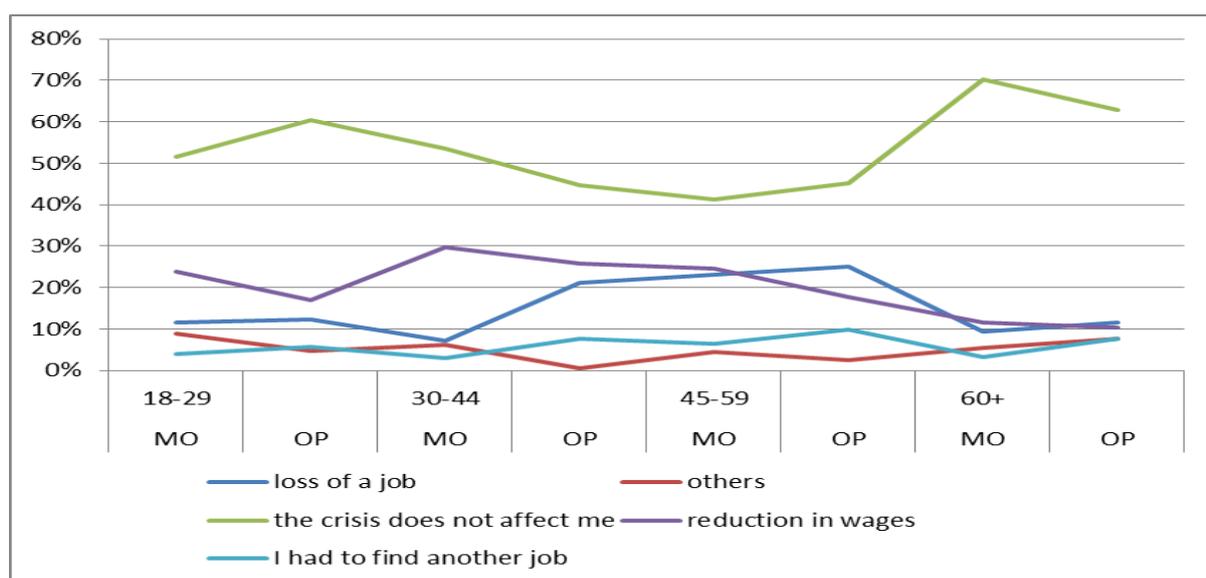
*Express, please, your opinions on the various selected theme by circling the value - question no. 7 of the questionnaire (part).*

### The assessment

Following graphic expressing of the results of the research brings concrete information to single issues of selected questions.

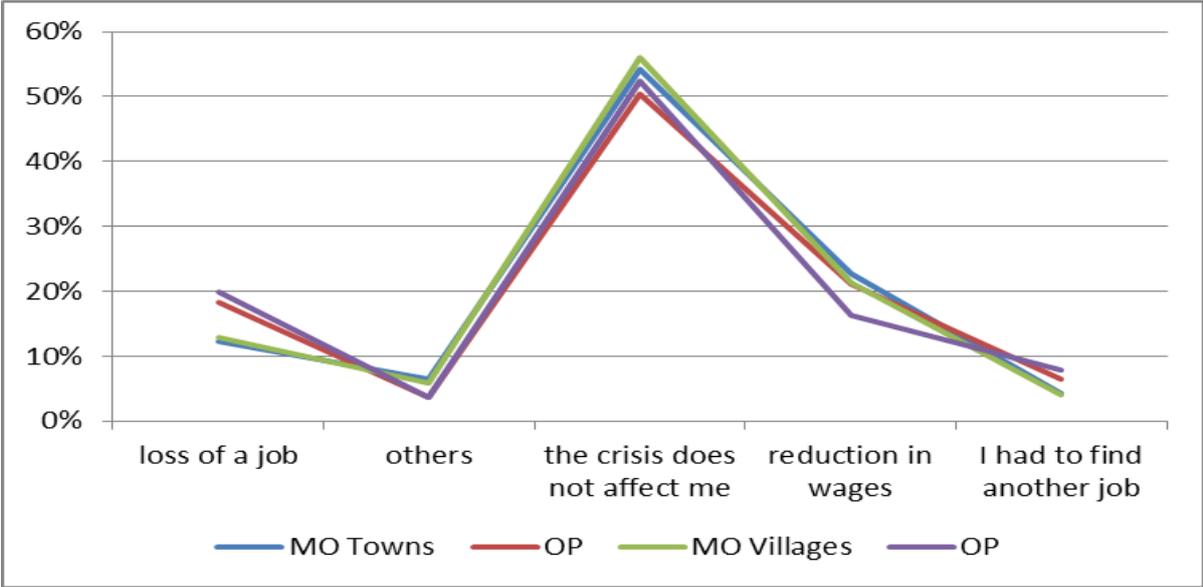
**The question no. 13 “How was the economic crisis in the year 2009 felt by the Moravian-Silesians and the Opolians in the certain age category in the countryside and in the town?”** “in the graphic expressing (the graph a, b) points at many interesting facts. The graph (b) reveals the nearly identical concordance of the Moravian-Silesians and the Opolians from towns and the countryside in answers to the given question. The inhabitants of the towns and the countryside on both sides of the border, from the scale of proposed possibilities stated in the biggest extent that they did not feel the crisis, in the smaller extent the loss of employment or the decrease of wages. The partial part of the question elaborated in the graph reveals the impacts of the crisis on the certain age category. It is here obvious that the crisis was felt in a minimal way by the age group 18-29, including in the biggest extent the group of persons that is only preparing for the employment (students) and the age group on the other end of the observed age spectrum 60+. Here it is possible to assume that it is mainly the group of persons in the retirement age, ensured by the regular income - the old-age pension. Bigger fluctuations, though not dramatic, can be followed in the age groups 30-44 and 45-59 years, and is expressed by the decrease of wages more at the Moravian-Silesians from towns and the countryside or by the loss of employment including more often at the urban and rural Opolians.

**Graph 11 a) How the economic crisis in the year 2009 was felt by the Moravian-Silesians (MS) and the Opolians (OP) in the certain age category in the countryside and in the town (the question no. 13)**



Source: Research and own calculations

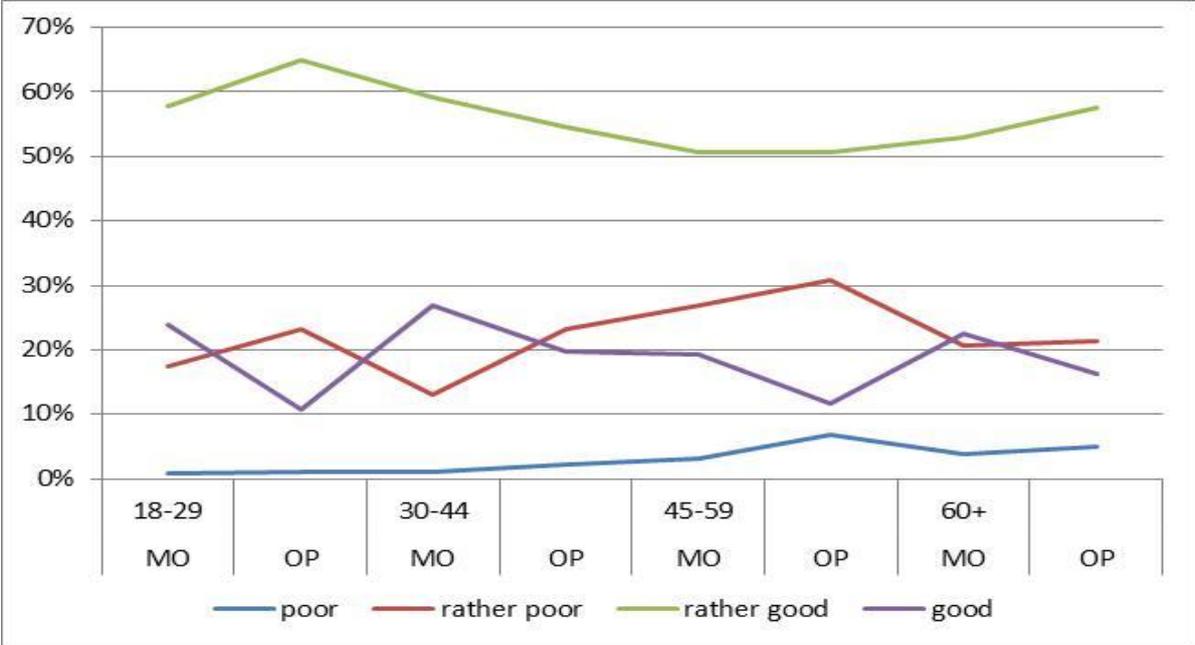
**Graph 11 b) How the economic crisis was felt by inhabitants of the town and the countryside - the Moravian-Silesians (MS) and the Opolians (OP) the question no.13**



Source: Research and own calculations

Answers to the question no. 16. How you evaluate your standard of living – again show nearly the concordance in evaluation of the standard of living of the towns and the countryside, smaller divergences can be found at the age categories (2 and b).

**Graph 12 a ) How you evaluate your standard of living (the age and the place of work)**



Source: Research and own calculations

Answers of the Moravian-Silesians and the Opolians in the towns and the countryside evaluating their standard of living (the question no. 16) are nearly consistent (the graph 2b).

Expressing to the favourable variant from the category bad, over rather bad, to more likely good which is stated by more than half of the respondents (55%, 54%, 54%, 58%), has the steeply increasing tendencies, whereas slightly more critically the Opolians from towns and the countryside express to the variant rather bad. The evaluation good has already a decreasing tendency and it is more favourable at the Moravian-Silesians from the town and the countryside as well. It can be presumed that more positive perception of the standard of living is given also by more favourable conditions of the Moravian-Silesians at the labour market. The view on perception of the standard of living in the context with the age is obvious; it is in accordance with the origin of respondents, so more likely good. Here it appears a certain deviation across the age groups at the Opolians in the countryside and towns as well. The Moravian-Silesians and the Opolians without the difference, whether from the towns and the countryside, the people of the pre-retirement age, perceive in a subjective way worsening of the standard of living, which corresponds to expressing on the loss of employment, searching for new jobs, but also with worsening the health state, etc.

**Graph 12 b) How you evaluate your standard of living – as for the place of living (town x countryside)**

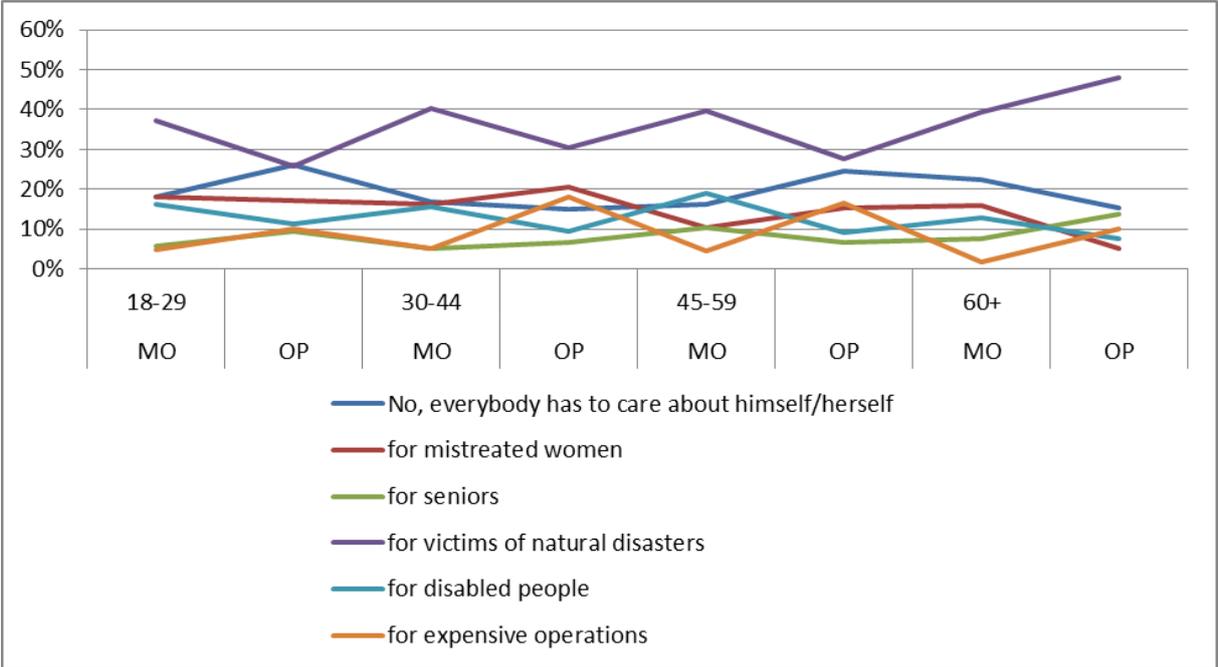


Source: Research and own calculations

**The question no. 17. “In case of the claim on the financial support which from the following groups you would give (a) a certain amount of money”.** Graphs (3a, b) confirm that also the Moravian-Silesians and the Opolians from the town and the countryside and in all age categories realise the importance of help in need and the biggest percentage of respondents expressed for the help of victims of natural disasters (from 30% to nearly 50%), followed by maltreated women and health disabled persons. There are relatively surprising the data on refusing any kind of help to others, with the reference to own forces, and that is from the side of the town and the countryside Moravian-Silesians and the Opolians across the age spectrum of respondents, which makes roughly 1/5 of the questioned. The unambiguous concordance of the Moravian-Silesians and the Opolians of the town and the countryside is in small willingness to help the elderly, even from the side of the persons of the retirement and

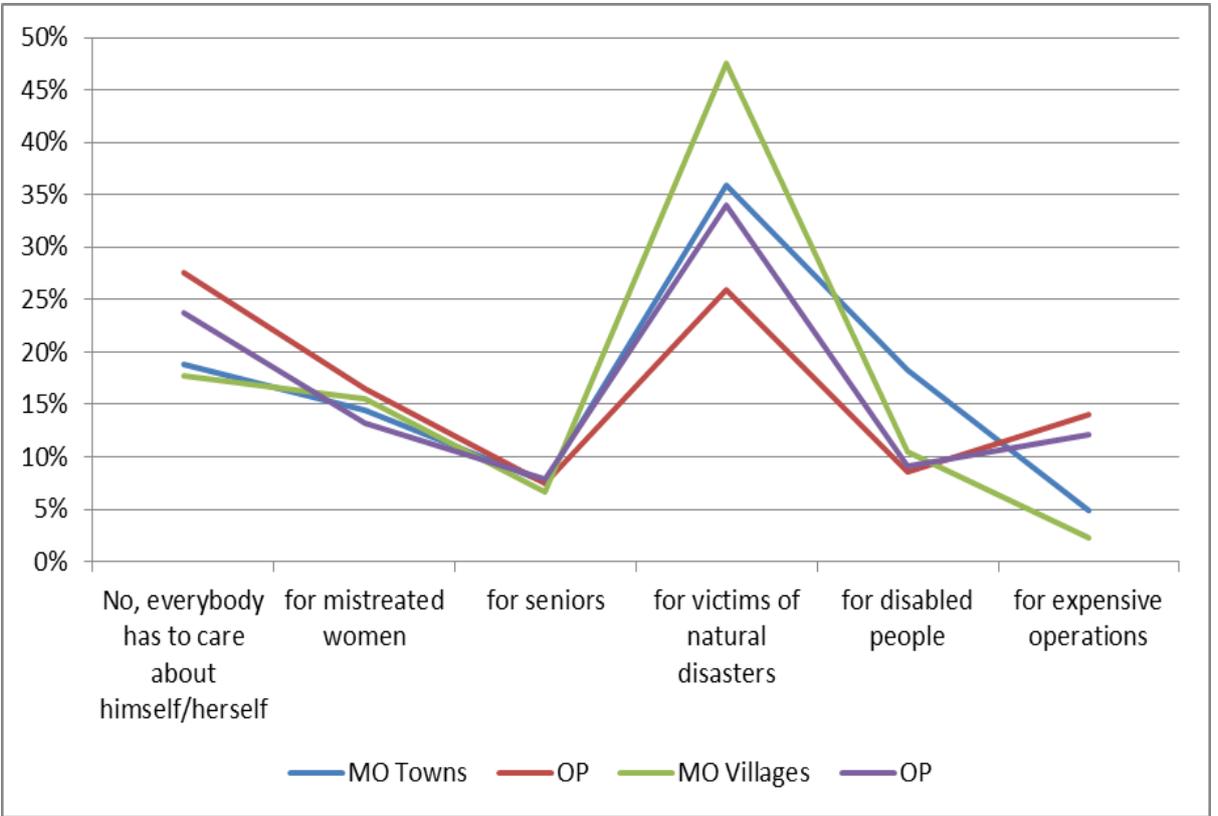
pre-retirement age. Perhaps therefore these age groups already solve their social problems by themselves and they do not get the financial support.

**Graph 13 a) Financial support (the age and the place of work)**



Source: Research and own calculations

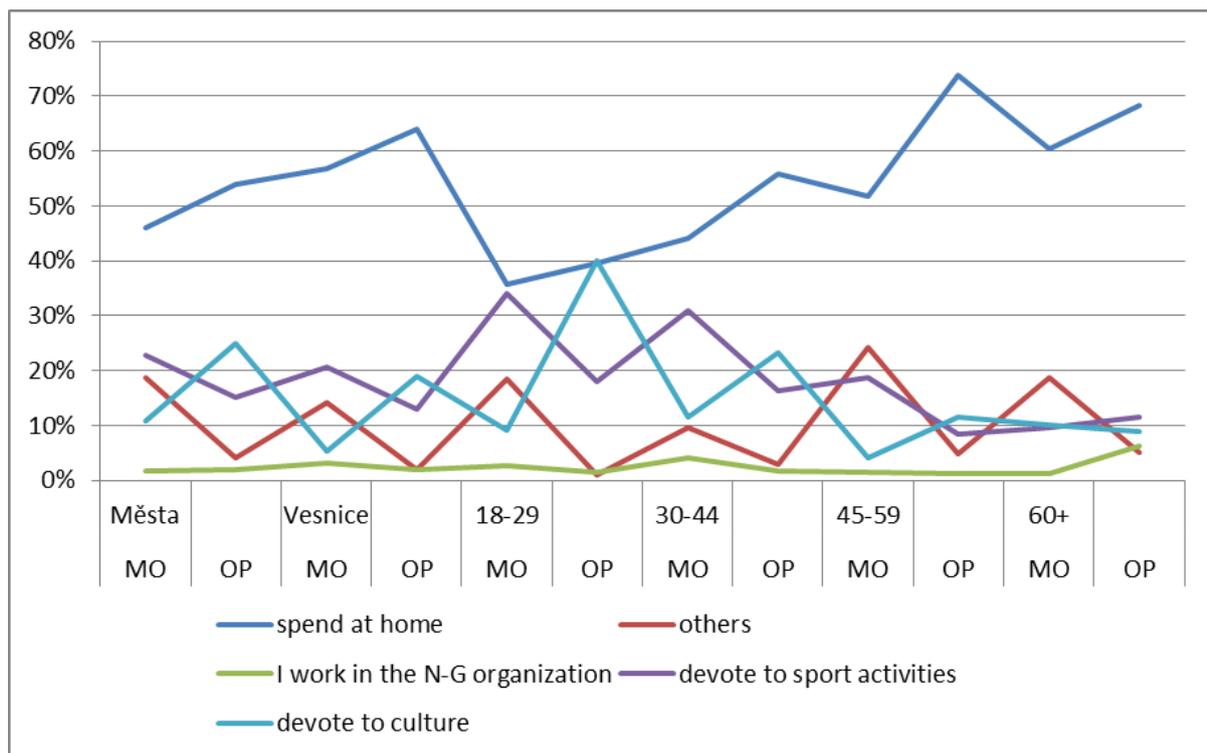
**Graph 13 b) Financial support – by the place of work (town x countryside)**



Source: Research and own calculations

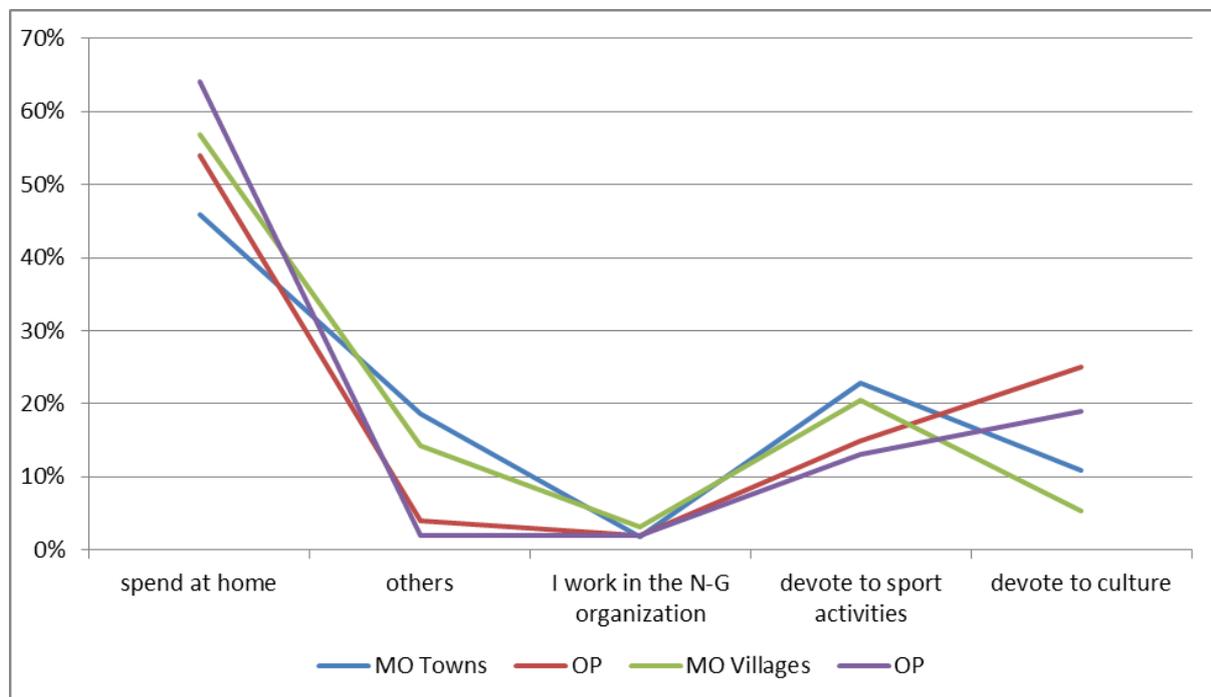
**The question no. 21 “How you spend your leisure time”** – can confirm or disprove the opinion of understanding certain stereotypes – common habits, attitudes, but also claims on life, respectively to show also various approaches to spending leisure time in the countryside and in the town at the Moravian-Silesians and the Opolians. At first sight (the graph no. 4 a, b) it is obvious that 40 % up to 70% of respondents spend their leisure time at home, though more inhabitants from rural areas and also the aging people. The relatively interesting percentage of the Moravian-Silesians and the Opolians of the town and the countryside go in for sports, and that is more for the Moravian-Silesians (in the age scale from 18-44 years), on the contrary to culture there are more the Opolians (also in the age scale to 18-44 years). There arises the question: “What is the content of such a relatively striking difference in the cultural self-realization of the Opolians – the inhabitants of the towns and the countryside compared to the Moravian-Silesians?” We can assume that here the Opolians included e.g. also the visit of religious services, which in the catholically orientated Poland belongs to the tradition. On the contrary work in non-profit organizations does not belong to the searched forms of spending leisure time neither in the town nor in the countryside, both at the Opolians and the Moravian-Silesians as well.

**Graph 14 a) How you spend your leisure time (the age and the place of work)**



Source: Research and own calculations

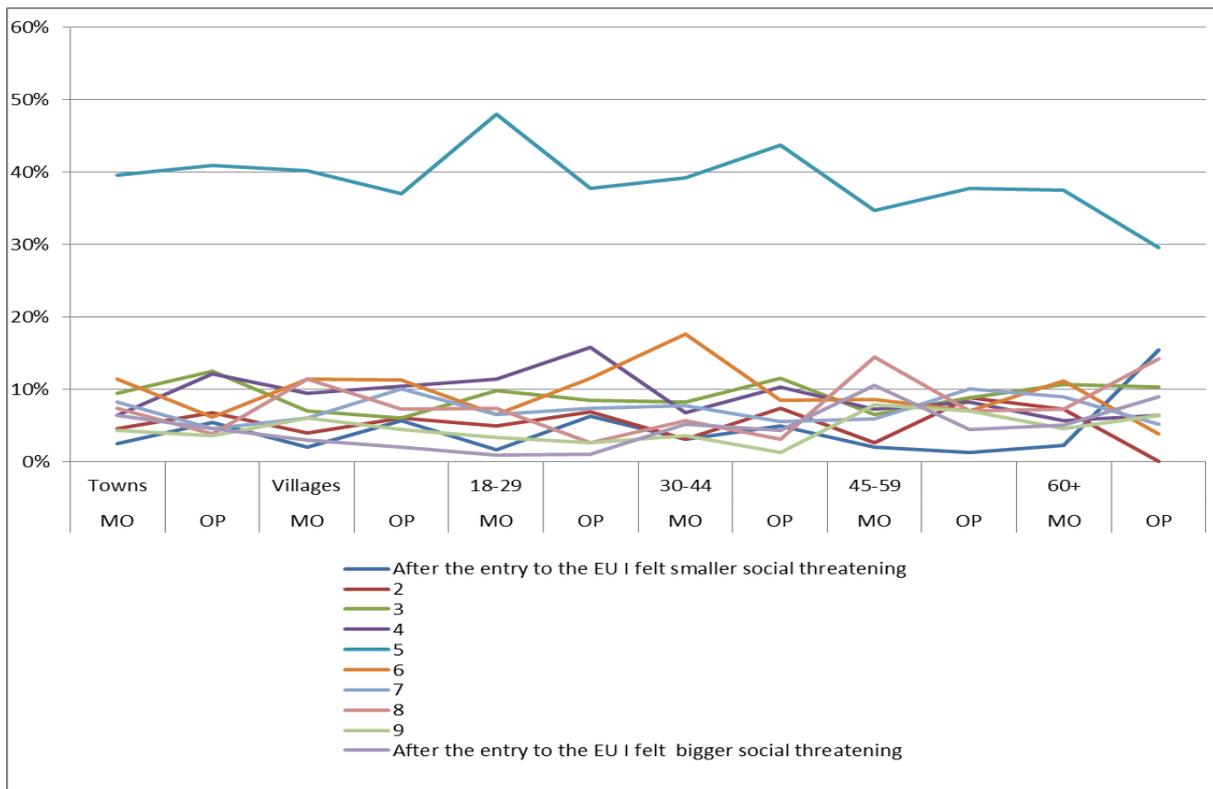
**Graph 14 b) How you spend your leisure time – by the place of work (town x countryside)**



Source: Research and own calculations

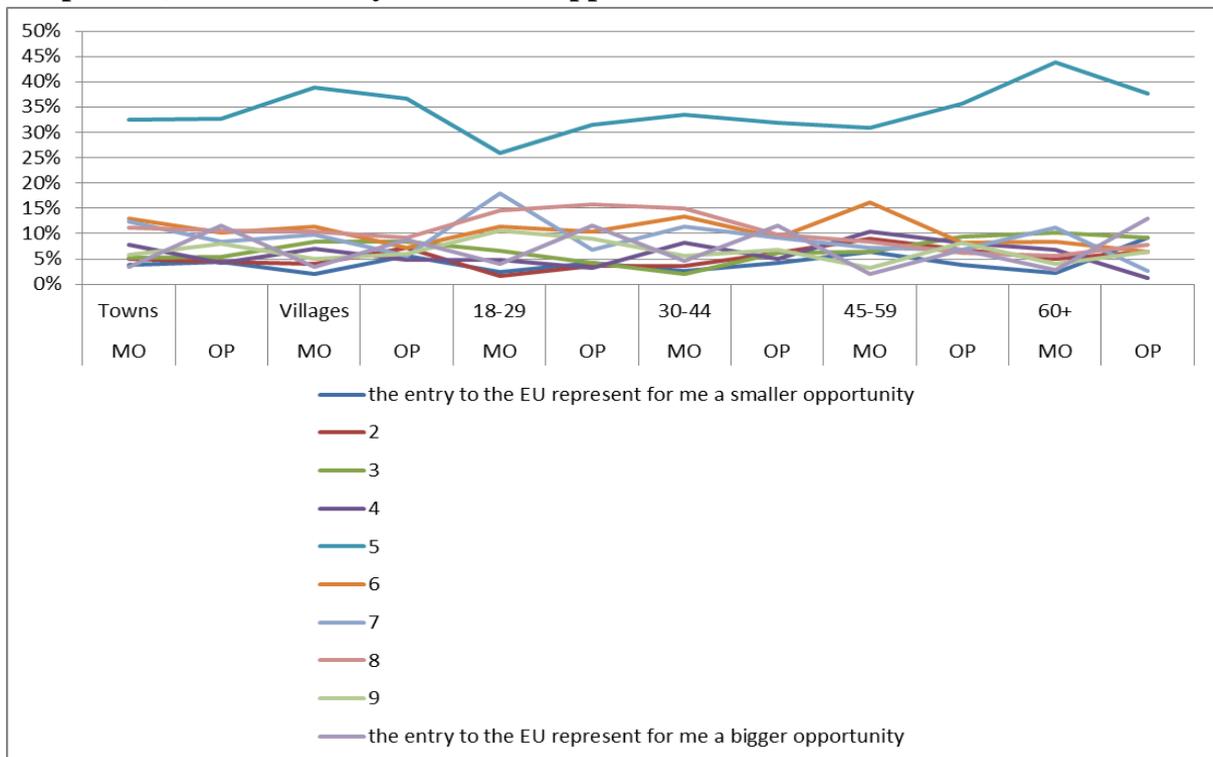
**The question no. 7** – we select only partial parts from 11 of offered questions in which the respondents recorded on the 10 point scale their opinions on questions which were related to the selected situations after the entry to the EU. (*After the entry to the EU I fell smaller/bigger social threatening; the entry to the EU represents for me smaller/bigger opportunity; the quality of life got worsened markedly for me*). In their answers the Moravian-Silesians and the Opolians, without the difference whether from the town or the countryside, agreed on the biggest volume of percents at all three questions on the point scale 5, that is on the borderline between the variant worse or better. It can be said “neither hot nor cold“, the similar attitude to given variants of questions, that is from the offered 10 point scale, was selected also by the Opolians and the Moravian-Silesians in all age categories.

**The graph 15 a) After the entry to the EU – social endangered**



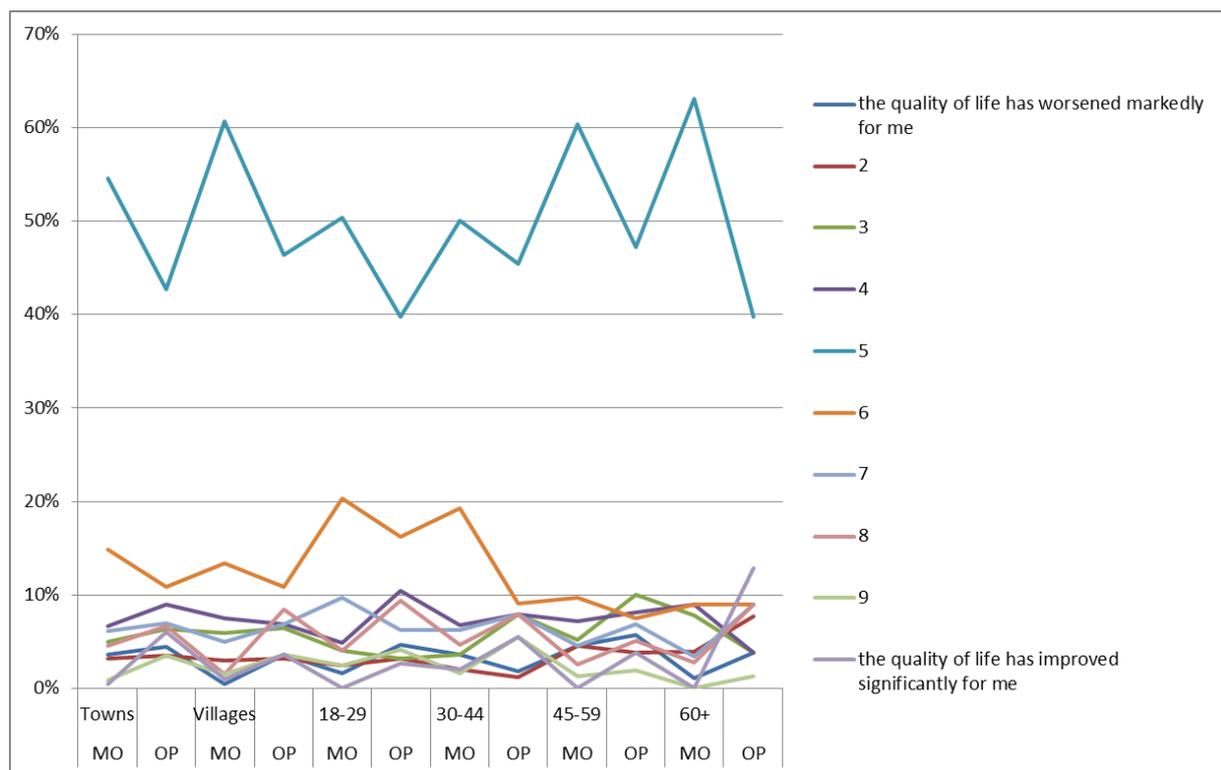
Source: Research and own calculations

**Graph 15 b) After the entry to the EU - opportunities**



Source: Research and own calculations

**Graph 15 c) After the entry to the EU – the quality of life**



Source: Research and own calculations

## The conclusion

Shifting the research to another level of searching common or different views on the certain new situation and circumstances, which crystallized after the year 2004 by the entry of both countries to the EU, revealed us the part of the mosaic of the life of the inhabitants of the Czech-Polish borderland. Thus we can search the answer to the question how far the attitudes of the Moravian-Silesians and the Opolians living in the town and living in the countryside differ from each other or accord with each other. The evaluation of the standard of living and the impact of the economic crisis in the year 2009 were shown as it is perceived and felt by the inhabitants of the town and the countryside on both sides of the border nearly identically, small differences cannot be practically recorded. The similar conformity can also be seen from the results of researched questions which aimed at finding the following possibilities – *In case of the claim on the financial support which from the following groups would you give the certain amount of money* – it is more obvious that the positive attitude to providing any kind of help was expressed by the Moravian-Silesians in the town and the countryside, on the contrary a bigger part of negative answers were expressed by the Opolians from the village and the town as well. From the offered range of help the villagers and the townsfolk of Moravia-Silesia and the Opole region agreed on the help for the victims of the natural disaster. They also agreed in case of the least share of help and that was for the seniors. Neither the answers to spending leisure time brought any special surprise. The majority of the urban and rural inhabitants of Moravia-Silesia and the Opole region spend their time at home, the smaller part sequentially also go in for sports (more the Moravian-Silesians) or they

devote their time to culture (more the Opolians). Despite smaller differences in answers we can roughly observe the similar trend in the life style of the inhabitants of Moravia-Silesia and the Opole region in the town and in the countryside. Undoubtedly its role is played by the facilities of both localities, financial possibilities of respondents, and the availability, the range of offers in possibilities of self-realization in sports, culture and other variants which the research also recorded in the answers.

Conclusions from the research certify that the entry of both countries into the EU is on the whole perceived by the inhabitants of the countryside and the town in the largest extent without bigger emotions. We can naturally record nevertheless slightly smaller opinion differences in feeling of social threat indicated by some groups (older age groups); on the contrary in a more favourable way the inhabitants express themselves to the variant of marked improvement of the quality of life (the slight accent towards the point 6) and to the variant of better opportunities (also the slight accent to the point 6).

#### Literature:

1. <http://www.garep.cz/publikace/venkovsky-prostor-a-jeho-oziveni.pdf>
2. Kolibová, H.. Sociální realita česko-polského po vstupu do Evropské unie. Slezská univerzita Opava, 2010, p.169.
3. iDnes.cz 6. října 2011, Lidé utíkají z měst: kam patříte vy, jste vesničan, nebo městský typ? ( Scarlertt Wilková MF Dnes, 2. 8. 2011)
4. Národní strategický plán LEADER 2014+. Červen 2011, verze 12.
5. Hubáček, O., Opletalová, L., Matějů, M. Sociokulturní adaptace malý měst. Kulturní a sociální změny v lokální společnosti 1992 – 2008. Praha: FF UK 2009. ISBN 978-80-7308-281-9.

### **3. The contrast of the generation X and Y in the light of the research of the social reality in the Czech-Polish borderland in selected themes**

**Helena Kolibová**

**Faculty of Public Politics, Silesian University in Opava, [helena.kolibova@fvp.slu.cz](mailto:helena.kolibova@fvp.slu.cz)**

#### **Introduction**

The aim of the analysis of the social reality in the Czech-Polish borderland was to find out what the majority experience, the opinions and the attitude to selected problems of the realized search are. Our research operated with many statements of individuals, summarized them into the form of collective information, whereas it concentrated on differentiated content components and topics. One of the possible corners of analyses is evaluation of questions based on applying criteria of the age structure. In this case we will not repeat the classical division, taken into account in the research project as for the age categories 18-29, 30-44, 45-59 and 60+, which is the output of the monograph from the year 2010, but we will observe the reality by means of differentiation and that is by the subculture in accordance with the theories of generations X and Y.

The option of the criteria of evaluation by the characteristics of subculture of the age for presenting the research in this chapter was chosen from the reason that generation changes have established differentiated matters and the specific experience based on the shifts of the chronological age. During the life cycle the man goes through the development from the dependent child to (sometimes even) dependent senior. Needs, requirements and demands on securing his basic and super structural needs in the course of his life are dynamically changed. The differences between single generations crystallize and basically they are identifiable as for generations. The specification of these differences is very important for practice of business enterprises, enterprises providing services from the point of view of concentration of their production- promotional activities on single subculture and entirely undoubtedly they are the key information source for the operation of the self administration and the option of the strategies of the development of the location.

By the term generation many meanings were indicated. For example the generation is characterized as the set of persons born and living approximately in the same period. By the generation as the term there can be also called the offspring of one of two parents. Another significant set complex enables to identify the generation as the specific unit of presently living individuals of the same kind. The generation also represents the classification of the type of technical equipment of the certain development period.

## The theory of the generations

At the beginning of the term the Generation X there was a relatively unknown punk band of the same name of Billy Idol. The used term was not spread, it was known only by hard-core fans and it was not connected with any sociological trends. Only at the beginning of the nineties the Canadian, Douglas Coupland, published the belletrist debut on the Generation X with the subtitle "The narration for accelerated culture" and revealed the view on the value, priorities and specifics of one generation which sociologists in the theory tried to reach by descriptive essays with hard data at characteristics of individuals. Coupland further as the author of Proximity Worldwide "The Lost Generation" characterized evidently so far the biggest portraits to the so called Generation X<sup>1</sup>. In total 17 countries from Europe across the USA as far as Asia were engaged in the research. More than 5 thousand people of respective age groups participated in questioning of the net of communication agencies Proximity Worldwide. The research also included ethnographic studies of the record of so called key moments and the deep dialogues with respondents. Other differentiated age limits of particular generations were used from the Australian study of the labour market<sup>2</sup>, which specified the generation differentiation of the society at the marketing orientated studies of the company Deloitte CR<sup>3</sup>. In the USA the importance and application of the theory of generations is decreasing, in Britain it is a discussed theme especially thanks to its marketing use and evaluation for the spheres of human resources management.

## Sources of the phenomenon

The most significant on the theories of contrasts of generations is the fact that differentiation does not depend on the pressure of the chronological age, but in the **way of the insight on the matter**, which evokes the disunity in the question of setting the exact range, that means borders when it is not yet and when it is already possible to speak about the subject market segment, as the diffusion of generation layers is very intensive at this group and it depends on many aspects, especially then on the individual characteristics of individuals. Though the duration of one generation for cca 15 years is generally supposed, in many examples it is possible to document that even this premise can and quite surely will change in the future, especially as for the habits, work and leisure time activities, demands on using the ICT, communication skills, etc. As for the context it is observing the matter or the theme at segments which exist in the concurrent social, political, cultural space with this acting, changes and development which formed its experience and limited or strengthened generation sensibility.

---

<sup>1</sup>, Coupland, J. 1999. Generace X. Praha: Volvox Globator

<sup>2</sup> <http://www.podnikatel.cz/clanky/generace-y-novy-pojem-take-u-podnikatelu/>

<sup>3</sup> [http://kariera.ihned.cz/c4-10115350-22067010-q06000\\_d-generace-y-meni-tvar-vyrobní-sfery](http://kariera.ihned.cz/c4-10115350-22067010-q06000_d-generace-y-meni-tvar-vyrobní-sfery)

**Table 16. The age category for the generation differentiation**

Generation	Study of the labour market Roy Morgan
Pre Boomers	Born before the year 1946
Baby Boomers	Born 1947 – 1960
Generation X	Born 1961 – 1975
Generation Y	Born 1976 – 1990
Generation Z	Born 1991 – 2005

Source: According to [http://www.roymorgan.com/company/principals/principals\\_home.cfm](http://www.roymorgan.com/company/principals/principals_home.cfm), <http://www.manpower.cz/images/GenerationYintheWorkplace.pdf>

The difference between single generational dimensioned life styles with using various sources of materials:

**The generation of Pre Boomers** are the people born before the year 1946; the generation was significantly marked by the development and consequently critical period between two world wars. Many families that after the World War II remained without a male element gradually filled the losses. The traditional model of the family (the working father, the mother in household) again gained the importance in their life. The concern for work activities developed independence on the intensity of the danger of loss of employment. They worked hard for their whole life and they were thrifty.

**The generation of Baby Boomers**, there are the people born between the years 1947 – 1960 who were born in the period of the celebration of life after the war, in the period of building, work, modesty, study and increased effort of the society and individuals in the effort to forget the years of misery and suffering. They were marked by the renaissance of the tradition model of the family and the guarantee of social security with which the advanced societies started in the post war years, which was favourably shown in the family and parental strategies of generations and in the population boom. Recognition of values on the base of the hierarchical arrangements of labour positions is characteristic for this generation in the style of work. They present the opinion that the wage is the reflection of the performed function and that it is necessary to deserve the promotion by means of loyalty and firm faithfulness.

**The generation X** is made by the people born between the years 1961 – 1975 who were not born in the population boom. But they lived their childhood in the golden period of the social state accompanied by higher employability of both economically active parents. For them it is typical a lower rate of marriages, regular employment, purchasing power, election and religious participation, employee loyalty and stability, space attachment, independence and feeling of life satisfaction. In the work style of the GX there appears a high rate of independence, which is reflected in the autonomy of their decision making on accepting or refusing employment. Thanks to new technologies and mainly to their knowledge of managing it, they expect the immediate response to their requirements. The share of the managing process and decisive activities are taken by them as granted. The generation X tried not to fall into debts, to hold a good job position, not to have any conflicts with the

neighbourhood, to make an unequivocal decision between the family or the carrier in which very often work self-realization won, as money is the value for it<sup>4</sup>.

**The generation Y** has a significant work, that means the employee potential, and shows relatively clear demands on the extent, the content and organization of work. Its members have high information literacy and based on the skills to work with the IT they show higher confidence in innovations. They have very often university education which they consider not only as the way of preparation for the professional life, but they emphasize it as the way of acquiring experience and verification of theoretical knowledges in practice. They are very modern and they do not oppose the change of the employer, geographic transfers, they are opened to the work mobility in case it suits to their self-reflection strategies. They are pragmatic, which to the certain extent justifies another generation characteristics, which is unwillingness to leave the family nest as the service of parents and the single life is convenient for them. Establishing the family is postponed for a later period, but they do not resign on the carrier and they demand from the society and the employers as well measures to harmonize work and the family. Money is not for them the means of enjoying the life and the GY runs into debts willingly. That is consequently related to the fact that they are convinced that their work has to be duly awarded. Success at work is important, though they do not devote to it their partner relationships. In the coming years the generation Y will form the significant part of the population in the productive age. By the delimitation of the company Deloitte<sup>5</sup> they will belong to the young people born between the years 1982 and 1993 that entered the labour market with the basic, secondary school or university education. The report reveals that till the year 2025 40 up to 60 percent of workers from a number of the most populated countries of the planet, either from the developed or only developing markets, will recruit from the generation Y and younger generations.

**The generation Z** is the youngest generation. They still mostly study and they have not established fully at the labour market yet. By their level of knowledge in the sphere of information technologies and their own rights the GZ is building the position for the fight with the constantly growing competition of the globalizing and multicultural world.

### **The methodology of the research**

The carried out analysis respects sources and data from searches from the year 2010<sup>6</sup> and wants to record contextually new arrangement of information from the research. It deals with characteristic attitudes of generations that means it describes subcultures of persons who grew up in the identical social, political and cultural space with its events, ranges and the development which formed their potential, experience and skills. Though it is a little debatable into a certain extent whether the identical features of the reality can create the feeling of mutual links and correlation, it is true that the age classification reflects and forms

---

<sup>4</sup><http://lifestyle.webnode.cz/news/generace-y-meni-tvar-vyrobni-sfery/>

<sup>5</sup><http://lifestyle.webnode.cz/news/generace-y-meni-tvar-vyrobni-sfery/>

<sup>6</sup> KOLIBOVÁ, H. a kolektiv. *Sociální realita česko-polského příhraničí po vstupu do Evropské unie*. 1. vyd. Opava: Slezská univerzita v Opavě, Fakulta veřejných politik, Ústav veřejné správy a regionální politiky, 2010. p.169. ISBN 978-80-7248-612-0.

through social classes and the geographical locality and does not record the identification of individuals. Therefore this sociological – popularized concept can disclose the spirit of the era functioning by means of symbols and representation in a variously intensive extent, and to influence individuals that move factually in the formally similar socio-cultural context.

Regarding the concentration of this chapter of the monograph in consistence with the concept of the contrast of generations, as the generation Y there has been selected the group of respondents in the age range from 18 to 29 years (the year of birth 1981 – 1992), as they correspond best to the entry parameters of the research as the generation that (except their school age) basically did not experience the socialist system of the society and their confrontation with the life, the market of education and the labour market went in another political environment and connections. To evaluate the generation X there was defined the age group of 45-59 years (years of birth 1965 – 1951) which had to cope with the change of social conditions, to decide about their way of adaptation and to search their place. There always were the groups fulfilling the sociological researches with differentiated education, the inhabitants of the town and the countryside and the different position in accordance with the found out data of the whole research of the social reality in the Czech-Polish borderland.

### **The research identifies the main sphere in overall 4 segments (the Opolians of GX and GY, the Moravian-Silesians of GX and GY).**

- Selected characteristics of perceiving the image “WE and THEY“.
- Perception of home, work and values.
- The analysis of the opinions of the society, gender aspects.

### **Selected characteristics of perception of home**

#### **The analysis of the image**

Questions related to perception of the groups of the population, in our case in the Czech-Polish borderland, as the image of the Czechs and the Poles living in Silesia are considered by the public as the way of the expanded communication which originated as the result of the exchange of opinions between the groups and is on one hand formed by the objective information and simultaneously on the other hand it is completed by the subjective experience and the image of the neighbours in the borderland. The decision on the choice of the image is influenced by prevailing cultural patterns in the society and the level of aspiration of the evaluated group.

Within social categorization which contributes to the orientation in complexity and diversity of the social environment there is assigned the tendency to range the people into groups, types, respectively to types by the changing number of criteria. The limit of the perceived divergences which divide the Poles and the Czechs are very similar as they are grounded on very actual and often interlinked consensus of the following type:

- *social determination* – determines the background of the space when the inhabitants of the Moravian-Silesian Region and the Opole Voivodeship are the members of the majority society and they are mutually undistinguishable from the others,
- *biological determination* – it is superposedness of the external features, colours of the complexion, the origin, the life style, the language (the Czech language besides the Polish language is completed by communication in the dialect (which is declining, anyway still the valid communication means of the inhabitants of the borderland) of the ethnic group, the language of the territory where they live, very often also the language of trade which uses the language similarity,
- *individual determination* – grounded on the system of evaluation of personal differential of the Polish and the Czech majority society when e.g. the personal bad experience with the Poles or the Czechs is linked by the set of the members of the inhabitants of the majority national society to the common features of the whole different community, whereas the exemplary behaviour of the individual is explained by good individual characteristics of the particular individual.

For determining the details of the members of described ethnics the specification based on the scale of categories was used. The respondents were asked questions twice. Once the recorded definition concerned the indication of the own characteristics (I the Czech – in our research at concretely I the inhabitant of the Moravian-Silesian region, I the Pole – in our research at concretely I the Opolian), and for the second time it concerned the indication of the opposite characteristics (THEY the Czechs – in our research at concretely the inhabitants of the Moravian-Silesian region, THEY the Poles - in our research at concretely the inhabitants of the Opole Voivodeship) and records the subjective meaningful coloration of the characteristics for the inhabitant of the territory space in the set of contradictory adjectives. Evaluation of the first questions was carried out by the technique of the semantic differential, which graphically recorded the expressing of the respondents in the research by determining the attitude in gathered bipolar pairs of the opposite statements on the 10 degree scale.<sup>7</sup>

For comparing the attitudes there was used the modus, which is the value that in the given statistical set of ranging appears the most often (it is the value of the symbol with the biggest relative frequency), and which thus represents a certain kind of the *typical value of the monitored set* and its determination supposes the distribution of the set as for the change of the symbol.<sup>8</sup> The semantic profile is compared by the generation structure and it does not show contradictory differences.

---

<sup>7</sup>The technique of the semantic differential is a psychological technique which started in the 50s of the 20th century.

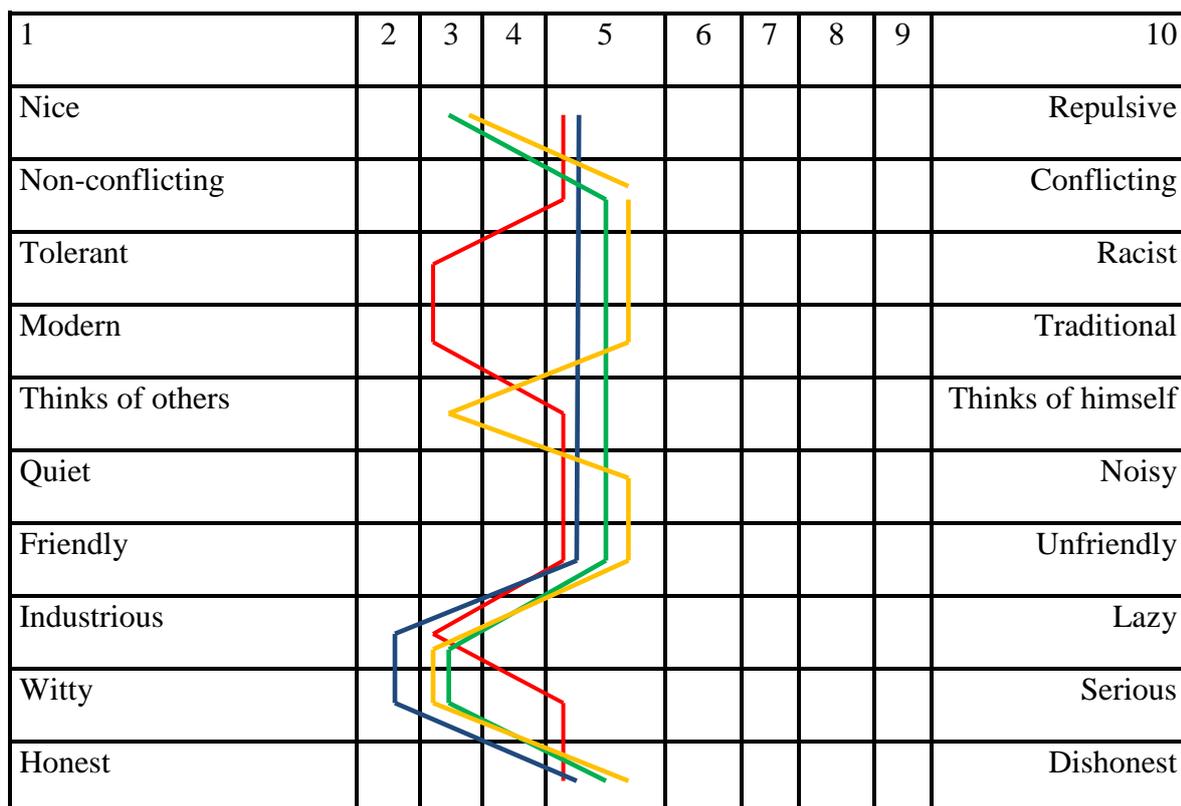
<sup>8</sup>The advantage of using the mode is that it can be easily used especially for non-numerical data where for example the arithmetic average cannot be used as it would not have the adequate expressing value. It was not possible to use the meridian as it divides the scale by the size of the gathered results into two equally numbered halves, at least 50 % of values are smaller or equal and at least 50 % of values are bigger or equal the meridian.

The second question on the attitudes of the bipolar pair of the opposite statements on the 10 degree scale was evaluated by help of graphs, as it records better the attitudes of respondents and differences according to generation views on the profiles of the citizen of the other nationality and his concrete experience from meeting the neighbours.

In the research there was reflected the state of the regional identity which plays a significant role in the way how various activities of the local inhabitants and the inhabitants of the neighbouring country are accepted to start contacts and links.

- the Moravian-Silesian GY
- the Opolian GY
- the Moravian-Silesian GX
- the Opolian GX.

**Graph 17. The opinion on the inhabitants of the Czech-Polish borderland. What are we the Czechs and we the Poles like?**



Source: Research and own calculations

Results of the research in their graphic design by the technique of semantic differential prove that the opinions of the generations X and Y and the evaluation of the respondents of the Moravian-Silesian region, and the Opole Voivodeship are significantly similar. The respondents without the exception showed their emotional point of view and evaluated themselves “What am I like“by the positive half of the offered scale. It was also interesting

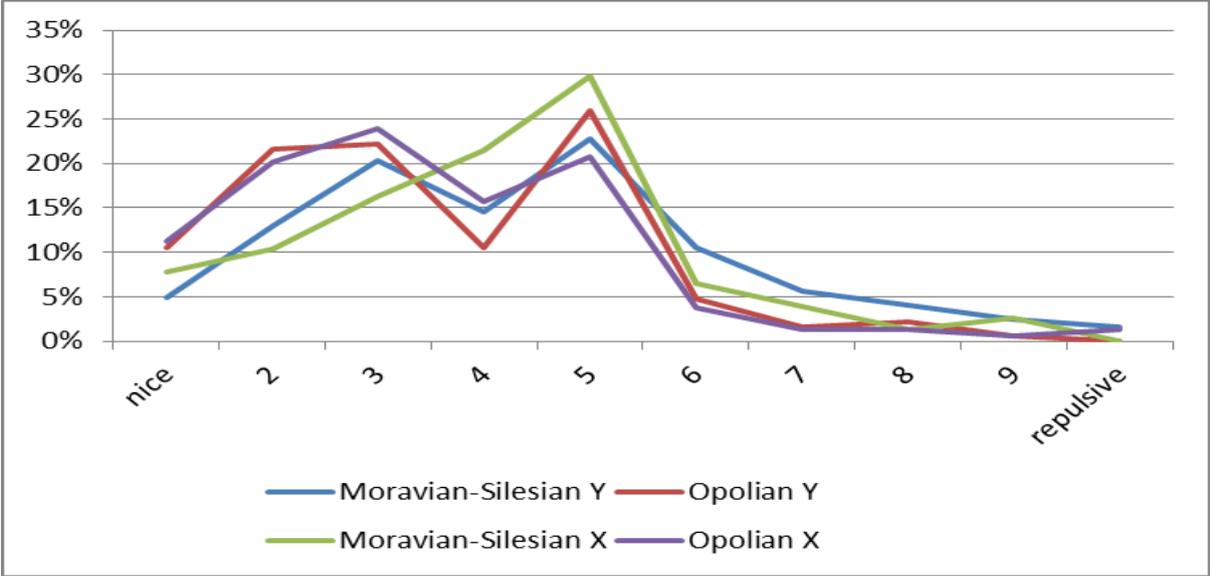
that the generation X (the green and yellow line) shows more moderate reactions. It nears nearly the moderate average; obviously it reflects here the life experience and estimation of the level of the older and stronger partner with the practice in the society. The Opolians of the GY (marked blue) consider themselves as excessively witty and industrious, the Moravian-Silesians of the GY as very tolerant and modern.

The differentiation of the Czech and Polish inhabitants in the borderland and perception of the culture of the neighbours is influenced both by the nearest social environment of the individual, by the dominant character of the social environment in which he moves, and as well by the media activities in the society. Last but not least also the social experience after the entry to the European Union which was influenced e.g. by blocking the labour market of some countries and to the certain extent also the position of the newly entered countries to the traditional fifteen countries were reflected in the number of attitudes. The coexistence of the majority society of the Czech and Polish inhabitants in the borderland seems to be without any conflicts and it shows mainly optimistic outlets. The people meet in tourism, at realizing shopping behaviour, they watch TV transmission of national and regional channels as well, they visit events of the cultural exchange, etc. The relative peace and the consensus, manifested positive trends of perceiving the neighbour is, however, necessary to develop by the direct community cooperation with the concrete self-administration and by the citizens.

**The opinion on the inhabitant of the Czech-Polish borderland. What are THEY, they - the Czechs, THEY, they - the Poles?**

For the better imagination on the attitudes of the respondents the evaluation is made with using the concrete ranges for individual questions.

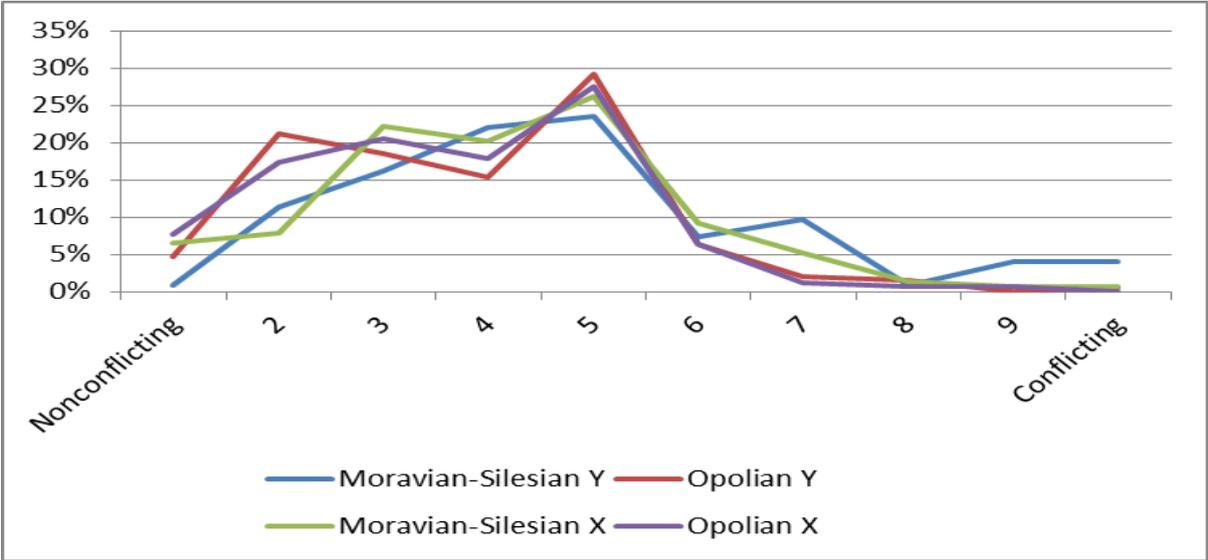
**Graph 18. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Nice - repulsive.**



Source: Research and own calculations

The concordance of expressing appears across the generation evaluation of generations, in a more positive way the neighbour is seen by the GY of the Moravian-Silesians and the Opolians and the GX of the Opolians, whereas the GX of the Moravian-Silesians is at evaluation on the scale more definite.

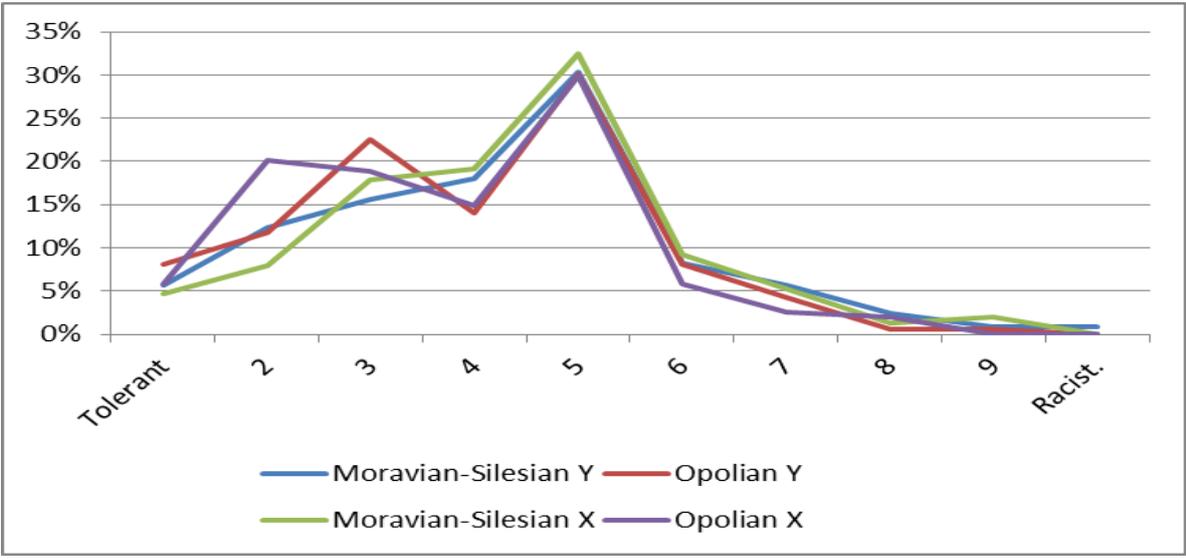
**Graph 19. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Non-conflicting - conflicting.**



Source: Research and own calculations

All respondents agree on the positive evaluation in the level 5 slightly non-conflicting. Only the generation of the Moravian-Silesians got still 10% in the evaluation of the typical Pole on the level rather conflicting. Obviously some negative experience, e.g. the problem with foible etc., functioned here.

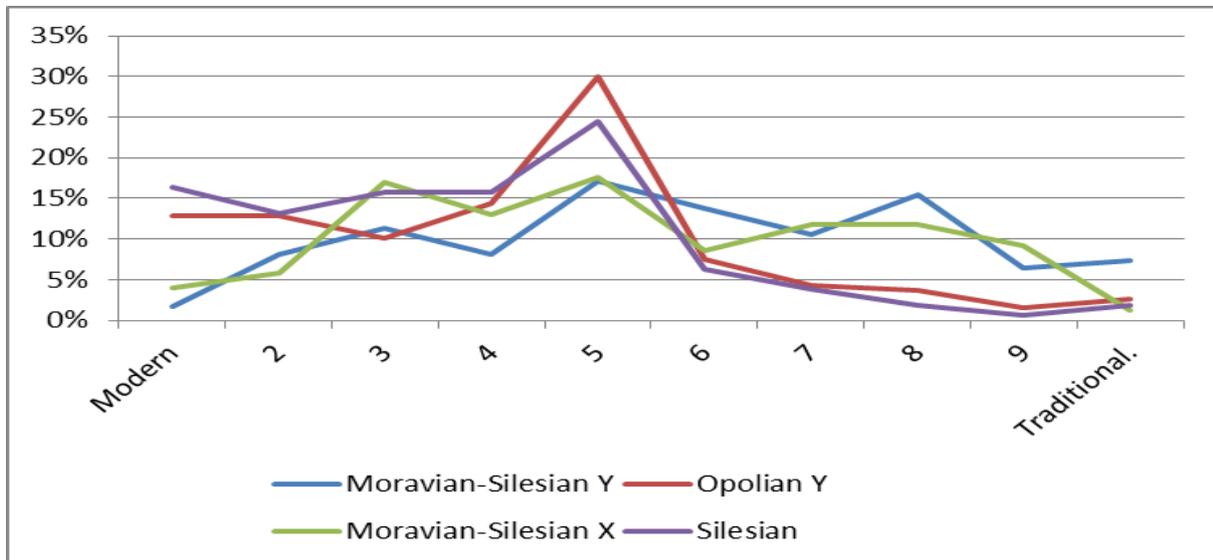
**Graph 20. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Tolerant - racist.**



Source: Research and own calculations

The graph records a small difference of images of age groups not the attitudes of neighbours, basically there is the presentation of the image of the nationalities as conciliating and more tolerant individuals who do not show racist intolerance.

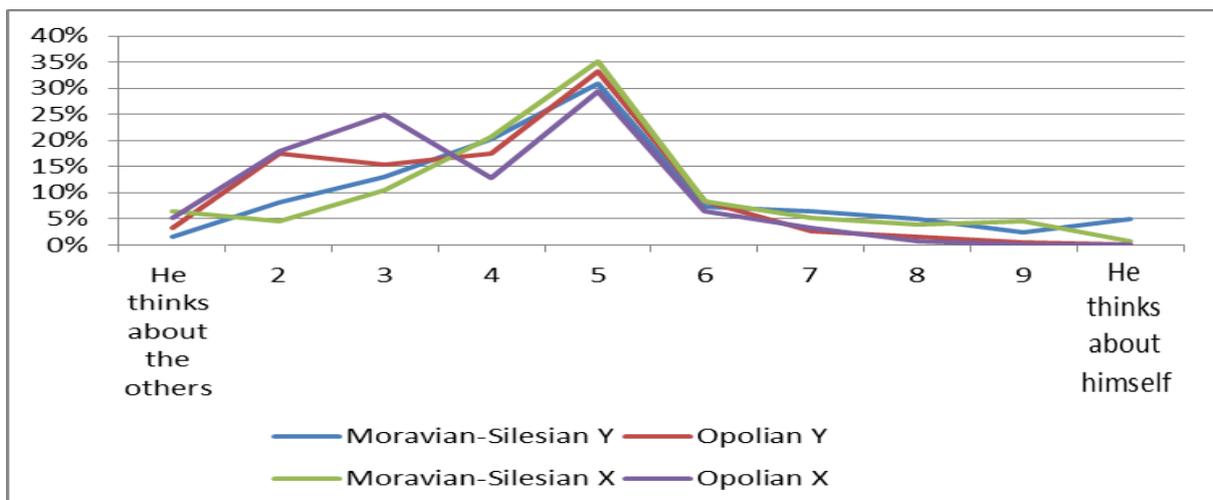
**Graph 21. The GY and GX of the Czechs evaluate the typical Pole; the GY and GX of the Poles evaluate the typical Czech on the scale Modern – traditional.**



Source: Research and own calculations

Both evaluations of the respondents have the same climax, they attribute the other nationalities the position (5) more likely modern conduct. Only the GY of the Moravian-Silesians pays attention to the inclination to the traditions in the position over 10% in the level 6, 7, and 8.

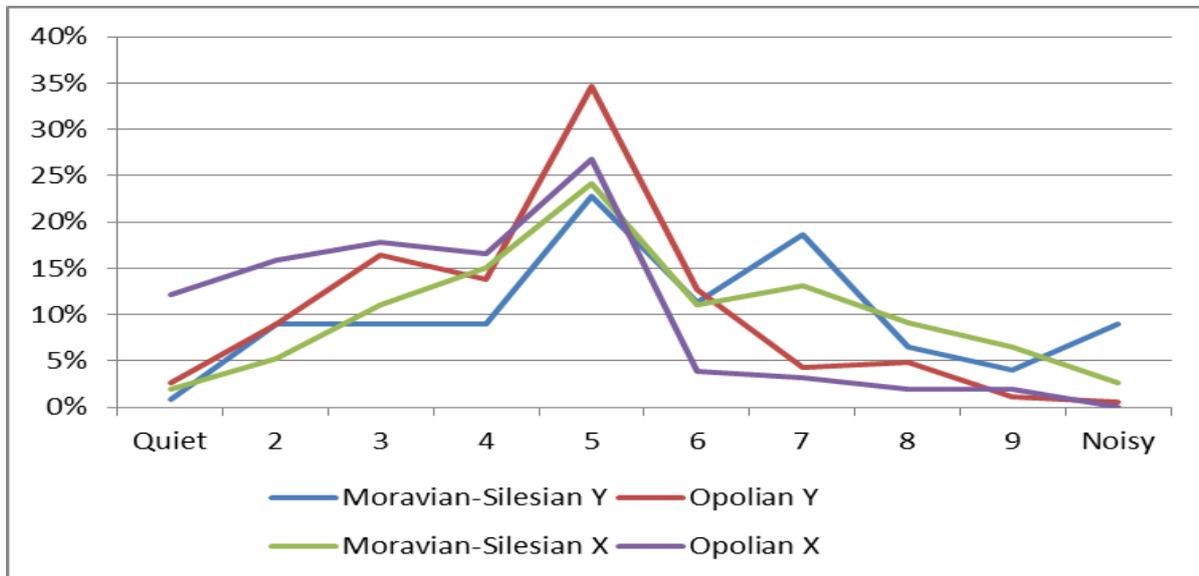
**Graph 22. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale He thinks about the others - He thinks about himself.**



Source: Research and own calculations

The respondents agree in the climax in the position 5, the generation of the Opolians X attribute the Czechs a higher interest in others. Similarly the Opolians Y evaluate their neighbours in a positive way.

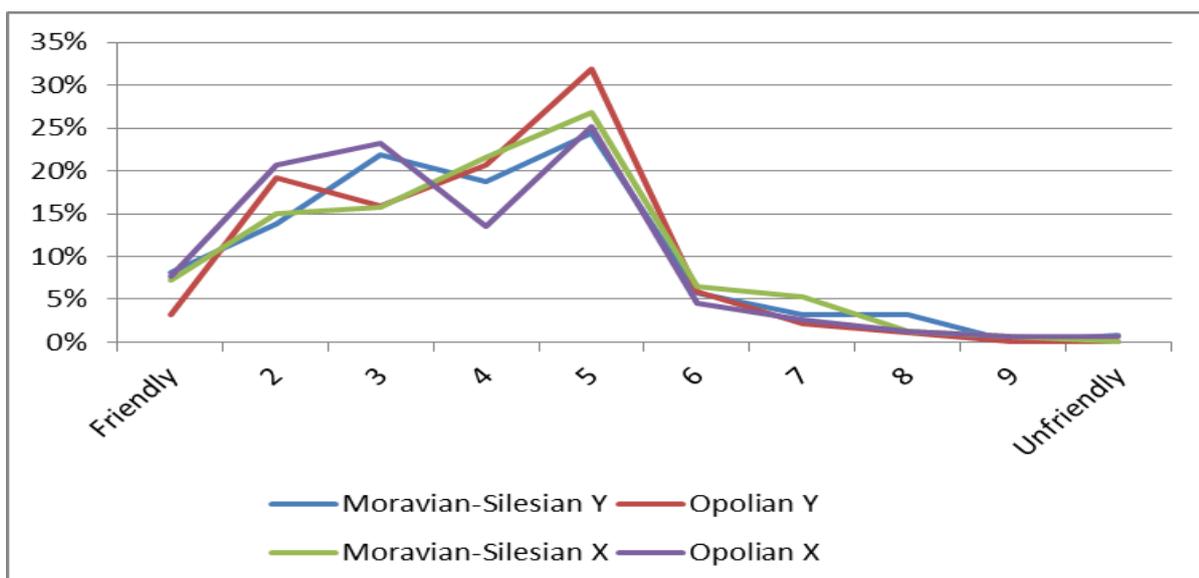
**Graph 23. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Quiet – noisy.**



Source: Research and own calculations

The situation is consistent with the previous results, the respondents accord in the position 5, only the generation Y of the Moravian-Silesians and to a certain extent also the generation X is more critical to the neighbours.

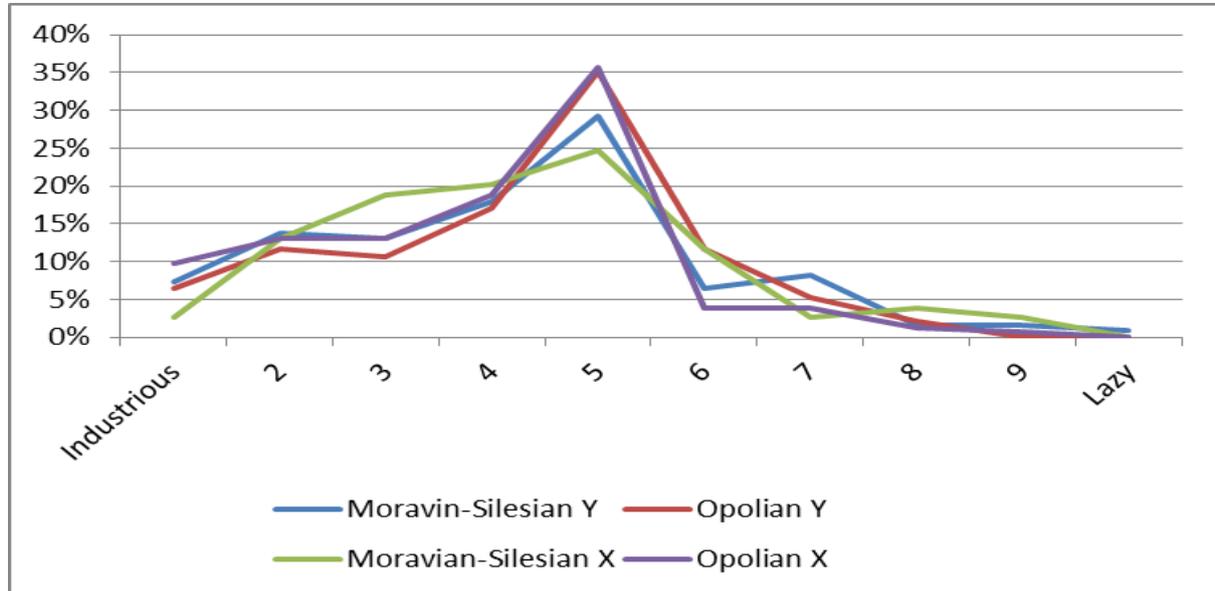
**Graph 24. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Friendly – unfriendly.**



Source: Research and own calculations

The felt friendliness of the neighbour slightly relates to the generation classification of the respondent.

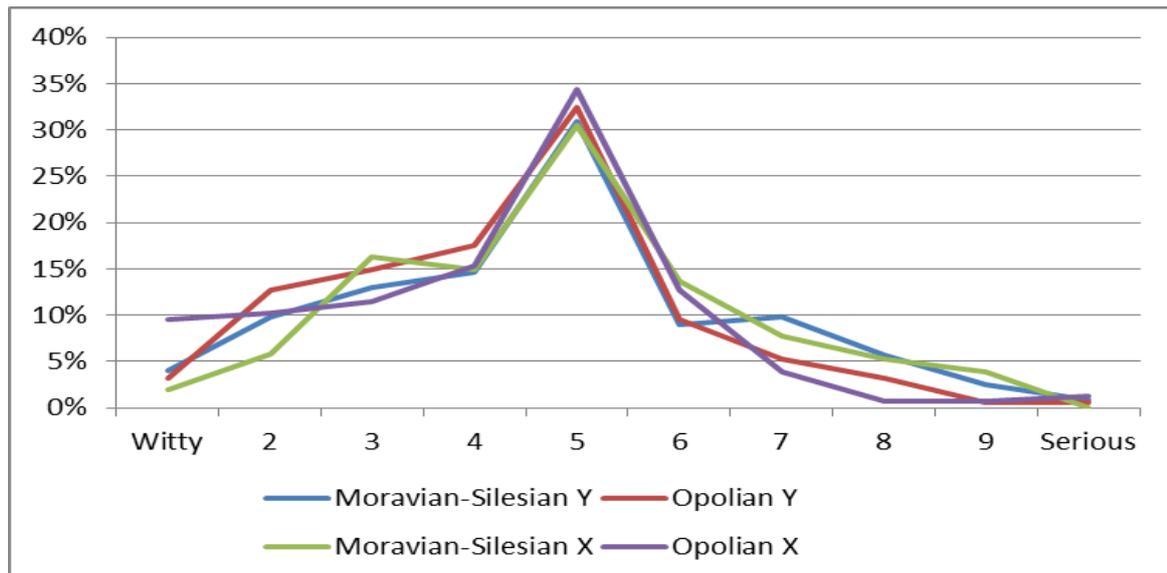
**Graph 25. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Industrious – lazy.**



Source: Research and own calculations

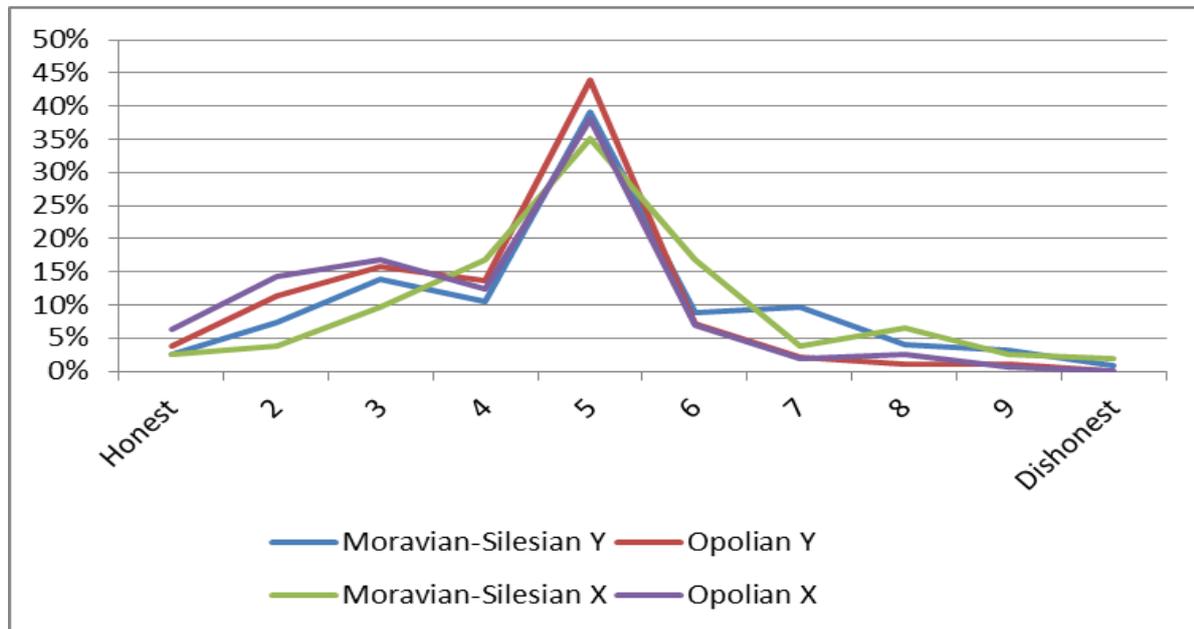
Results are much unified; overall the respondents evaluate the neighbours by the positive scale as slightly and more likely industrious. The tendency to laziness is expressed on the border of the evaluated scale.

**Graph 26. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Witty – serious.**



Source: Research and own calculations

**Graph 27. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Honest – dishonest.**



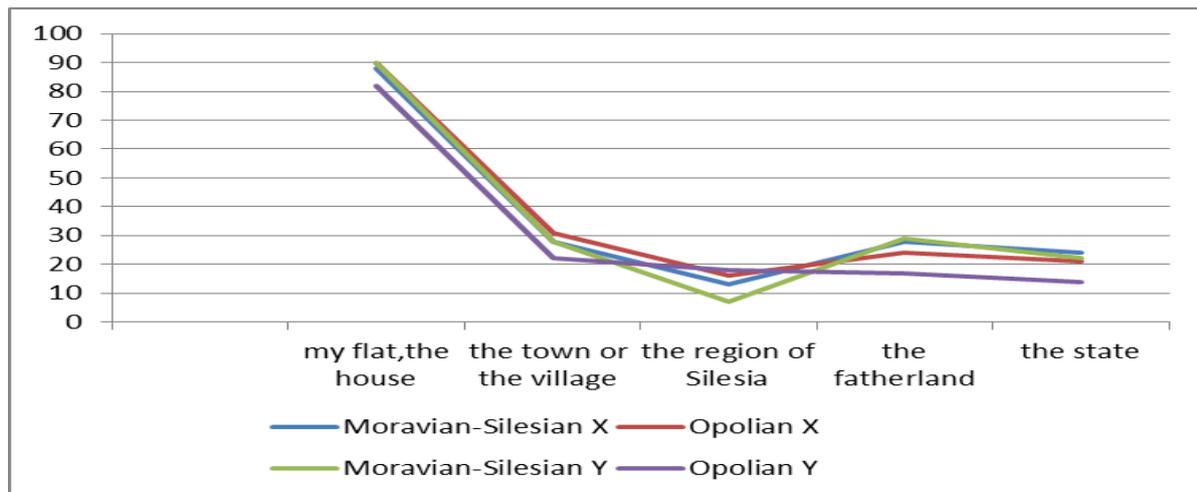
Source: Research and own calculations

Results of the particular characteristics and their positions are evidenced not only by the stated determinants, they incline to the positive evaluation of the neighbour in the position THEY. It certifies the experience in evaluation of the reliability of the Slavonic nature in the form “we are on board of one ship“.

### **The citizen as the part of the intercommunity of the fatherland – the state – the region**

The change of the generations X and Y and the dynamics of their opinions reflect in the perception of home, though it does not show the sharp differential. The graph concentrates statements marked by the respondents as very important. The five point scale of options (very important, more likely important, neither – nor and rather unimportant and very unimportant) was used in questions of perception of home in the nearer concept of the flat, the house, the village and the town basically in clearly positive alternatives. The statements of the negative level of the scale had roughly only 1% of frequency. Whereas at perception of home in the broader radius of the region for the CY of the Moravian-Silesians in 12% and for the Opolians in 16% got to the level not at all important! The importance of home in the state unit and the regional area is shown in the most frequent level neither-nor, that is neutral - not important, nor unimportant.

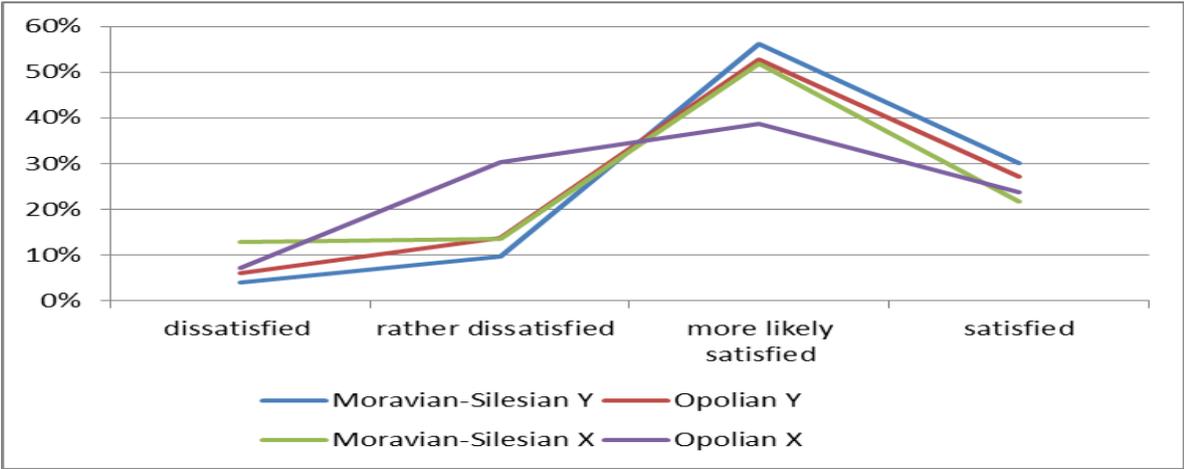
**Graph 28. Perception of home in the percentage evaluation**



Source: Research and own calculations

The enumeration of emotional and social identification with home, the flat or the house, finally the locality of the town or the village and at least with the particular region shows that feelings of the membership are the weaker the broader the social group is. Perception ends with the regional space, but it does not concern the emotionally perceived patriotism. Underestimation of the importance of the regional space connects evidently with frustration which the people have lately experienced in the space of life as the place where a number of risk issues appear, e.g. bad environment, limited job opportunities and growing scepticism over the individual incapability to improve the matters. Especially the GY of the Moravian-Silesians in 37% expressed the neutral position to the regional space, whereas the sum total (very and more likely important) that is the positive link to the territory of their lives is felt only by 26%. The GY of the Opole Voivodeship has a bigger emotional link to their Voivodeship. In a positive way 41% (very and more likely important) relate to the territory and only 25% show the distance of the neutral position. This fact certainly is not possible to close by the simply criticism of the absence of patriotism at young people, or in the first planned seeking of culprits in the work of schools and the family upbringing. The solution appears more likely in the necessity of the civic education which in the borderland (and not only there) is absent. The attitude has several connotations than those which were stated by our research and its analyses. The civic education together with the media support should characterise the potential of the active citizen as the part of the community of the fatherland – the state- the region of life. The educational effect will not reflect in declaiming the constitution or the rights and freedoms of the citizens or the demonstrating participation in elections, etc., but in the feeling of the unity with the space, in the motivation to solve the issues, not to consider the own participation in public affairs as the loss of time and to contribute by the own effort and responsibility. In this connection it seems as suitable to connect the link of home and satisfaction as there is very often the interconnection with the emotional attachment of home and its values in the hierarchy of life values of the individual.

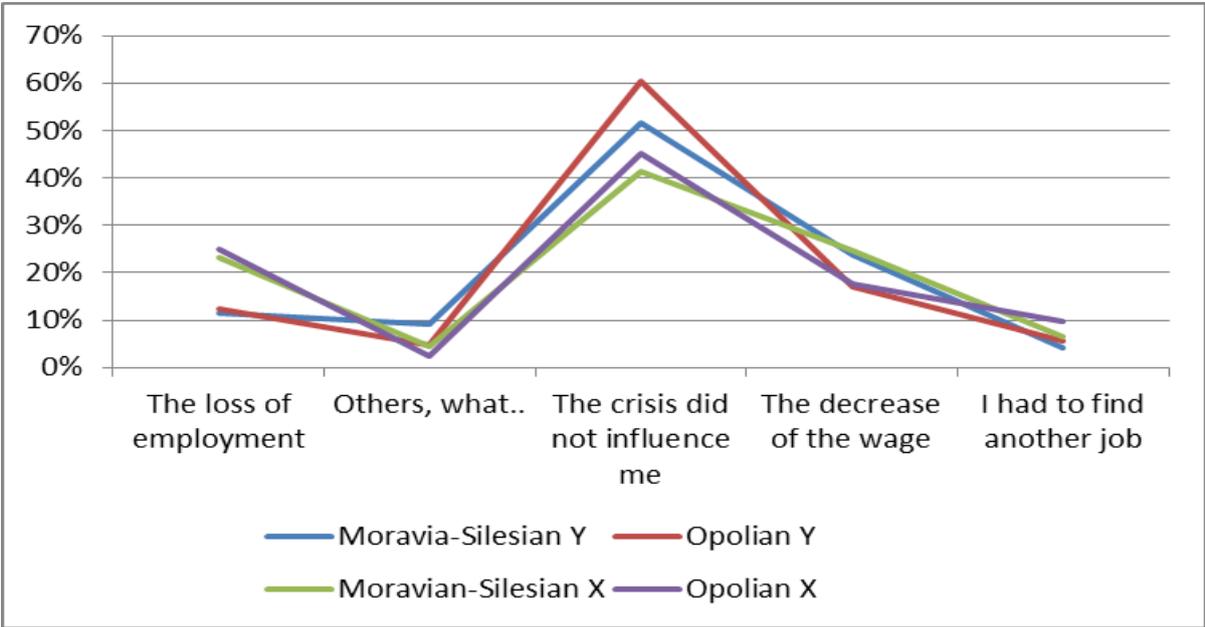
**Graph 29. The rate of satisfaction with the present life**



Source: Research and own calculations

From the following results it can be judged mainly the rate of dissatisfaction felt by the generation X in the Moravian - Silesian region and especially in the Opole Voivodeship. The rate of the actually satisfied people is more than a half in every segment; however, the share of the dissatisfied is not negligible.

**Graph 30. How were you affected by the economic crisis?**

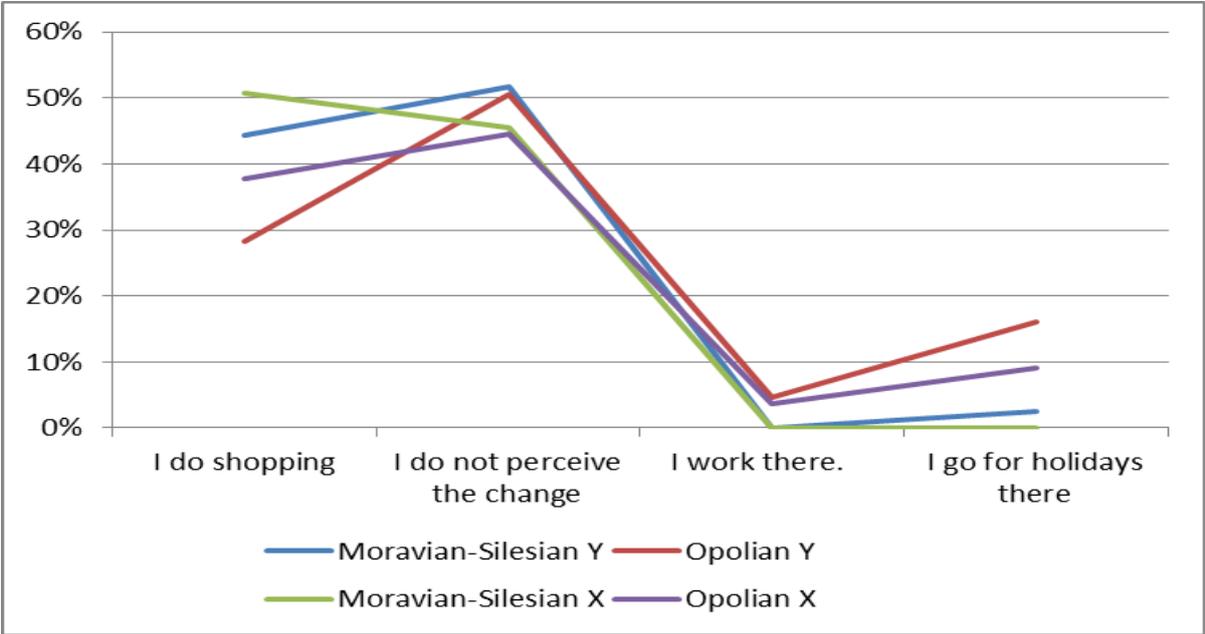


Source: Research and own calculations

Dissatisfaction is only the partial reflection of the economic crisis as the graph documents only the partial experience with its negative manifestation. Obviously it is also because employability of the population does not come out only from formal attributes of the labour force, it is education and qualification, and it is the inseparable part of the value orientation of an individual and his life aspirations. Perception of home is completed as well

by findings of attitudes to visits and the movement in the borderland of neighbours. It is an important phenomenon as the penetrability of the border influences the cultural, social and economic development of the borderland regions. The Czech-Polish borderland was not in the past exposed to the strict military regime, the border was penetrable, but the administrative units due to the bureaucratic attitude were not interconnected. For example the pressure on using national systems brought longer arrival demandingness in the access of the emergency ambulance cars, fire brigade services, etc., as the segmentation of the borderland in some cases restricted more efficient logistic usage. The entry of the countries into the EU has brought optimising of these issues thanks to the tendency to change the structure of the territory for the needs of the inhabitants, to increase the number of border crossings and to ensure better penetrability of the borders.

**Graph 31. Using bigger penetrability of the borders**



Source: Research and own calculations

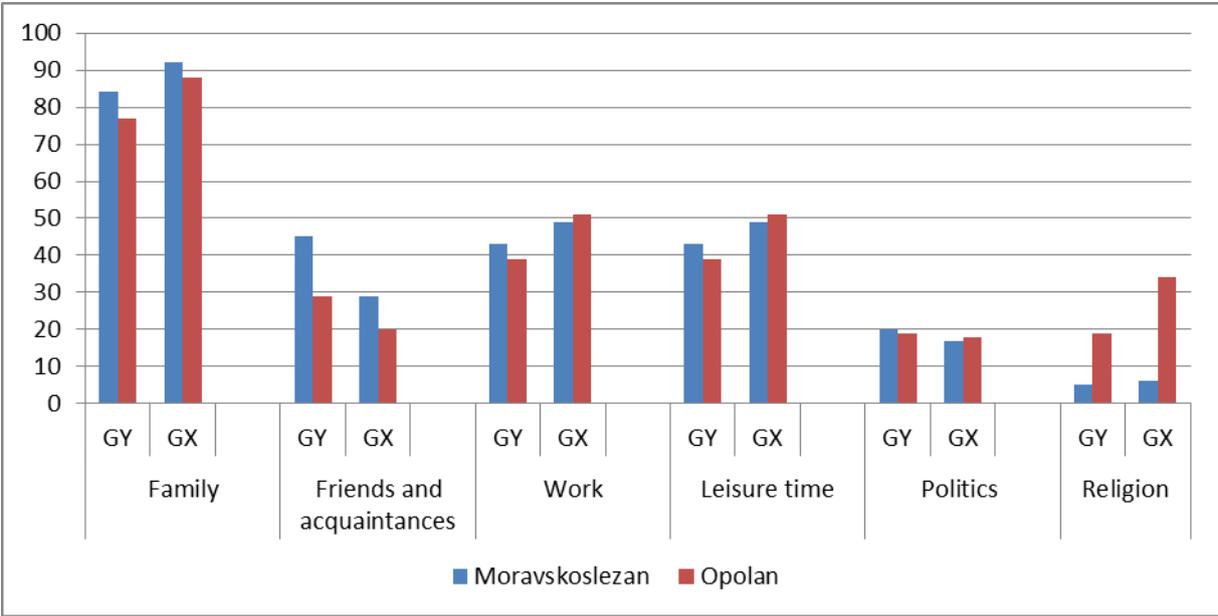
The graph documents the symmetrical exchange in the form of equal over border relations. Clear commensurability of the results reflects in the attitude that the inhabitants of the borderland basically have not registered the change and they visit the neighbouring state, that is especially in shopping tourism, which represents from the social-economic point of view expanding and completion of the assortment of goods and services in the neighbouring regions. Penetrability of the borders is less used for holiday or relaxation time purposes. This finding should inspire to advertise interesting places in the near agglomeration mainly from the side of self-governments and also specialized agencies. The borderland shows the reserves from the standpoint of better availability for the daily across border commuting to work, so it limits using special services for the inhabitants from the other part of the border. The commercial offer and the favourable price level (usually petrol, fashion clothes, food, furniture, etc.) have for the shopping strategies of the GX and the GY of the Moravian-

Silesians the biggest attractiveness. The inhabitants of the Opole Voivodeship purchase in a less intensive way in the Moravian-Silesian region, but not negligibly.

**Perception of values**

The example of the modification on the importance of values on the life carrier in the generation evaluation seems as the transparent source of showed differences as it makes the generation points of view on the issue conclusively visible. The specifics themselves in the consequence of influencing external, cultural, social and economic factors obliterate with small exceptions.

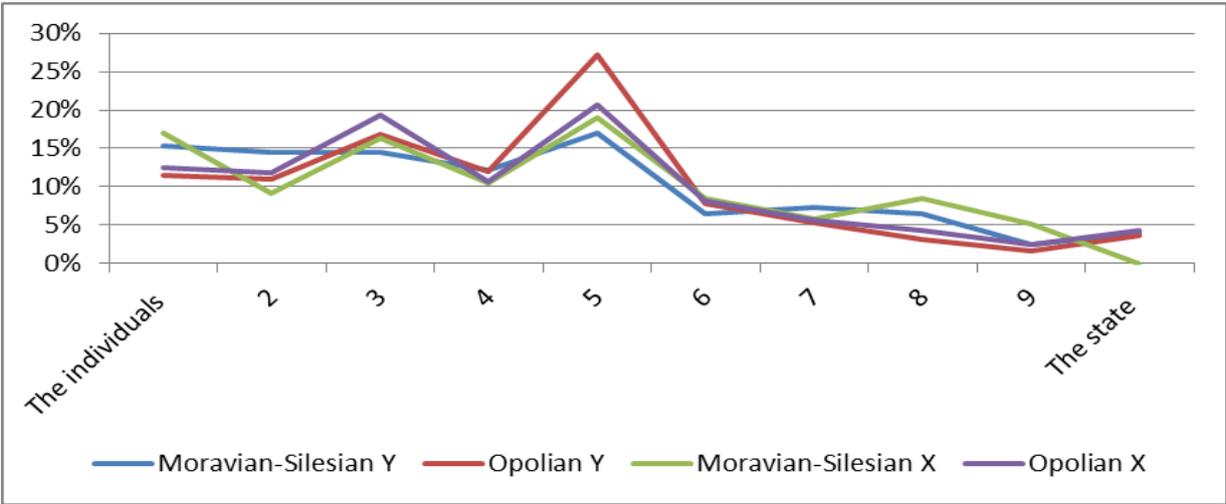
**Graph 32. Importance of values in the generation profile of the GY and the GX of the inhabitant of the Moravian-Silesian Region and the Opole Voivodeship.**



Source: Research and own calculations

The GX of the Moravian-Silesians puts the key emphasis on the family, work and leisure time (stated in the descending sequence). For the GY of the Moravian-Silesians the family, contacts with friends and leisure time including work as the means of living and self-fulfilment are very important. Politics and relation to religion have lesser importance in their value scale. The GX of the inhabitants of the Opole Voivodeship in principle privileges the family life to work and leisure time, and therefore the need of harmonization of work and family activities are important for them. Their relation to religion is fundamental for them as well. The biggest difference toward the GY concerns the interest in politics and certain distance to religion. Our findings were confirmed even by the election preferences of the Polish inhabitants in October elections of the year 2011.

**Graph 33. Is the responsibility for life carried by the individual or it is the obligation of the society to overtake the part of the care?**

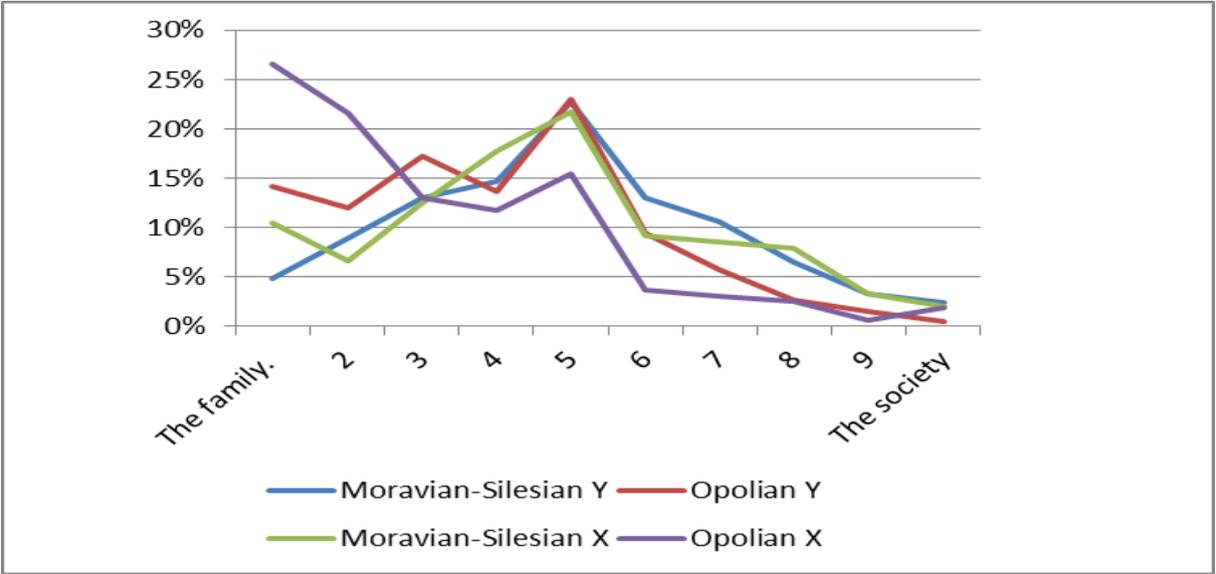


Source: Research and own calculations

The biggest pressure on the obligation of the individual to take care of himself is shown by the inhabitants of the Opole Voivodeship, stronger by the GY. The GX of the Moravian-Silesians presumes that the obligation of the society is to overtake a bigger part of the care.

In this consideration it is interesting the judgment of the care of seniors.

**Graph 34. The care of seniors in hands of the family or the society**

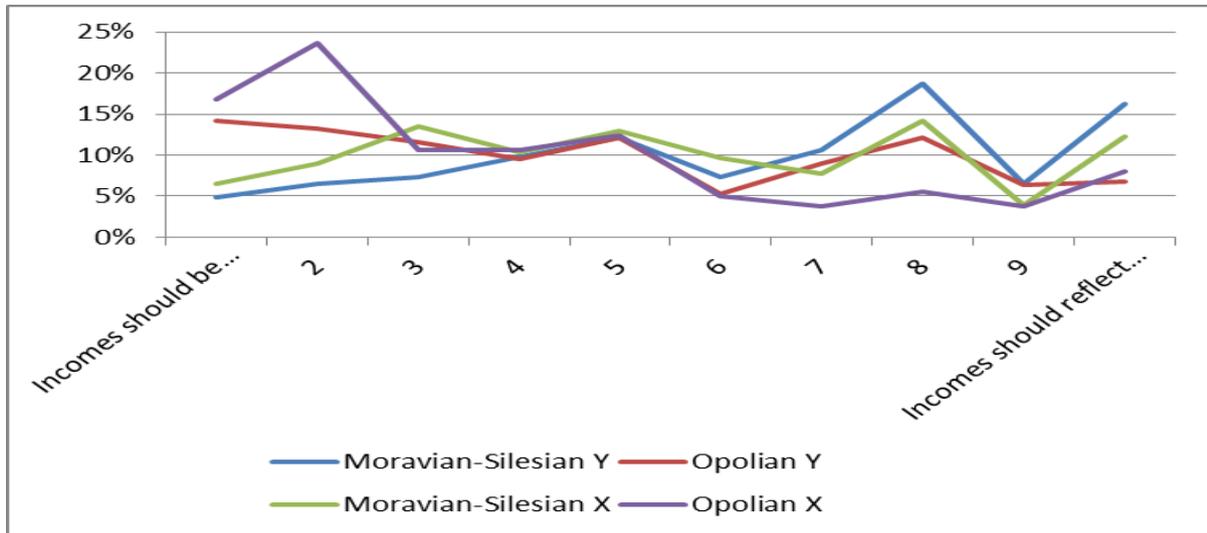


Source: Research and own calculations

The GX of the inhabitants of the Opole Voivodeship is a more radical supporter of the duty of the family to take care of their seniors. Young Opolians of the GY together with the GX of the Moravian-Silesians agree that it is more the duty of the family, whereas young

Moravian-Silesians do not fear to leave this “burden“ on the shoulders of the society. Various social possibilities, customs, cultural patterns and last but not least also the number of places in institutions, such as the medical institution for the long-term ill, aged-persons homes, hospices, etc., appear with their financial claims and long waiting period.

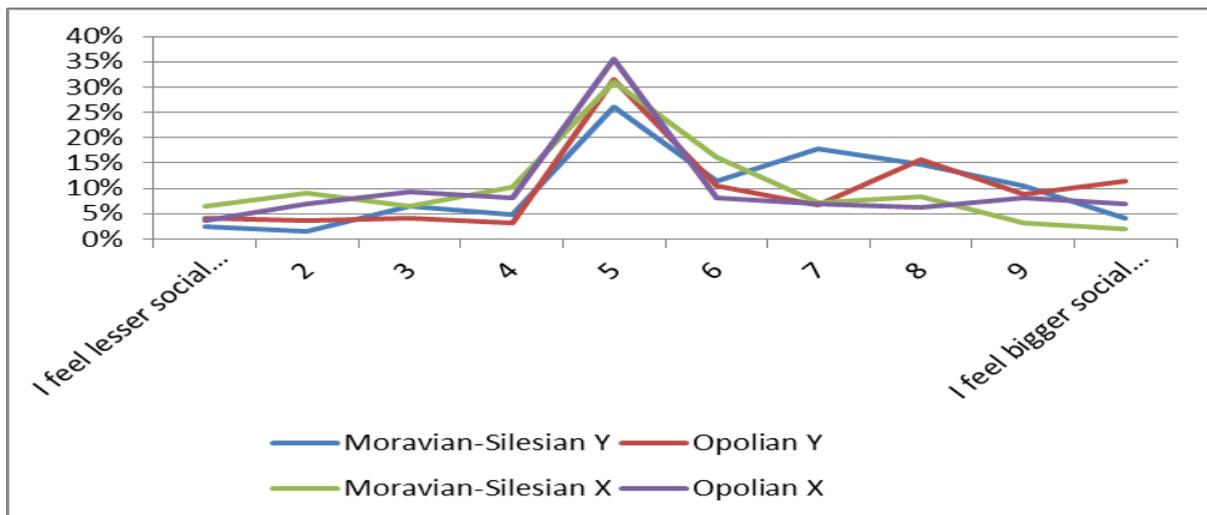
**Graph 35. Incomes should be more balanced or the effort of the individual should be considered more**



Source: Research and own calculations

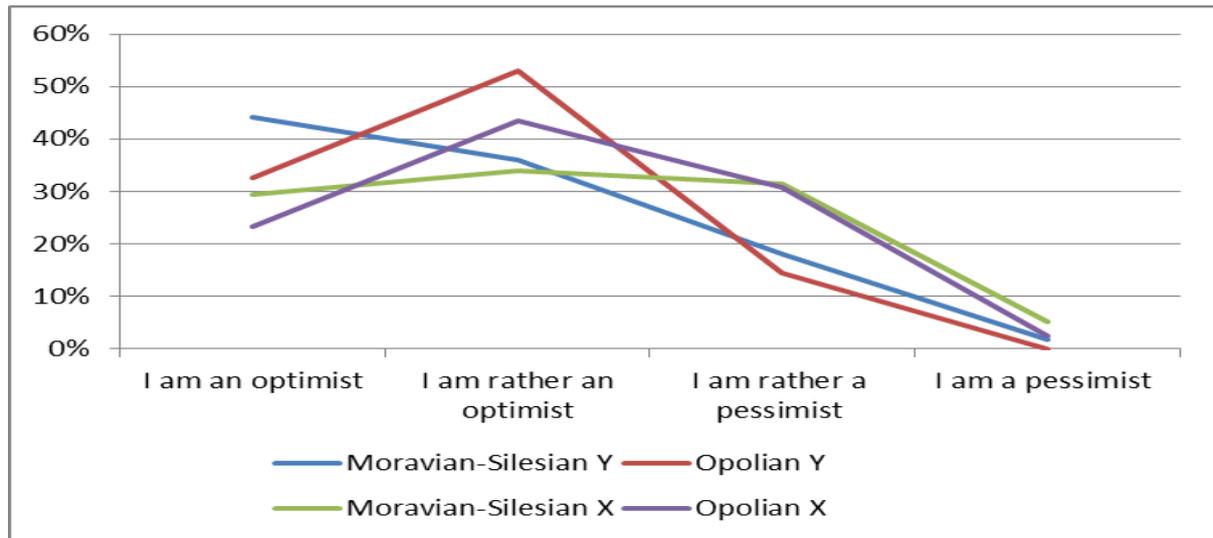
The GX tends to the equalitarian opinions, on the contrary the GY expresses to the differences in incomes with considering the effort and the risk of the individual.

**Graph 36. The entry to the EU means for me the smaller chances or bigger chances.**



Source: Research and own calculations

### The graph 37. Judging the future



Source: Research and own calculations

The most numerous attitudes are the reserve due to the entry of both countries into the European zone and institutions. The GY of both regions perceive the situation in a more optimistic way. The generation Y is generally more optimistic (the Moravian-Silesians in 80% and the Opolians in 85%) than the generation X. Their days are perceived in a more pessimistic way by the Moravian-Silesians of X in 36% and by the Opolians in 32%.

### The analysis of the opinion on the society, gender aspects of life

The mosaic of factors which influence the main demographic facts (the natality, marriages, the morbidity, the mortality, etc.) is reflected on the quality of life of the population in the particular territory space whereas the frame of their influence is then completed by the extent of observation or modification of social standards by the inhabitants.

**Table 38. The analysis of the opinions on the society**

<b>Statement</b>	<b>MS X</b>	<b>Opolian X</b>	<b>MS Y</b>	<b>Opolian Y</b>
The prerequisite of happiness is a long-term marriage life.	78	76	65	46
It is all right when two people live together without being married.	65	56	81	85
The man/woman must have children so that his/her life was fulfilled	72	71	62	52
To have children is responsibility towards the society.	60	41	57	23
People should make decisions by themselves, whether to have children or not.	99	85	99	79
Homosexual and lesbian couples should have the possibility to adopt children.	21	9	52	21
When the parent is seriously ill, it is above all the duty of his/her adult child to take care of him/her.	92	91	90	85
The working mother can make the same warm relation and feeling of security for her children as mother who is not employed.	79	62	81	76
Pre-school children suffer when their mother is employed.	39	49	23	33
Employment is a good thing, but most of women long for home and children.	63	64	52	50
To be the woman in household fulfils in the same way as to work for the wage.	32	74	28	73
To have employment is for the woman the way how to be personally independent.	92	82	89	87
Both the husband and the wife should contribute to the common income of the household.	98	78	97	87
Fathers are for the care of their children supplied as well as mothers.	60	42	67	61
Men should have the same big responsibility for the household and the care of children as women.	87	85	82	93

Source: Research and own calculations

Differences appear in accordance with characteristics of the generations X and Y only in the statement “To be a woman in household fulfils in the same way as to work for the wage” and marginally in the item “Employment is a good thing, but most of women really long for home and children”, when there is a prevailing trend of the national subculture, both generations of the Opolians identically incline to the traditional position of the women and fulfilment of their life roles. There are interesting statements, as the gender equality has reflected the antipodes of generations in the question of self-fulfilment of the woman and her independence. Factually “To have employment is for the woman the way how to be the independent person” is for the generation Y of the Opolians more important.

### **The summary of the profiles of the generations X and Y**

The generation diversity is shown by the set of different and more or less strong standpoints. The summary tries to give the generation characteristics by the form of structured standpoints of the selected systems – perception of home, work, the opinion on the marriage and the family, gender questions and evaluation of integrating processes. Single statements

declare the majority of standpoints, which means that the given statement does not have to be valid as the first planned for all respondents of the GX and the GY. The summarizing strategy does not have to be concurrently complementary; among them there can appear discrepancies which can ventilate potentially hidden or apparent conflicts.

The summary is made with the intention to standardize and to simplify the view on the generation with the different starting conditions of the existence.

<b>Generation Y</b>	<b>Generation X</b>
<b>Home and the value</b>	
Home means the nearest space.	The most important point of home is the nearest space of the flat or the house.
Destandardization of the life cycle - shifts in timing or releasing particular phases.	Recognition of the standardized life cycle in the sequence and succession of sequences – the study, work, the marriage, the child ...
Individualization of life routes, right to happiness and freedom. Egoisms – to live by your own wish without the consideration of the others.	The interest to keep traditional models. The responsibility to social standards and customs.
The state has in its value scale its place, but the regional space is not less important.	Inclines to patriotism.
<b>Work</b>	
It searches the balance between the work and the family life.	Work is the main axis of the human life in the form of having employment.
It lives by the present and its interests.	It participates in public affairs.
Education has the influence on the possibility of self-fulfilment.	Education is connected with the age, especially with youth.
Bigger willingness to increase education, to expand and to change professional qualification.	Worries of the necessity to change the professional qualification. Stagnation of educational aspiration.
It is not explicitly against the formalized way of education, but it has the necessity to connect the education with acquiring experience and verification of theoretical knowledges in practice.	Acknowledges the formalized way of education, the necessity to obtain the certificate of the particular qualification.
Work for the whole life at one firm is considered as anachronism and illogical practice.	Professional stability, work at one firm and in one branch is the sign of quality and the proof of one's potential.
Loss of work is the opportunity for the change.	Loss of work starts the stigma of an individual as the sign of incapability of an individual, but by the fault of the state.

<b>Marriage and family</b>	
The divorce is a liberating solution of the non-functioning relationship.	The marriage is a permanent step in the life and the divorce is a sporadic solution; the divorce carries the stigma of an unsuccessful individual in relations.
The unmarried partnership is not a social problem.	It is getting milder the condemning the unmarried common household partnership.
To live in the family is more advantageous.	To live in the family is the standard of the adult individual and it is economically and socially more advantageous.
The family is an acknowledged instrument for upbringing of children, taking care of the ill and the old-age family members.	The family is the key instrument for upbringing of children, taking care of the ill and the old-age family members.
The shift from perceiving the institution of the family with the emphasis on the right of an individual on the relation and its change.	Gradual releasing of the economic dependence of the individual on the family.
The marriage is an individual decision of two people.	The marriage is the means of the transfer of the tradition.
The marriage is conditioned by settlement and building the functional relationship.	The marriage is the expression of settlement and the responsibility for building the relationship.
Wiping off the border between the marriage and the partnership.	The marriage has bigger respect and privileges.
Strengthening the checking and freedom in deciding on one's own life.	Respecting tradition models and responsibility towards the others over the own life.
The family can and does not have to be the means of self-fulfilment of women. (the GY of the Opolians and Moravian-Silesians the GX MS).	The family is the means of self-fulfilment of women (the GX of the Opolians).
The attitude to the parentship and the option of the birth of the child is the freedom option of the individual.	The traditional concept of the family, the child is the task of the marriage.
<b>Gender</b>	
The gender role is not strictly divided. The gender expresses cultural aspects of differences between men and women.	The gender roles, male and female work and professions are divided, but not strictly.
Women emancipate from men dominance.	Women are not at work and awarding perceived equally.
The right to the full self-fulfilment of the woman including the managerial function.	The carrier of women is variegation not the objectives of the work fulfilment.
Sex is the part of the upbringing and the talk about it is not a taboo.	Sex is the secret of the couple.
Women get ahead in the public sphere, at the labour market and in the public events.	Women assert themselves at work and outside the family relation.
The effort of women is not to have big families, but to fulfil the role of a mother at	The role of the mother in the family is the natural end of the life of the woman and her

least of one child.	marriage, the role as for children is the key one.
Childlessness is the option and the right. It must not be a stigma.	The childlessness woman is under the justifiable pressure of the environment.
<b>Evaluation of integration processes</b>	
The entry to the EU represents for me the opportunity.	The entry to the EU represents for me a smaller chance and opportunities.
Sympathising with the European integration.	Reserve to the European integration.
The interest in bigger individualisation in the society due to incomes, freedom of the individual.	Worries from property and income inequality and decreasing chances of the individual.
Recognition of incommensurability of social positions of the population.	Equalitarian standpoints and the attempt to eliminate social insecurity.
Bigger tolerance to the inequality of social groups.	Social peace is the prerequisite of the quiet life.
The main stratification factor is education and performance, poverty is justification of insufficient performance and adaptation of the individual.	Life in financial need is the impact of changes and the development of the society, The proof of the social capital of the individual.

## **The conclusion**

Shifts in various eras of the life career which the individual grows through in them hide various forms of the personal maturation. This process is completed by the differentiated dispositions and experience of the individual not only in acceptance and the development of behaviour, but also in acceptance of the certain kind of information and ways of education, upbringing or shopping preferences, etc. The socio-cultural potential is used and reproduces in the concrete social context. Merits of the realized comparison of the contrast of generations is the description of attitudes connected with the characteristics of concrete life stages of the population including the determining extent and the profile of experience which the people identify with. The used method of contrasts does not hide the views of other generations or some age groups that were brought by the research searching. By its bipolar demonstration though it surveyed understanding of views on the issue as the way of observing the generation that grew in the consistent social, political and cultural space with the dynamics of real processes in the society, changes and the development of the regional space which formed its experience. The final summary of opinions of the generations X and Y records the unique experience of the reality in the regional space.

## **Literature**

<http://www.roymorgan.com/resources/papers/babyboomers/>  
<http://www.magazines.org.au/files/Research/MagazineMythBusters.pdf>  
<http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-662.pdf>  
[http://www.roymorgan.com/company/principals/principals\\_home.cfm](http://www.roymorgan.com/company/principals/principals_home.cfm)  
<http://www.manpower.cz/images/GenerationYintheWorkplace.pdf>

#### **4. The dimension of using the Internet and its service in the light of the research at the social reality in the Czech-Polish borderland after the entry to the European Union**

**Magdalena Chmelařová, František Koliba**

**Faculty of Public Politics, Silesian University in Opava,  
magdalena.chmelarova@fvp.slu.cz**

**School of Business Administration in Karviná, Silesian University in Opava,**

**koliba@opf.slu.cz**

##### **Introduction**

Using modern communication technologies is the whole society interest and concurrently also the possibility to connect the individual with the world. One of the key materials for using the ICT is the strategy of the European Committee in Brussels which was formulated on May 19, 2010 in the document “The digital agenda for Europe“. The general objectives are to maintain in the countries of the European Union economic and social contribution of the unitary digital market and to ensure the Europeans the better quality by the cleaner environment, electrification of the health care, education and public administration as whole. There will be mainly the elimination of regulative obstacles, facilitation of the electronic payment and increasing the credibility of citizens for expanding digital markets by increasing the security in the environment of the Internet. Unfortunately in Europe interoperability is missing, the standard and open platforms typical for digital markets are missing as well. The committee realized that it had to be changed. The technologies of the Internet can be used not only for trading, work, games, but they enable communication and free phrasing and the easier access to public services and the cultural content. The document analyses the barriers of the wide use of the ICT and especially the Internet services. It sees in them the lack of confidence in the on-line environment, in worries and risks of payments, restricting privacy and threatening individual rights which by the research are not clearly determinate and protected. The digital age, in which we live, means also strengthening the participation and the equal position of all citizens. Not even the social conditions should be the obstacle.

The Internet net accompanies as the source and transfer of information the public life in the European space and helps spread the European vision of equality and cooperation. The document states that cca 30 % of the Europeans have not used the Internet at all yet and by the research there has also been found out the low computer literacy of the persons, which excludes some of the Europeans from the digital society and establishes the new phenomenon

of the information discrimination. The objective is to help these citizens and by training to improve their knowledge in the sphere of the ICT. Their professionalism belongs to eight main abilities which are defined for the individual in the society base on the knowledge and skills (*see the recommendations of the European Parliament and the Council from December 18, 2006 on the key abilities for the lifetime learning*). The branch of information and communication technologies will serve the role of the economic sector which increases the competitiveness of Europe after ensuring qualified workers in this area. The European Union commits itself to decrease emissions, to improve energetic efficiency and this can be ensured by modernisation and using information and communication technologies and by the transfer to the production less demanding on natural sources. In this document it is not forgotten the support of the dignified and independent life by introducing the ICT into the health care (eHealth) which is able to optimise the quality of care and expenses on treatment and to support the independent life in the remote localities. The digital media will ensure the wider distribution of the cultural, librarian, music and cinematographic content. The very interesting proposals are formulated for electronising the public administration (eGovernment) so that it would provide more quality services to all citizens and enterprises by which it saves time and expenses. The intelligent transport systems will focus on the integration of the flow of transported persons and loads; introducing transport and travel services in the actual time will be supported and the systems for the dynamic operations control which contribute to smoothness of the operation and concurrent improvement of security as well. The objective of the cited document is to make from Europe the world superpower in the sphere of the intelligent and sustainable growth which supports the social integration. The priority is, thanks to the strategic importance of the Internet, to support the most open Internet which is helpful to every European. [3]

Technologies entered the life and that was not only marginally as the source of entertainment or purchasing. They help solve problems of the planet when e.g. the web application the Eye on the Earth enables to monitor the pollution of water and the atmosphere and last but not least it enables the people to choose the suitable place for bathing and swimming. Further e.g. the Czech system GINA provides the rescue teams on their mobile device in case of the natural disasters or epidemics with the real situation or on the location of the citizens ready to be rescued or evacuated.

Successive approaching of the IT to the end users and the start of the social nets is the reality and it is able to project into the quality of life and the increase of competitiveness of the regional unit.

### **The methodology of the research**

The carried out analysis wants to find the answers to the key questions related to the issue of the attitude of the inhabitants to using the Internet with the regard of knowing the attitude of the inhabitants of the urban and rural settlement, completed by the attributes of selected socio-demographic characteristics, as it is education, the gender and the rank. It will be the comparison of the view of the respondents on the issue and alternative approaches on

the Czech and Polish side. For curiosity there will be carried out the comparison of the regional results with the available secondary data especially of the Czech Statistical Office. The article will focus on the fact whether the situation in the Moravian-Silesian Region does not differ from the results of researches which are mapped by the Czech Statistical Office in the sphere of using information and communication technologies in households with the results of the research which were presented in the monograph “The social reality of the Czech-Polish borderland after the entry to the European Union” and also from the portal of the Czech Statistical Office. [1] [2]

**In the own research there are identified three main spheres of search:**

- defining the place of using the Internet to selected information and communication services,
- determination of objectives and the character of implemented activities on the Internet,
- the survey of purchasing activities of the respondents by means of the Internet in the form of the electronic shopping.

At evaluating the questions we have also examined the attitudes of the respondents in the Moravian-Silesian Region and the Opole Voivodeship and proceeded from the results of the last year research on the social reality of the Czech-Polish borderland in the sphere of evaluation of particular indicators which had the influence on the economic crises<sup>1</sup> and also evaluation of particular indicators of perception of the aspects of work<sup>2</sup>.

As the conclusion we have to state that also in the Czech Republic the Internet has been developing dynamically in the same way as in other countries; every year the number of access lines is increasing, the infrastructure is improving and the transmission speed is increasing and the number of the cheapest access connections Wi-Fi is increasing as well.

**Question no. 1: Where do you use the Internet?**

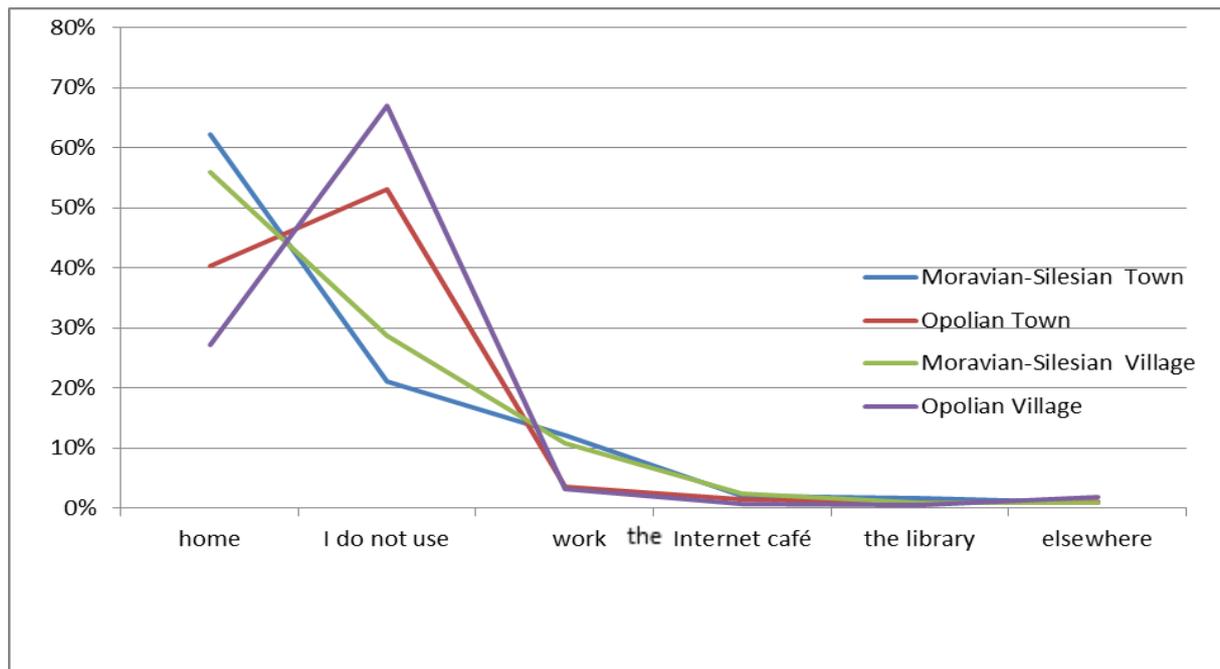
For mapping and the place of using the Internet we have used the classification of information by two differential criteria. First of all we researched the relation of the respondent to the place of residence - the countryside or the town (the graph Using the Internet – locality) and secondly at the analysis of the result we considered the age of the respondent (the graph Using the Internet – locality and the age). We intended to find out the differences in opinions of such selected pattern.

---

<sup>1</sup> A. Václavíková, Sociální rozměry evropského prostoru. In Sociální realita česko-polského příhraničí po vstupu do Evropské unie. Slezská univerzita Opava, 2010, p. 111 n.

<sup>2</sup> A. Václavíková, Sociální rozměry evropského prostoru. In Sociální realita česko-polského příhraničí po vstupu do Evropské unie. Slezská univerzita Opava, 2010, p. 111 n.

**Graph 39. Using the Internet – the town and the village**



Source: Research and own calculations

The respondents showed the main differentiation in the place of using the Internet as for the national membership which documents higher representation of the position “I do not use the Internet” at the Opole respondents in the town and in the village more than at the Moravian-Silesians.

In case we concentrate on the age differentiation, then it is pleasing that the respondents belonging to the generation Y both at the Moravian-Silesians and at the Opolians as well show that the digital technologies are familiar to them and that they work with the Internet from home. It is the generation which acquired and has the information literacy. After the year 2000 in the Czech Republic and the Polish Republic as well there was launched the programme of the State information policy in education which had the objective to increase information literacy of pupils and teachers. The generation X (born in 1976 – 1990) and the respondents 60+ use the Internet either at work, in the library or they do not use it at all, on which the economic demandingness of the devices and operation of the Internet services is reflected, also the inaccessibility of the nets to the end users, etc.

**Graph 40. Using the Internet – the town, the village and the age**



Source: Research and own calculations

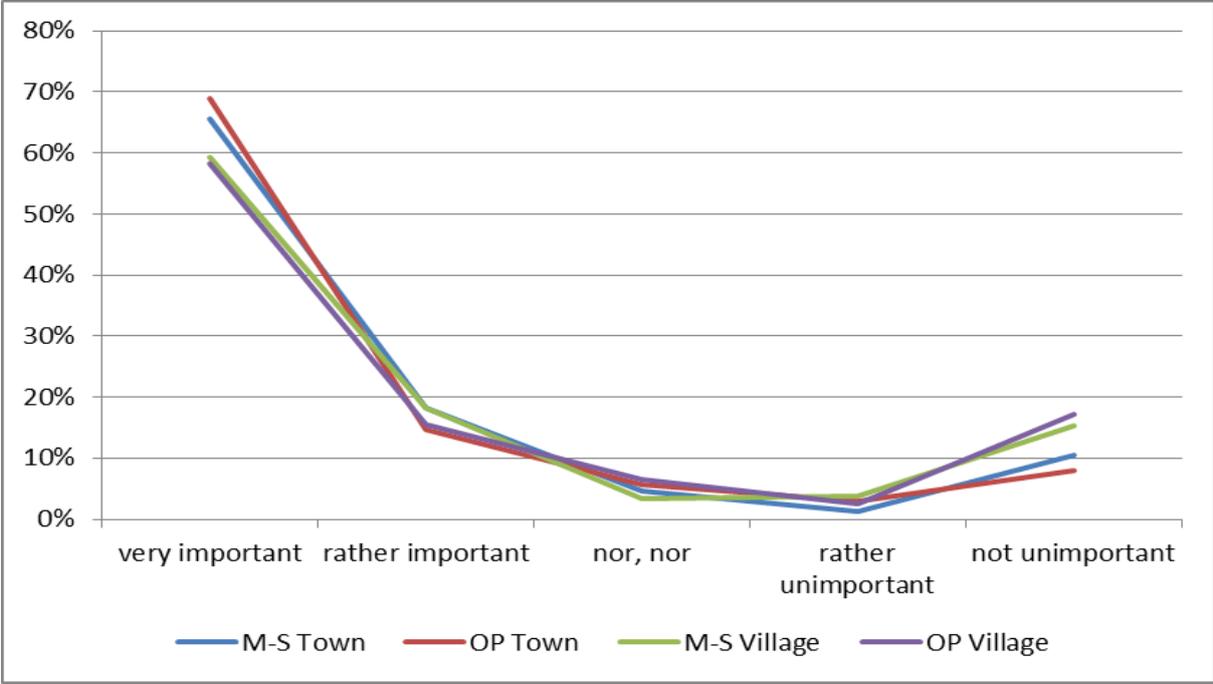
The results of the research of the Czech Statistical Office from the year 2010 was interesting for us when in the Czech Republic (further the CR) more than 2,4 million of households (which is 59 %) were equipped with the personal computer and out of that 56 % had the access to the Internet. There is interesting comparison with the year 2005 when only 19% of the inhabitants had the access to the Internet in the CR. This connection is not the same in all localities of the CR. In the municipalities with 1 999 inhabitants 53 % have the access to the Internet, in the biggest municipalities it is over 50 000 inhabitants, that is 59 %. There are 44 %, households without the access to the Internet, which is cca 1, 8 million of the households. The main reasons of “backwardness“were supported in the research by the statement of the examined households of the respondents: we do not want the Internet, we do not have enough money, and we do not know how to use the Internet. One of the least equipped categories of households is the one where there are inhabitants older than 65 years. [2]

**Question no. 2: The services on the Internet as for their importance**

It is also interesting to research what activities are carried out by the respondents on the Internet. We focused on the importance of the services: searching for the information on the Internet, on the most favourite activity, that is communication on-line and off-line, on entertainment or on increasing professionalism, and that is education via the Internet. The graph was orientated in the way to use the classification of information again by two deferential criteria.

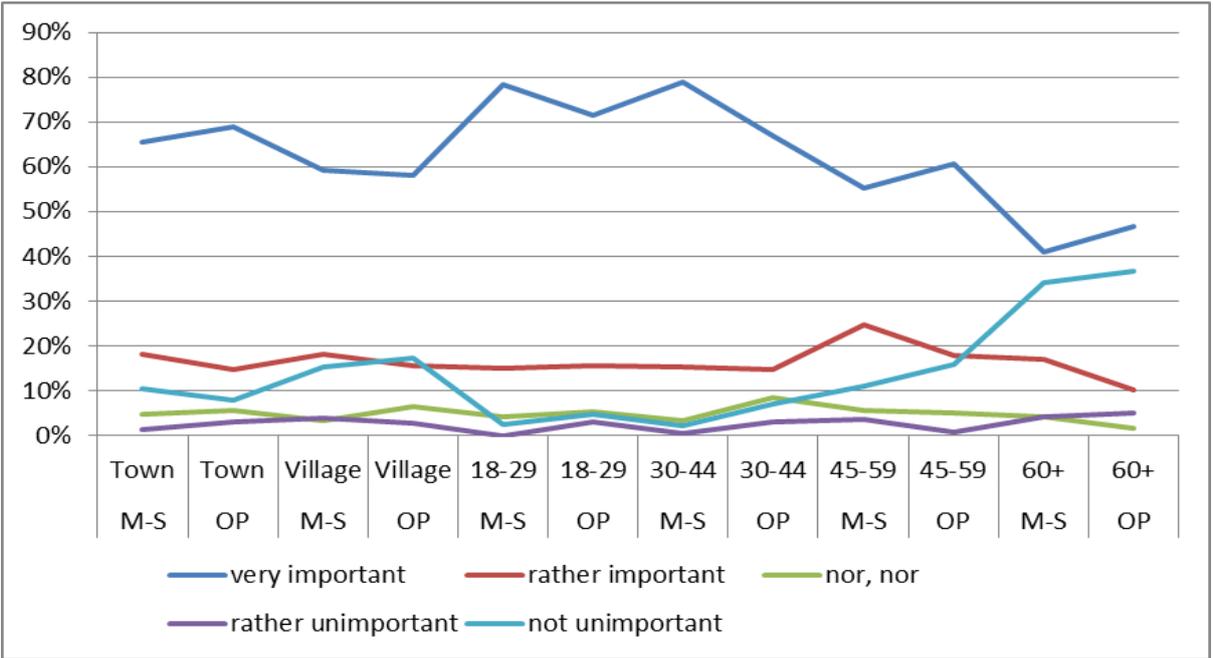
At the service **searching information** we were interested in the connection of the respondents to the place of residence and also the age of the respondent. After analyzing the data we see that the services on the Internet are perceived as important both by respondents from the town and from the village as well and there is not a big difference in their opinions.

**Graph 41. Searching the information on the Internet– the town and the village**



Source: Research and own calculations

**Graph 42. Searching the information on the Internet– the town and the village and the age**

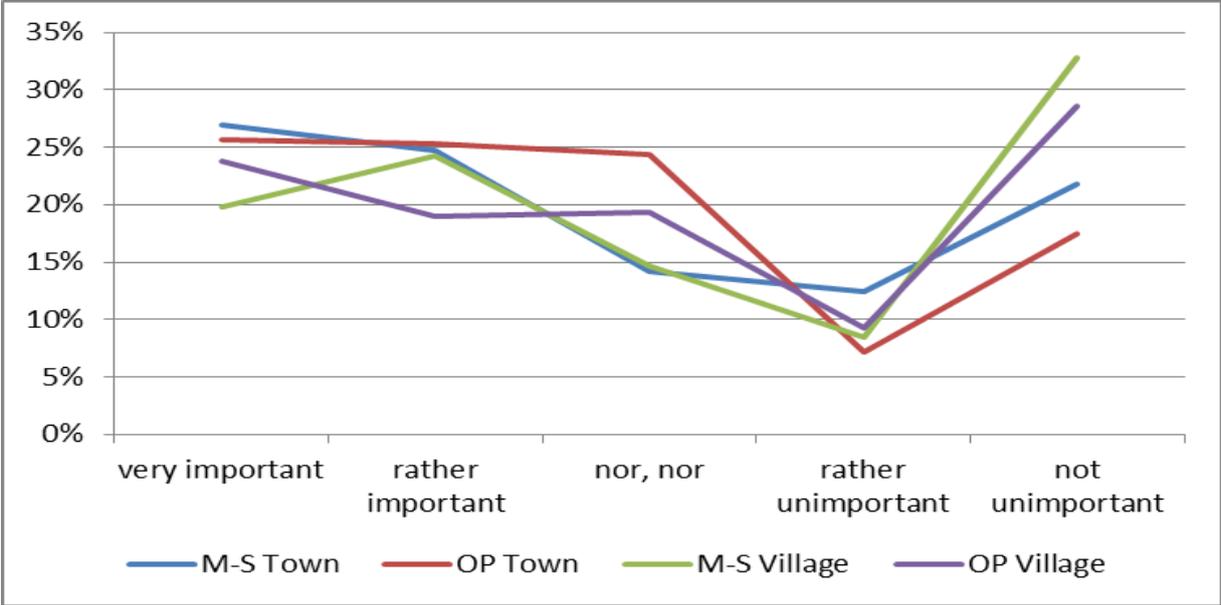


Source: Research and own calculations

The analysis of other services which the respondents use on the Internet is more interesting. Searching the information, however, belongs to the services which are used by everybody (no matter whether the person lives in the town or in the village or belongs to the generation X and Y). It is the source of information and it is the same whether we search the information on goods or services or on culture, travelling and health, looking for a job or just we read the daily press and current news which are provided by the front pages.

At mapping the **services of the on-line communication on the Internet** we have again used the classification of information by two deferential criteria. On one hand we researched the connection of the respondents to the place of residence – the village or the town; and on the other hand at the analysis we have taken into consideration the age of the respondent. We wanted to find out the differences in opinions of the sample selected in this way.

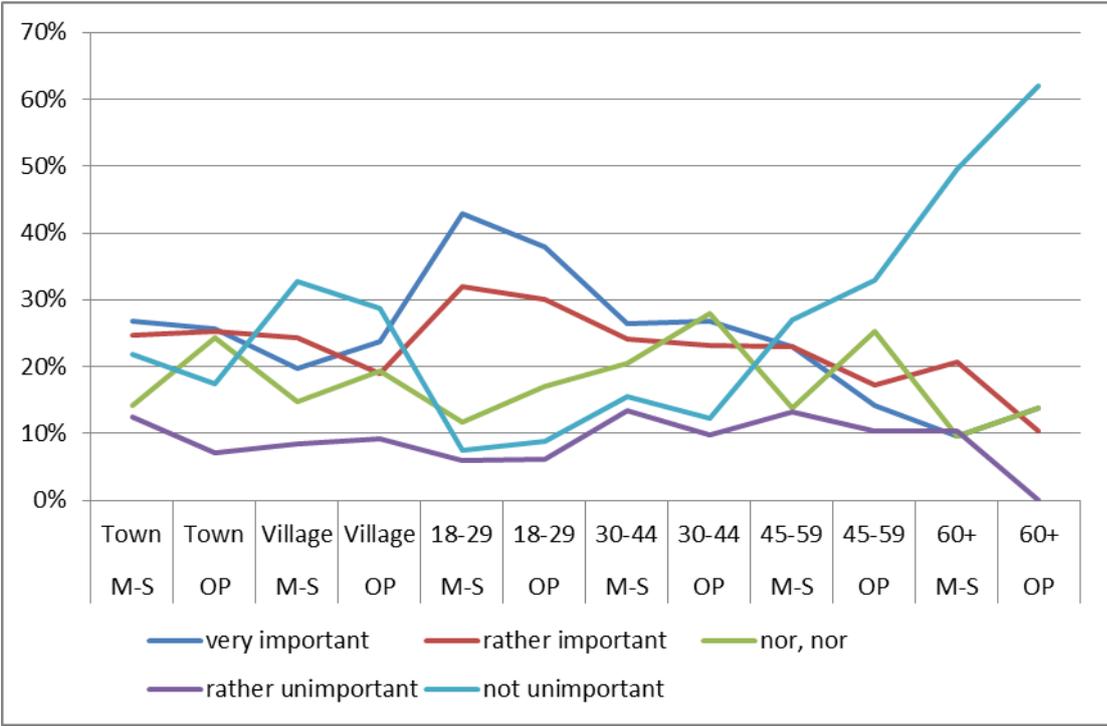
**Graph 43. On-line services on the Internet – the town and the village**



Source: Research and own calculations

Respondents who answered as for using on-line communication do not differ in opinions as for the national membership; using services is higher in the town environment. As for the opinion as well these services are used more by the younger generations and as not at all important they are for the generations 60+ who live in the countryside. This finding is consistent with the researches of the Czech Statistical Office which regularly investigates the opinion level of using the Internet in a selected population sample [2]

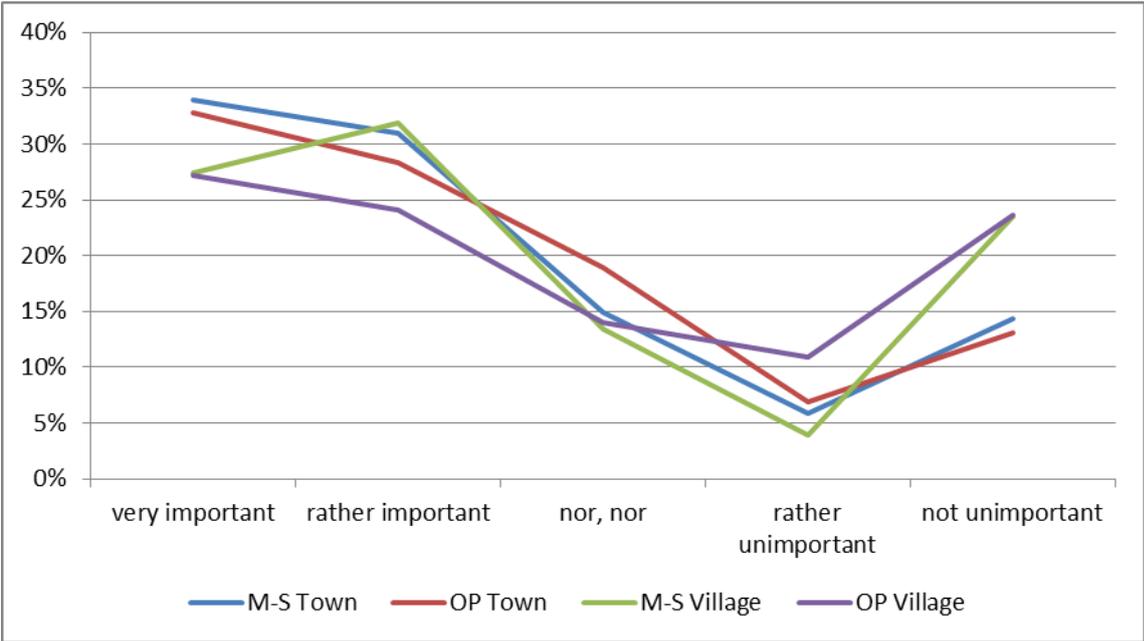
**Graph 44. On-line services on the Internet – the town and the village and the age**



Source: Research and own calculations

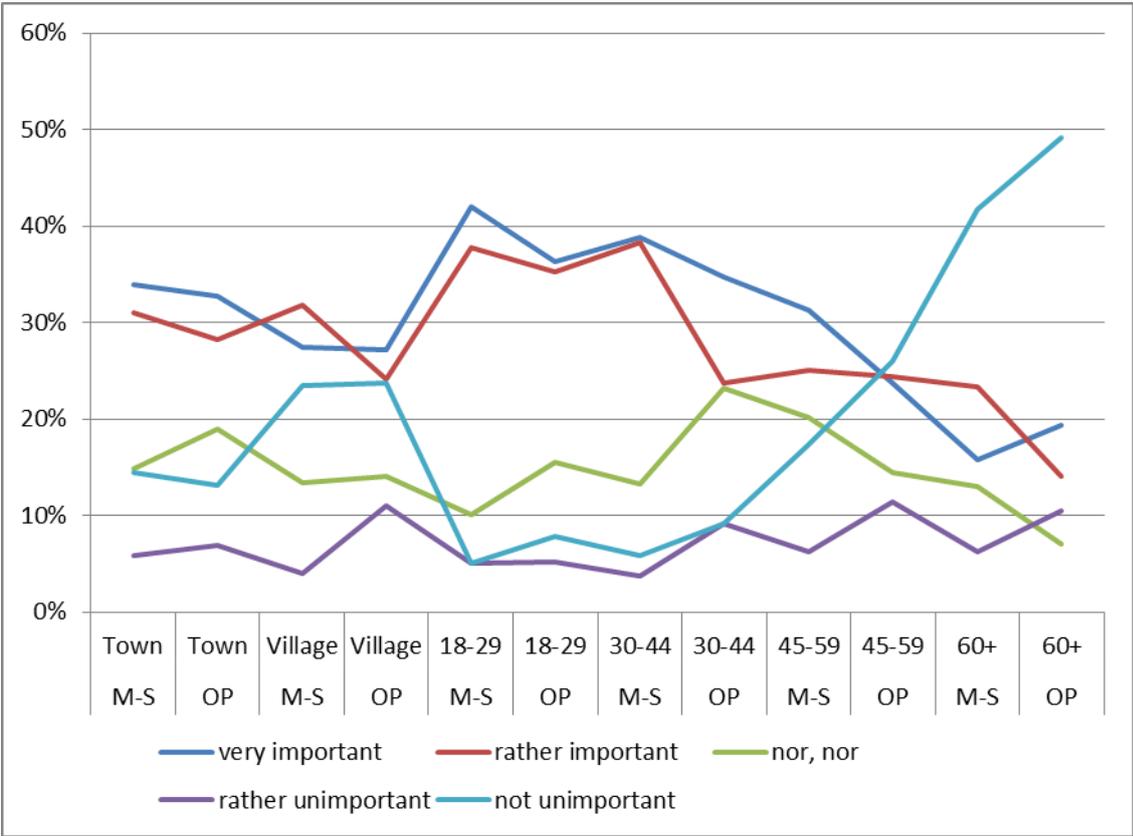
Results of mapping the **other service of off-line communication** did not surprise as more and more the popularity of using the electronic mail is increasing. Our research proved that it does not matter so much as for the national membership, for the place of residence or the membership to the age group. The respondents answered approximately in the same way and from the graphs it is obvious that even the respondents from the generation 60+ are starting to think of using this service.

**Graph 45. Off-line services on the Internet – the town and the village**



Source: Research and own calculations

**The graph 46. Off-line services on the Internet – the town and the village and the age**

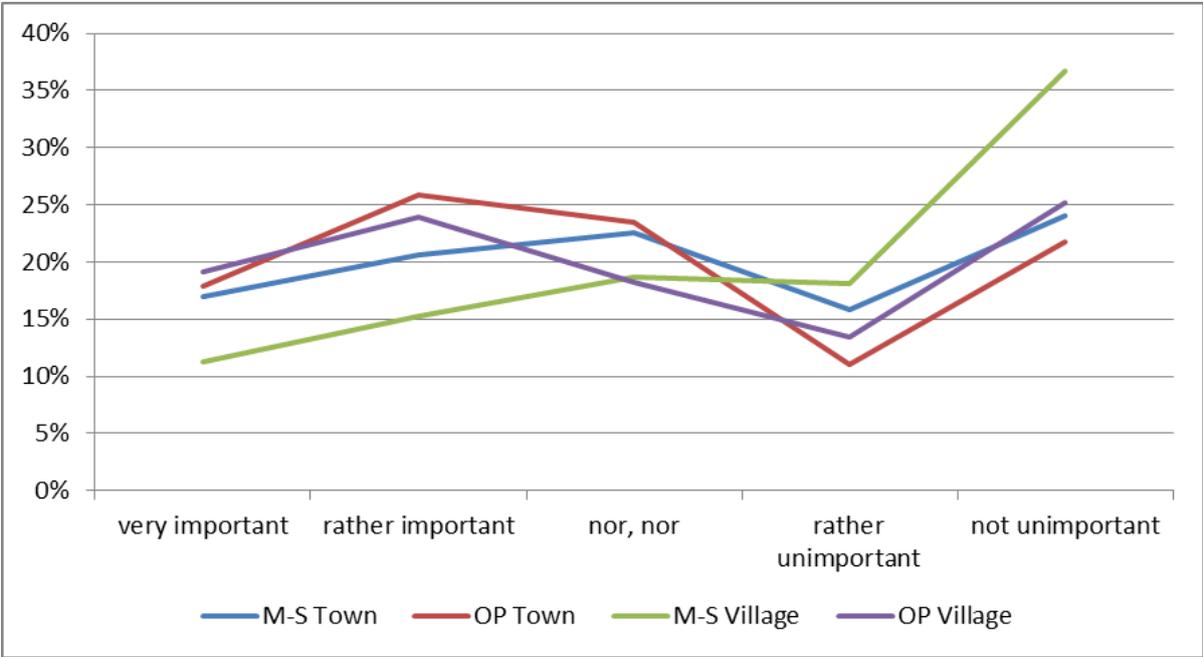


Source: Research and own calculations

Unfortunately there are also problems connected with this service which are brought by the e-mail (spasm) or viruses, etc. Communication on the Internet belongs to the most favourite activities also by the surveys held in the CR. The surveys have proved that nearly every user of the Internet (90 %) uses it for sending and receiving e-mails, 41 % make phone calls via the Internet and 32 % chat and 15 % contribute to various discussion forums. Also the generation 60+ is learning to communicate via the Internet, first of all the interest in new technologies accompanies the active old age and last but not least it is the possibility of not losing the contact with their grandsons and granddaughters and sometimes with their children who nowadays travel or live in the various places not only in Europe, but also in the world.

**Another service of the Internet** which was analyzed was **the entertainment**. The Internet and entertainment mean especially playing games, listening to music, watching films and videos. This activity of the Internet is unimportant for all the respondents from the generation X and 60+. From the graphs it can be read that the same opinion is shared also by the respondents from villages on the side of the Opole Voivodeship. As it is seen from the graph this service is often searched for by the respondents from the generation Y, though this environment of games and entertainment on the Internet has also negative features. For already a longer period it has been discussed whether to include the “Internet Addiction Disease“(the addiction to the Internet) among psychical diseases. In case the users are addicted to games, they go through losing the privacy, it is not also the safe environment for children and the youth; there is the criminality and the possibility of abusing and cyber-bullying.

**Graph 47. The Internet and entertainment – the town and the village**

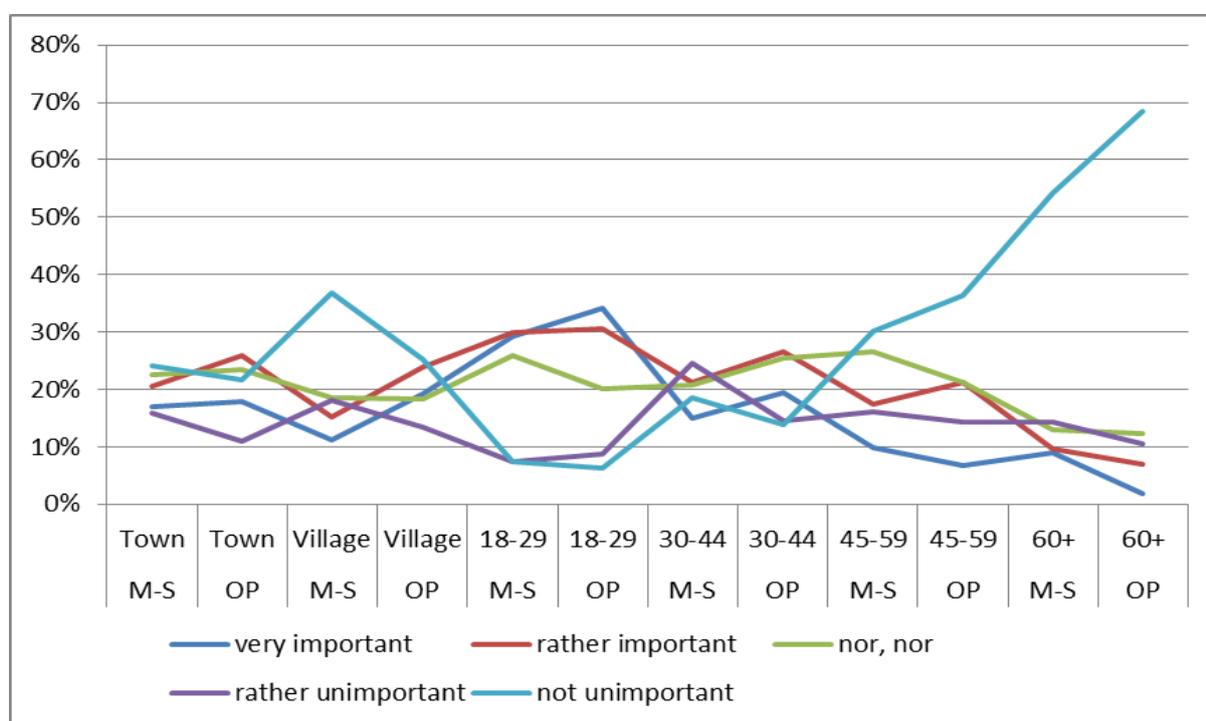


Source: Research and own calculations

Explanation of the dependence on the Internet<sup>3</sup>: “It is necessary to realise that in case of the Internet it is not the substance which comes from the outside, the dependence is formed in the brain. This is ranked among the compulsive disorders. Between the classical dependence on the substance and this disorder there are, however, certain similarities. For example the ability to stop is absent, though there are already seen the signs of the physical, psychological or social damages. “

The respondents who answered this question do not differ in opinions as for the national membership; the higher usage of this service is obvious in the town environment. This service is close to the young generation and at all it is unimportant for the generation 60+ of the inhabitants of the village.

**Graph 48. The Internet and entertainment– the town and the village and the age**

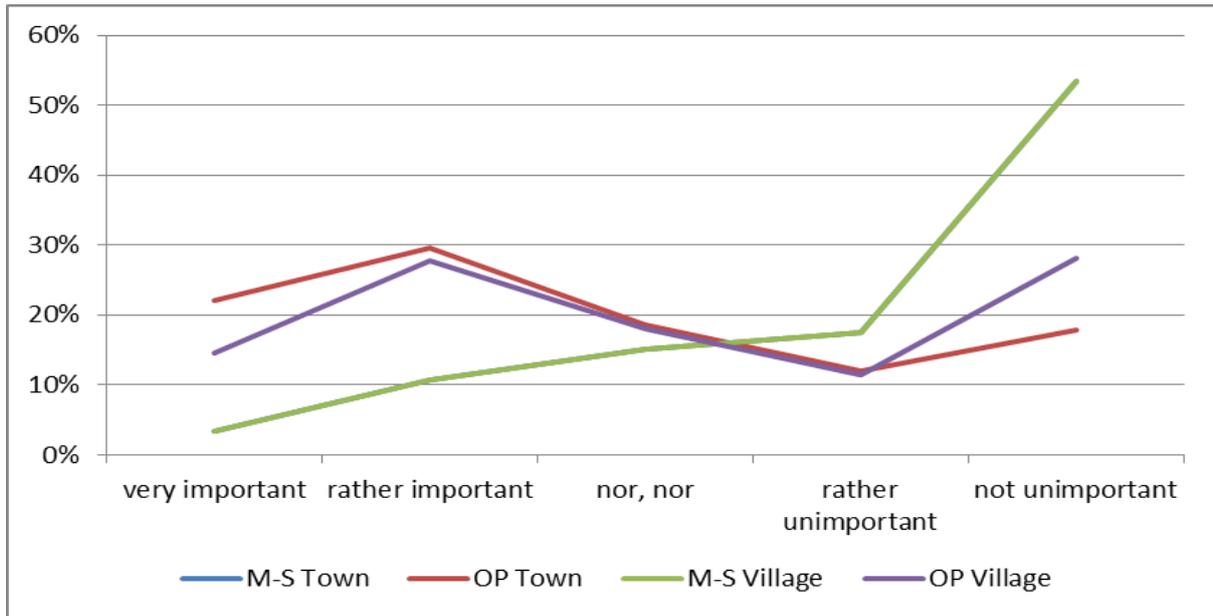


Source: Research and own calculations

One of the important services of the Internet is **education by the form of e-courses**. This service is used not only by the firms, but also by the Internet users who cannot attend the tuition on the daily basis. Therefore we have been interested how this service is used by our respondents included into the research. The criteria are the same – the town or the village, the age, the respondent from the Moravian-Silesian Region or the Opole Voivodeship.

<sup>3</sup> Psychiatr Kamil Kalina na WWW: <http://www.novinky.cz/internet-a-pc/146969-zavislost-na-internetu-muze-obratit-zivot-vzhuru-nohama.html>

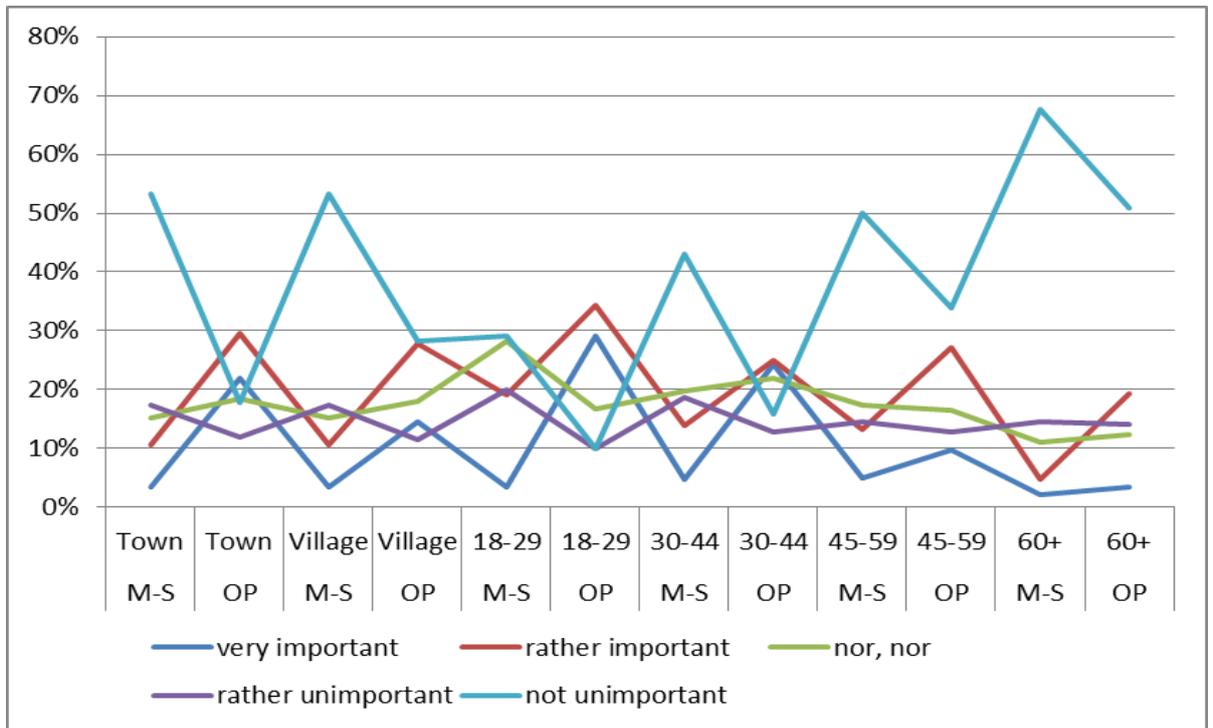
**Graph 49. The Internet and education - the town and the village**



Source: Research and own calculations

This activity is not yet automatic on any of the sides. As for the respondents from the town, and for the respondents from the generation X and 60+ as well it is unimportant and does not belong among the searched for activities on the Internet. Our results are consistent with the searches of the Czech Statistical Office.

**Graph 50. The Internet and education - the town and the village and the age**



Source: Research and own calculations

From the graph we see that this service is not much used in the village nor in the town and it is unimportant for the majority of the respondents. The young generation which uses this form of education at increasing language and digital competencies in the exception. Results specify several outlets. On one hand the offer and demand of educational programmes with using the information and communication technologies for various types of age groups are evidently negligible, on the other hand the other aspect is the utilizability of the certificate of e-learning courses as in the society there is still prevailing the pressure on the traditional centralized education. There is also the lack of the support of the education on the selected subjects from the side of the self-administrations, e.g. history of the locality in the form of the presentation, the programme for children, tourists, etc, or the interactive programme on the sights of the town, the geographic location of parking, timing for services of institutions of municipalities and towns for their clients and visitors.

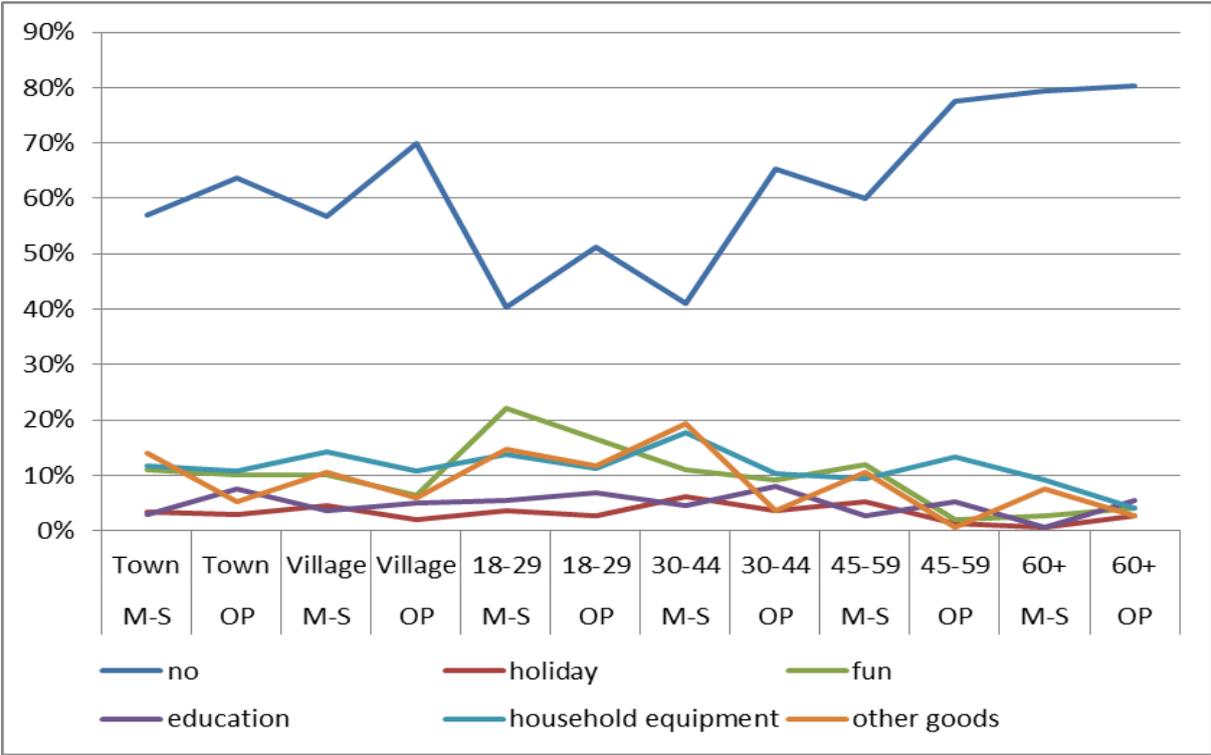
### **The question no. 3: Shopping via the Internet**

According to the Czech Statistical Office in the CR men do shopping via the Internet more often than women. This was shown by the respondents of our research which was published in the monograph<sup>4</sup> where we focused on dividing as for men and women and also as for the education. Presently via the Internet we can purchase the holidays, any kinds of entertainment – books, films, games or music, household equipment and device, equipment for the firm or the company, means of transport, professional literature or educational courses or any other goods. The present analysis was focused both on expressing of the respondents from the town and the village in the Moravian-Silesian Region and the Opole Voivodeship and by the age category as well; we were interested in opinions of the generation X and the generation Y and 60+. The majority of respondents answered to this question that they do not use these services. There were confirmed the researches in Europe that the inhabitants do not trust shopping via the Internet, they do not have the confidence in security and they do not like to let the access to their bank accounts.

---

<sup>4</sup> KOLIBOVÁ, H. a kolektiv. *Sociální realita česko-polského příhraničí po vstupu do Evropské unie*. 1. vyd. Opava: Slezská univerzita v Opavě, Fakulta veřejných politik, Ústav veřejné správy a regionální politiky, 2010. p.169. ISBN 978-80-7248-612-0.

**Graph 51. The Internet and commerce**



Source: Research and own calculations

**The conclusion of the research**

The modern communication technologies have become the part of the life of the inhabitants of the searched territory; however, it seems that their entry is not massive.

The Internet is appreciated for the fact that it enables the communication connection with the relatives, friends, the people working abroad, enables to share with them photographs, videos, to listen to them and to see them and not to lose the family contact. It is used for searching the information on touristy places and targeted destinations on the maps. The Internet is used by the young generation not only to play games, for education and entertainment, but also for shopping as the offer of goods is varied there and the goods is offered for cheaper prices. It is the generation that does not consider negatives of this form of shopping.

It is not, however, important for the senior generation that nearly at all (in the research as the position not important) searches neither entertainment nor education on the Internet. The Internet is also not the means of work from home. Obviously from the above mentioned reasons there were a number of respondents who on the five point scale expressed the neutral attitude to using the ICT.

The change of the state will probably be reflected in a short time horizon. The initiative is, however, on the side of the firms, that is at the market of new technologies ,and on the side of the society in introducing a favourable price policy and making the services of

the ICT accessible for example in every public or town library, at the municipal authorities, the municipal governments, schools, etc. for all targeted groups – the employed or unemployed persons, the persons on the maternity leave, children and the youth, seniors; and that is in the way that the information systems work with realizing the context to that it was utilized in an optimal way for the benefit of the power of social nets and the possibility of recognizing advantages of the ICT for the every citizen, the quality of his life and the competitiveness of the locality. The immediate, quick and reliable access to the net and the Internet services is the contribution to the broader implementation of the computer literacy and using information.

Developing recognition on penetration of the ICT into the searched sphere could be focused in the further research on measuring, evaluation and interpretation of the interactions and associations among the users, including their theme, on the occurrence of places with the connection to the Internet on the general level and the offer of education courses to the computer literacy of the inhabitants.

### **Literatura**

- [1] KOLIBOVÁ, H. a kolektiv. *Sociální realita v česko-polském příhraničí po vstupu do Evropské unie*. 1. vyd. Opava: Slezská univerzita v Opavě, Fakulta veřejných politik, Ústav veřejné správy a regionální politiky, 2010, p.169 ISBN 978-80-7248-612-0.
- [2] *Portál Českého statistického úřadu* [online]. [cit. 2011-09-10]. Dostupné na WWW: <<http://www.czso.cz/csu/2010edicniplan.nsf/publ/9701-10->>.
- [3] *Digital Agenda for Europe: Communication from the Commission* [online]. [cit. 2011-09-10]. Dostupné na WWW: <[http://ec.europa.eu/information\\_society/digital-agenda/documents/digital-agenda-communication-en.pdf](http://ec.europa.eu/information_society/digital-agenda/documents/digital-agenda-communication-en.pdf)>.

## **5. The content, the structure and experience of the Czech–Polish regional cooperation**

**Soňa Harasimová, Adam Kožaný**

**Faculty of Public Politics, Silesian University in Opava**

sona.harasimova@fvp.slu.cz, [adam.kozany@fvp.slu.cz](mailto:adam.kozany@fvp.slu.cz)

### **Key words**

Czech –Polish borderland cooperation, the EU projects, Euroregions, marketing of events, examples of good practice

### **Introduction**

#### **Prerequisites of cooperation and indicators of good practice**

The objective of this chapter is to evaluate information from secondary sources which monitor activities of the particular regions of the Czech–Polish borderland – especially the activities held on the Czech side of the Moravian-Silesian Region. We deal with the role and position of marketing, events and instruments which can be applied in the activities of the Euroregions of the Czech–Polish borderland. We mention the model structure of approved projects which reflects the activities of the Euroregion and the activities of partnership towns. As selecting the examples of good practice we have chosen the projects from various spheres of the support, however, with the emphasis on their publicity, the content and successful implementation. Last but not least we emphasize the necessity of presentation and promotion of the activities of the Euroregions and further communication with the inhabitants who participate in the projects supported by the European Funds.

#### **The content and the structure of the Czech–Polish regional cooperation**

The character of the Czech–Polish borderland has been created in a long term period and its shape has been made under many factors of the historical, social, economic, environmental and cultural character. As the result there is the fact that the territory of the Czech–Polish borderland is interconnected and there the so called neighbourhood factor is applied. The coexistence of the Czechs with the Poles has not been and is not referred to as a conflict one. Since the end of the last century both nations have lived more or less side by side. Moreover both countries were till the fall of the bipolar model of the world the part of the Eastern block and entered the European structures in the concurrent time period. The Czech-Polish cooperation is helped by various factors whereas the activities of the Euroregions belong to very interesting.

In Western Europe the first Euroregions were already established at the end of the last century and currently there are more than 170. In the Czech Republic interconnection of the geographically, politically and historically close territories was done only in the last fifteen

years when the first international connections with the participation of the partnership towns and municipalities from the Czech Republic were established.

The European Parliament dealt with the issue of the Euroregions regularly already in the past and the result of the activity was then the Resolution of the European Parliament from December 1, 2005 on the role of the Euroregions in the development of the regional policy. In the document there was stated that the Euroregions are to become the inseparable part of the over the border cooperation and the European integration, they are to be the important instrument to the development of the borderland towns and municipalities, to establishing contacts between the inhabitants and social organisations. It was also emphasise that it is necessary to eliminate the inequalities between the regions which are separated by (and at the same time they have) the common state border. As the landmark it was set the year 2007 from which the Euroregions could process and manage the over border programmes of the EU.

One of the main rules of the European Union is that the state border should not be the obstacle of the equal development and the integration of the European territory. From that reason the big emphasis is laid on the support of the over border cooperation among the borderland areas which are disadvantaged by the isolation of the borderland communities from their natural neighbours on the other side of the border and at the same time by the marginal position of the territory within their own state borders and policies. The instrument for overcoming these disadvantages is the initiative of the Association – INTERREG and its three parts: the part A concerning the over border cooperation, the part B concerning the supranational cooperation and the part C concerning the interregional cooperation.<sup>1</sup>

### **The over border cooperation of the CR – Poland**

The operational programme of the over border cooperation (OPPS) the CR – Poland connects to the successfully implemented Initiatives of the Association Interreg IIIA the CR – Poland in the programming period 2004 – 2006. The main objective of the programme is the over border cooperation and the development of the Czech-Polish borderland. It is mainly strengthening mutual economic, social and cultural relations, the common care of the natural wealth, the development of tourism, building flexible labour market and other spheres of the development. Within the programme independent programmes are implemented with the grant from the ERDF higher than Euro 30 000. Concurrently it is the **only** programme of the over border cooperation where **the managing body is on the Czech side**.

### **Micro projects**

Within the area of support the Fund of micro projects is implemented in 6 common Euroregions: **Nisa, Glacensis, Praděd, Silesia, Těšínské Slezsko and Beskydy**. In the programme for the common Fund of micro projects over €43 mil are allocated there. Into the Fund of micro projects there belong smaller projects of cooperation of local communities which claim the contribution from 2 000 to 30 000 from the ERDF. The thematic orientation

---

<sup>1</sup> <http://www.interreg3a.cz/index.php?cmd=page&type=1&id=1&lang=cs>

of the projects is the same as at the other spheres of the support in the programme.<sup>2</sup> There is 20% of financial means allocated to the Fund of micro projects of the Operational programme of the over the border cooperation of the CR – PR. Based on the agreement of the representatives of the Euroregions these financial means are further divided as such:

**Table 52: Dividing the financial means in the year 2011**

<b>The name of the Euroregion</b>	<b>The Czech part</b>	<b>The Polish part</b>	<b>Total</b>
Nisa	2 990 000 EUR	3 900 000 EUR	6 890 000 EUR
Glacensis	6 965 000 EUR	5 000 000 EUR	11 965 000 EUR
Praděd	4 385 000 EUR	5 000 000 EUR	9 358 000 EUR
Silesia	3 063 000 EUR	3 900 000 EUR	6 963 000 EUR
Těšínské Slezsko	2 483 000 EUR	3 000 000 EUR	5 483 000 EUR
Beskydy	850 000 EUR	2 355 868 EUR	3 205 868 EUR
<b>Total</b>	<b>20 736 000 EUR</b>	<b>23 155 869 EUR</b>	<b>43 891 869 EUR</b>

Source: <http://www.europraded.cz/index.php?show=FM-o-programu-fond><sup>3</sup>

### **Euroregions of the Moravian-Silesian Region**

On the territory of the Moravian-Silesian Region there are the Euroregions **Praděd, Silesia, Beskydy and Těšínské Slezsko**. They originate basically on the voluntary association of the Czech and Polish associations respectively the unions of towns and municipalities which are located on the selected territory. The priority before the administrative division has been given to the geographic division because e.g. the Euroregion Praděd penetrates also to the territory of the Olomouc region which is the particular Euroregion, apart from the membership towns and municipalities, taken as the affiliated member.

The model example of the cooperation of both partners is the Euroregion Praděd, when on the Czech side 60 municipalities from the association of municipalities of the district of Jeseník, Bruntál, Osoblaha, Rýmařov and the surroundings of Vrbno pod Pradědem have been incorporated into the Euroregion, whereas the seat town of the Czech part of the Euroregion has become the town Bruntál. For the purpose of making the cooperation of the Polish side of the Euroregion more intensive there was established on January 7, 2000 the

<sup>2</sup> <http://www.cz-pl.eu/fond-mikroprojektu.html>

<sup>3</sup> <http://www.europraded.cz/index.php?show=FM-o-programu-fond>

Association of the Polish municipalities of the Euroregion Praděd, registered at the District Court in Opole and its has the juridical subjectivity.<sup>4</sup>

The exceptionality of the Euroregion Beskydy is given by the fact that as the only one from the Euroregions connects three partners: the Czech Republic, Slovakia and Poland. Further the original associations of towns and municipalities on the base of which the Euroregion was established have been still functioning there.

### **The EUROREGION Praděd**

The first initiative of the mutual approach and cooperation between Poland and the Czech Republic was initiated by the town council members of the town Jeseník which held on June 21, 1991 the conference with the participation of the town representatives of towns and municipalities of the Jeseník region and neighbouring towns and municipalities of the Opole Voivodship and the Valbříš Voivodship. It was said there that the natural cooperation of the region is made impossible by the too closed border and strict customs regulations. These obstacles are necessary to be eliminated by gradual opening new border crossings and crossing for the small border traffic. The guarantee of the mutual cooperation is establishing contacts between business companies which are necessary to be supported by organizing common exhibitions and business information centres. **The completion of the several years long effort of the bodies of self-government and voivodship bodies and the mutual cooperation of self-governments, schools, cultural centres, sport clubs and other social organizations was signing the Frame Agreement on establishing the Czech-Polish Euroregion on July 2, 1997 in Jeseník Euroregion Praděd**, the voluntary association of the Czech and Polish associations and the unions of towns and municipalities which are on the territory of the district of Bruntál and Jeseník in the Czech Republic and on the territory of the Opole Silesia (the Opole Voivodship) in the Polish Republic.<sup>5</sup>

### **The EUROREGION Silesia**

The contemporary Euroregion Silesia (from the year 1998) fulfils all basic attributes as it is defined by the Association of the European borderland regions: “Though the Euroregions are not from the sight of the juridical form and the organisation entirely the same they have many common features: they are stable, they have own decision-making authority.“ Also by their system of work and the content of the over border cooperation it complies with the typical features of the Euroregion: its activity is not the activity of two independent borderland regions, but it is orientated over the border, by this function it fulfils the function of the coordinator of the over border cooperation, uses its own sources – personal, technical and financial for the support of over border activities of other entities. In November 2006 the Euroregion Silesia received the honourable mention of the Association of the European Border Regions for the remarkable success in the European over the border cooperation. In the year 2007 the Ministry of Foreign Affairs of the Czech Republic awarded the silver medal of Jan Masaryk to the Czech and Polish part of the Euroregion for the long term and active contribution to the development of the Czech-Polish over border cooperation<sup>6</sup>.

---

<sup>4</sup> <http://www.euopraded.cz/?show=uvodem>

<sup>5</sup> <http://www.euopraded.cz/index.php?show=uvodem>

<sup>6</sup> [http://www.euroregion-silesia.cz/show\\_text.php?id=10-let-euroregionu-silesia](http://www.euroregion-silesia.cz/show_text.php?id=10-let-euroregionu-silesia)

### **The EUROREGION Beskydy**

This Euroregion originated in the year 2000, it has become a partner for creating the international association of the Euroregion Beskydy and it covers the part of the territory of the involved border states: the Czech Republic, the Republic of Poland and the Slovak Republic. On the territory of the CR the Euroregion Beskydy is represented by the district of Frýdek-Místek and by the border part of the district of Karviná. This created the historically first Euroregion connecting the border of three post communist countries. The Euroregion Beskydy is consisted of the Association "The Region Beskydy" with the seat in Frýdek - Místek, the Association "The Region Beskydy" with the seat in Bielsko-Biala and the Association "The Region Beskydy" with the seat in Žilina. The aim of the Czech-Polish-Slovak association and cooperation in the Euroregion is common activities for the purpose of the equal and balanced development and convergence of its inhabitants and the institutions in the border areas.<sup>7</sup>

### **The EUROREGION Těšínské Slezsko (Těšín Silesia)**

This Euroregion is situated in the border area in the North-East part of the Czech Republic and southern Poland, in the close neighbourhood with Slovakia. It is situated on the territory in the part from Hřava (the CR) and Jaworzynki (PL) to Bohumín (the CR) and Chalupki (PL). The natural axis is made by the river Olše, the border towns Český Těšín and Cieszyn are the heart of it then. The Euroregion is passed through by the main transit route connecting the northern and Southern Europe. On its territory there is the biggest border crossing between the Czech Republic and the Polish Republic: Český Těšín - Cieszyn. From the point of view of the state administrative the Euroregion includes in the CR the district of Karviná and the borderland part of the district of Frýdek-Místek, in PL the borderland part of the Silesian Voivodeship.<sup>8</sup>

The present Euroregions are not tightly closed and unchangeable systems in future it is possible to expand them by needs of towns and municipalities. To enter e.g. the Euroregion Beskydy is attempted by some municipalities on the Czech side and its activity will expand geographically as for the common mountain range towards the region of Vsetín and Rožnov.

### **Marketing of events as the instrument of the development of non-profit organizations**

Marketing was from its origin above all the intradepartmental discipline, its use is presently spread and it finds the effective application also in the non-state and non-profit sphere. The basic principles and rules of marketing are, however, generally valid for all spheres of use; marketing can be in brief understood as the set of procedures and instruments with the aid of which we are trying to increase the probability of successful achievement of

---

<sup>7</sup> <http://www.moravskoslezsky.kraj.cz/encyklopedie/objekty1.phtml?id=46421>

<sup>8</sup> <http://www.euroregion.inforeg.cz/home.htm>

the objectives at the market. These objectives can be different in particular cases and mainly they exist in various sets.<sup>9</sup>

The customer and his satisfaction with offered goods or provided services get into the front of all activities of the firms or non-profit companies. Communication has contributed to the fact that marketing is, especially in the non-productive sphere considered as the social process at which individuals and groups acquire what they wish and what they need by means of creation, offers and conversion of value products and services with others.<sup>10</sup>

Present definitions of marketing in the public administration exclude the word “profit“ as under this type of marketing could not be included the organisations working for non-profit, civil and charity (social) purposes. In the European conditions excluding the word “profit“ is substituted by the term “effective“ or by even general term – “for the purpose of achieving the objectives of the organization“, among which the profit can be on the last place. Managing the demands of the customers in all phases leads to achieving the objectives of the organization which does not have to be always profitable.

The more important element of the marketing mix is the support of the sale. To the significant information materials belong: postcards, posters, leaflets, publications and brochures, maps, designs, annual reports, calendars etc. The base of the presentation and promotion of activities which are financed by the European Union are promotion materials, information brochures and further materials with the logo of the EU which are at disposal for the partnership towns on the particular Euroregions. There are e.g. the logo INTERREG CZ-PL, further the bilingual signs promoting the common projects of the EU, the logos of single Euroregions, graphic signs combining logos of the EU, the projects and the Euroregion, bilingual notices and others.<sup>11</sup>

The marketing of events can be traced as far as the philanthropic activities more than on century ago. It is the process in which the public events or activities concerning sports, art, entertainment or social events are held. So called shared marketing – cause-related is used very often. There are tighter connections within marketing which include firm connections with non-profit organizations and associations. In this way it is expressed the unity with the community or the social issues.<sup>12</sup>

In the general theory of marketing there are mentioned four instruments of the communication mix: the advertisement and promotion, the personal sale, the support of the sale and relations with the public – public relations<sup>13</sup> As for the relations with public the main instrument of this unit is the constant building of the good will of the company and creating positive relations with the neighbourhood. As the kind of communication the organization builds contacts with suppliers, with (future and existing) customers, with various social organizations, press, TV and others. The modern instrument for the PR is videoconferences

---

<sup>9</sup>FORET M., PROCHÁZKA, P., URBÁNEK, T. *Marketing – základy a principy*. Druhé vydání, Praha: Computer press, 2005. ISBN 80-251-0790-6. p. 8.

<sup>10</sup>KOTLER, P, 2003, *Marketing management*, 10. vydání, Praha: Grada. ISBN 978-80-247-0016-6. p. 7.

<sup>11</sup><http://www.europaded.cz/index.php?show=FM-publicita>

<sup>12</sup>KELLER, L., K., *Strategické řízení značky*, Druhé vydání, Praha: Grada, 2007. ISBN 978-80-247-1481-3. p. 341.

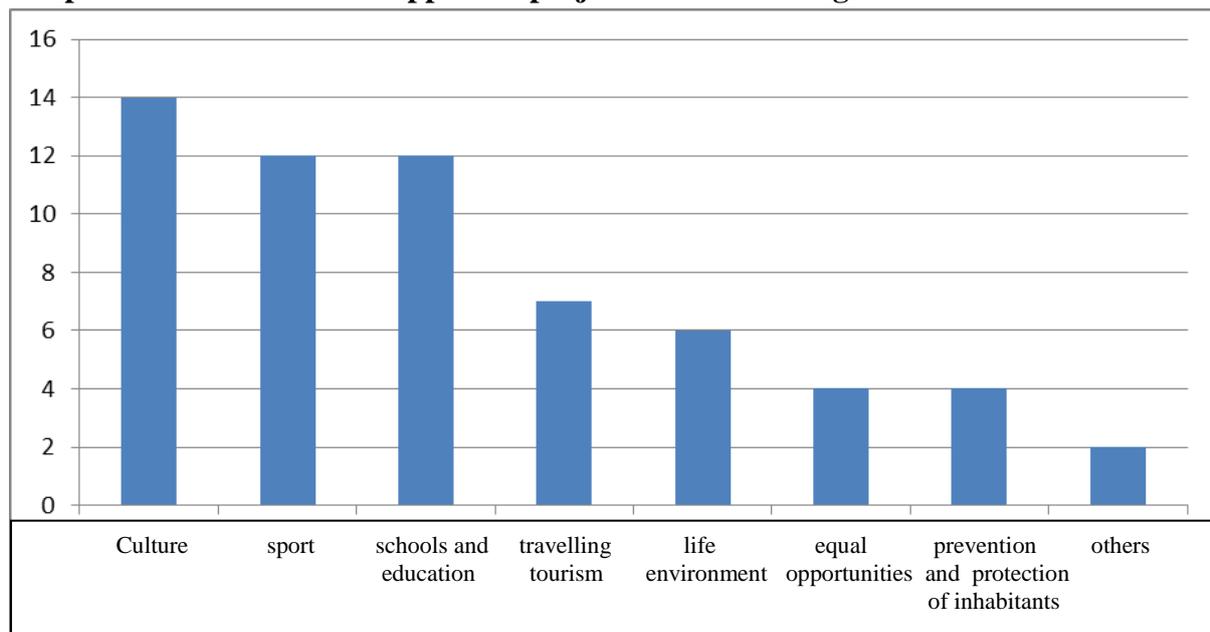
<sup>13</sup>KELLER, L., K., *Strategické řízení značky*, Druhé vydání, Praha: Grada, 2007. ISBN 978-80-247-1481-3. p. 341.

which contribute to the development especially in the sphere of tourism and the international cooperation with partnership towns. The main objective is to build the positive image of the organization, strengthening the identification of inhabitants with municipalities – the growth of patriotism, improving the access to the information on the municipality, creating the space for remarks and topics of the inhabitants.<sup>14</sup>

The biggest advantage of the shared marketing is that by means of the direct experience the people create the unique link which exceeds the common market transactions. The shared marketing can therefore have various kinds of forms of the created experience. These actions are connected with advertising and promotional activities and some organizations use the shared marketing to acquire marketing advantages. At presentation of the product or the service it depends on the managers in which way they handle the public the information on the organization itself and the possibilities of using their services.

The model example of the structure of approved projects can be the Euroregion Silesia. The projects were approved in the period of the years 2004 – 2008 for the developing axis INTERREG IIIA CZ-PL.

**Graph 53: The structure of approved projects of the Euroregion Silesia 2004 – 2008**



Source: GALUSZKOVÁ NOVOTNÁ, J. KARDACZYNSKA, D. *Interreg IIIA CZ-PL, Opava, Euroregion Silesia, 2008. p. 24.*<sup>15</sup>

Most of projects in which the direct use of marketing events was approved are in the sphere of culture (14 projects) and sport and education (12 projects). The increased interest on these spheres was also shown by the Czech applicants for

<sup>14</sup> HARASIMOVÁ, S., *Marketing ve veřejné správě*, Opava: OPTYS, 2009. ISBN 80-858192-74-8, p. 77.

<sup>15</sup> GALUSZKOVÁ NOVOTNÁ, J. KARDACZYNSKA, D. *Interreg IIIA CZ-PL, Opava, Euroregion Silesia, 2008. p. 24.*

projects focused on cultural and sports exchanges and projects concentrated on cooperation of schools which took part in the above mentioned 6th session of the Euroregional executive board of the Funds of micro projects of the Euroregion Beskydy – Beskidy, in Bialsko-Biale.

### **Examples of good practice**

With regard to the size of the Moravian-Silesian region it is necessary to mention that in the borderland of the region there are at once four Euroregions which have participated in the Czech-Polish projects. They are the Euroregions the Beskydy, Cieszyn Silesia, Silesia and Praděd, whereas from the last named cca 40% of the area belongs to the Region of Olomouc.

At describing the projects we concentrate on the indicators mentioned in the Guideline of the good practice<sup>16</sup>: 1.) The name of the project and its content 2.) Partakers of the project and the length of their cooperation, 3.) The content of the cooperation. We evidence the data of the name of the project, objectives of planned activities. We also mention the partners or the spheres in which the project is implemented. For every above mentioned Euroregion we state one relevant example of good practice within the programme of over border cooperation of the Czech Republic – the Polish Republic 2007 – 2013. In the year 2010 in this programme the monitoring board registered and discussed in total 110 applications and it recommended 60 of them and other 12 as the supplementary projects. From these projects 25 projects by their localization belong to the Moravian-Silesian Region. Though the term for submitting the application which is to be dealt about in the 2011 was set on the second quarter of the year, the list of the projects handed over in the year 2011 and recommended to be solved has not been at the disposal in the period of elaborating this study.<sup>17</sup>

**The Euroregion Beskydy** was not just the most successful at approving the projects in the year 2010. Within the Objectives 3 there was approved the project of the association for the Region Beskydy with the name “**The Region Beskydy**“, however, only as the substitute project. Though this does not mean that there would not been solved any important borderland project in the Euroregion Beskydy. Leaving aside the cooperation with the Slovak Republic at the beginning of the year 2011 there was still solved the project with the contribution of the EU in the amount of nearly EUR185 thousand.<sup>18</sup>

Within the project CZ.3.22/2.2.00/08.0063: **We together get to know the Euroregion Beskydy and its residential towns** it was necessary to act against the stagnation of the number of tourists in the locality which has very good prerequisites for the development of all kinds of tourism. The project was then focused on the development of the tourism in the Euroregion Beskydy, which was implemented e.g. by the form of TV documentaries of the current events or on the cultural offer. The programmes were telecast by the form of presenting on the web page <http://www.tvportaly.cz/beskydy/> and by means of the cable transmission in the towns Frýdek-Místek, Bielsko-Biala, Oswietim (Auschwitz) and Skočov. In the period between 1. 5. 2009 and 31. 1. 2011 more than 800 minutes of programmes were

---

<sup>16</sup> Příručka dobré praxe, MPSV, Praha: 2004, ISBN 80-86552-91-8

<sup>17</sup> [http://www.nuts2moravskoslezsko.cz/cil3\\_50.html](http://www.nuts2moravskoslezsko.cz/cil3_50.html)

<sup>18</sup> <http://www.risy.cz/cs/vyhledavace/projekty-eu/detail?id=44449>

made, whereas at minimum 50% of them were provided with the language mutation. There were also made the presentations on the DVD and advertising brochures of the Euroregion printed, whereas this Euroregion also presented itself on the trade fairs of regions and tourist products in Poznan and in Brno.<sup>19, 20, 21</sup>

In case of the **Euroregion Těšínské Slezsko (Cieszyn Silesia)** we can speak about the area which is traditionally successful within the Czech-Polish projects. Though in the year 2010 3 projects were approved as the substitute ones, there are other interesting projects solved in the region and there is still running, e.g. the project approved already a years ago “Rivers divide, rivers unify– building starting points for watermen on the Odra and the Olše“.

The significant project solved in the Euroregion Těšínské Slezsko (Cieszyn Silesia) is the “**Cine-meeting the Cinema on the Border 2010 – 2012**“. This project was submitted by the Polish Civil Association Culture on the border; it was approved under the no. PL.3.22/3.2.00/09.01508 and it has been implemented since the end of the year 2009. It is supposed to be finished by 30. 6. 2011.

The project as the common cultural activity is to shield the common implementation of other three terms of this significant cine-meeting. The place of realization is the town Český Těšín and the town Cieszyn, whereas the event is to overcome stereotypes and to enable the inhabitants from both towns to meet on the cultural event.

Within the cine-meeting on both sides of the border there are held film projections, retrospectives, professional lectures, discussions, concerts and exhibitions. “The constant part of the cine-meeting there is the non-traditional over border projection across the river Olše and the film festival trade fair of the Czech and Polish producers and distributors. The novelty ensuring the development of the festival and strengthening the Czech – Polish relations will be the involvement of students of the Czech and Polish film schools to make documentary films in the course of the film cine-meeting, further translation schools and the film kindergarten. The common Czech-Polish organization team shares the preparation an implementation of the project. Every film has the translation in the form of sub-titles, promotional materials are bilingual, as well as the whole projection documentation.”<sup>22</sup>

In the days 29. 4. – 1. 5. 2011 the 13th term of the cine-meeting of the Cinema on the Border was held in Cieszyn and Český Těšín. The action is intended for the professionals from the sphere of cinematography. Film-makers, distributors and representatives of the film festivals from the CR, Poland, Slovakia and Hungary can get acquainted with the latest films made in these countries, but also the projects which search here for a co-film maker. In the programme feature-length played films, and also the documents from various stages of elaboration have their place there. During the meeting films are presented in English. In the

---

<sup>19</sup> <http://www.regionbeskydy.cz/content/fmr.aspx?clanekid=3125&lid=1>

<sup>20</sup> <http://www.regionbeskydy.cz/Content/fmr.aspx?clanekid=3166&lid=1>

<sup>21</sup> <http://www.regionbeskydy.cz/Content/fmr.aspx?clanekid=3171&lid=1>

<sup>22</sup> [http://cygni.risy.cz/index.php?pid=510&id\\_p=68340&kraj=&language=cz](http://cygni.risy.cz/index.php?pid=510&id_p=68340&kraj=&language=cz)

year 2011 58 retrospective and genre films and 49 new films (from the years 2009 – 2011) were presented.<sup>23, 24</sup>

**The Euroregion Silesia** can boast on several projects which are just being implemented. In the year 2010 there also appeared the project which acquired the denomination “the substitute project“. The special position among the other project was taken by the one submitted by the Moravian-Silesian Region under the name “Partnership for business“submitted by the Agency for the regional development. This project was approved under the no. CZ.3.22/2.1.00/09.01578, but the volume of the grant means was reduced. From the reason of unfavourable financial conditions it was not implemented at the end.

Among the most interesting projects of this region there is ranked the three-year project of the Technical-Humanistic Academy in Bielsko-Biała registered under the no. PL.3.22/2.3.00/09.01517 with the name “**The programme of the professional preparation of specialists – leaders of the transfer of innovations and modern technologies into firms in the Polish-Czech borderland.**“ The project comes out from the many years long industrial tradition in this region. The offer of the professional education on technical schools on both side of the border which, however, does not correspond fully the analysis of the market, is taken into consideration. The objective of the project is then to equip students with necessary innovation knowledge of the diagnostics of equipment in industry, to teach them the language of the neighbouring country and thanks to that to facilitate acquiring the contacts and fulfilment at employers in the borderland areas.<sup>25</sup>

In the part of the **Euroregion Praděd** belonging to the Moravian-Silesian Region it is possible to follow the successful over border cooperation which is obvious not only from the number of successful projects submitted by the town of Krnov and Powiat Prudnicki, but also by other municipalities and associations. The over border cooperation is so successful here that it is possible to organize the shared actions even without some of them being subsidized from the projects. The projects in this sphere are typically concentrated on the development of tourism.

The town of Albrechtice submitted the one-year project under the no. CZ.3.22/2.2.00/09.01532 and the name “Silesia without the border – observation towers and observation places“. The objective of the project is to build 2 observation towers with the view over one observation place, by which the development of tourism, is meant in the Czech-Polish borderland of the region of Krnovsko, whereas the part of the same project is to elaborate the detailed database of the offer of tourism in the territory of the region of Krnovsko, Powiat Prudnicki and Powiat Głubczycki. The project connects with the earlier implemented projects of the same locality.<sup>26</sup>

A new observation tower was built on Hraniční hill in the height of 527 above the sea level by connecting two already not used telecommunication towers. The town of Albrechtice

---

<sup>23</sup> [http://cygni.risy.cz/index.php?pid=510&id\\_p=68340&kraj=&language=cz](http://cygni.risy.cz/index.php?pid=510&id_p=68340&kraj=&language=cz)

<sup>24</sup> [http://cygni.risy.cz/index.php?pid=510&id\\_p=68340&kraj=&language=cz](http://cygni.risy.cz/index.php?pid=510&id_p=68340&kraj=&language=cz)

<sup>25</sup> [http://cygni.risy.cz/index.php?pid=510&id\\_p=68340&kraj=&language=cz](http://cygni.risy.cz/index.php?pid=510&id_p=68340&kraj=&language=cz)

<sup>26</sup> [http://cygni.risy.cz/index.php?pid=510&id\\_p=68340&kraj=&language=cz](http://cygni.risy.cz/index.php?pid=510&id_p=68340&kraj=&language=cz)

modified it by using new parts of the steel construction, by which it has become the unique place of the observation tower. It was decided to modify the towers by new elements of the steel construction and to rebuild it into a unique object of the observation tower. So in the town of Albrechtice it was made the observation tower of the original concept, it has two sightseeing platforms which are 25 metres above the ground connected by the foot bridge. The ceremonial opening was held on October 4, 2011. The observation tower Hraniční hill serves to the public not being attended and for free. Within the same project the new observation tower was put into operation in the Polish town Gdynia Biala which was made here by the reconstruction of the water tower; the third building which was made here is the astronomic observatory in Glogówka.<sup>27</sup>

### **The conclusion**

The objective of the chapter was to map the activity of particular regions of the Czech-Polish borderland, especially in activities of towns and municipalities held on the Czech side, in the area of the Moravian-Silesian Region. Marketing of events, except the shared experience, helps create spontaneous and friendly relations overlapping the border and further also contributes to the presentation and promotion of the particular Euro-regions. Though the not small financial amounts from the European Union flow to the regions, the base of the projects are constructive activities coming from below, that is from the inhabitants of towns and municipalities. The cooperation of the partnership towns and municipalities in the observed geographic space is not the formal matter, it enriches the life on both sides of the border and by that contributes to the permanent development of the mentioned Euroregions not only of the Moravian-Silesian Region.

Provided we evaluate the over border cooperation of the Czech Republic-Poland on the territory of the Moravian-Silesian Region, we must not overlook the specifics of the particular Euroregions from which the orientation of respective projects results – tourism, sports, culture, science or the development of employment, security and health protection. The important part of these projects is also the development of interpersonal relations which succeed to be built thanks to the financial support from the projects and which then is possible to develop further – and that is even without the financial support.

### **Sources and used literature:**

The author not mentioned. Příručka dobré praxe, MPSV, Praha: 2004, ISBN 80-86552-91-8  
GALUSZKOVÁ NOVOTNÁ, J. KARDACZYNSKA, D. *Interreg IIIA CZ-PL*, Opava, Euroregion Silesia, 2008. p. 24.

HARASIMOVÁ, S., *Marketing ve veřejné správě*, Opava: OPTYS, 2009. ISBN 80-858192-74-8, p. 77.

FORET M., PROCHÁZKA, P., URBÁNEK, T. *Marketing – základy a principy*. Druhé vydání, Praha: Computer press, 2005. ISBN 80-251-0790-6. p. 8.

KELLER, L., K., *Strategické řízení značky*, Druhé vydání, Praha: Grada, 2007. ISBN 978-80-247-1481-3. p. 341.

---

<sup>27</sup> <http://krnov.cyklistikakrnov.com/?p=1437>

KOLIBOVÁ, H. a kolektiv. *Sociální realita česko-polského příhraničí po vstupu do Evropské unie*. 1. vyd. Opava: Slezská univerzita v Opavě, Fakulta veřejných politik, Ústav veřejné správy a regionální politiky, 2010. p.169. ISBN 978-80-7248-612-0.

KOTLER, P, 2003, *Marketing management*, 10. vydání, Praha: Grada. ISBN 978-80-247-0016-6. p. 7.

Moravskoslezský kraj: Strategie rozvoje Moravskoslezského kraje na léta 2009 – 2016, Zpráva o realizaci strategie listopad 2010, p. 13, online: [http://verejna-sprava.kr-moravskoslezsky.cz/assets/rozvoj\\_kraje/srk\\_realizace.pdf](http://verejna-sprava.kr-moravskoslezsky.cz/assets/rozvoj_kraje/srk_realizace.pdf) [10-10-2011]

Euroregion Praděd, online <http://www.euopraded.cz> [10-10-2011]

Euroregion Silesia, online: <http://www.euroregion-silesia.cz> [10-10-2011]

Fond mikroprojektů, online: <http://www.cz-pl.eu/fond-mikroprojektu.html> [10-10-2011]

Informační systém euroregionů, online: <http://www.euroregion.infoereg.cz> [10-10-2011]

Interreg IIIa, online: <http://www.interreg3a.cz/> [10-10-2011]

Media: program podpory audiovizuálního průmyslu, online: <http://www.mediadeskcz.eu/> [10-10-2010]

Moravskoslezsko, region soudržnosti, online: <http://www.nuts2moravskoslezsko.cz/> [10-10-2011]

Moravskoslezský kraj, online: <http://www.moravskoslezsky.kraj.cz/encyklopedie/objekty1> [10-10-2011]

Regionální informační servis, online: <http://www.risy.cz/> [10-10-2011]

Region beskydy, online: <http://www.regionbeskydy.cz/> [10-10-2010]

Občanské sdružení Cyklistika pro všechny Krnov, online: <http://krnov.cyklistikakrnov.com/> [10-10-2010]

Ostrava, okresní mutace Regiony24.cz, online: <http://ostrava.regiony24.cz/> [10-10-2010]

## **The Conclusion**

**Helena Kolibová**

**Faculty of Public Politics, Silesian University in Opava, [helena.kolibova@fvp.slu.cz](mailto:helena.kolibova@fvp.slu.cz)**

In analyses of the research of the reality in the regional unit the presented monograph gives the answer to the key vision “how and why to live in the Czech-Polish borderland“. The core of the researched task in the year 2011 was the empiric analysis of expressing the social cultural diversity of the population in the Czech-Polish borderland which was documented by the research searching implemented in the year 2010. The sum of statements documented the majority attitude and the opinion of the population in selected theme and presented arguments for understanding the life in the region.

The territorially limited regions are at the same time conditioned by their objective characters, subjective approaches and pragmatic standpoints. The team of authors concentrated on the content analyses on the heterogeneous region of the Czech-Polish borderland due to the fact that the area of the Moravian-Silesian Region (6 former districts, Frýdek-Místek, Nový Jičín, Opava, Ostrava, Karviná and Bruntál) and the Opole Voivodeship (11 units, Powiat brzeski, głubczycki, kędzierzyńsko-kozielski, kluczborski, krapkowicki, namysłowski, nyski, oleski, opolski, prudnicki, strzelecki) are characterized to the certain extent by the unequal structure and functional specializations of some parts (e.g. the industrial territory of the Ostrava-Karvina region versus the agricultural areas of Opole) and they express themselves by various statistical indicators of values, e.g. in the level of unemployment, the income level, the level of culture in the particular area, representation by the branch of industry or agriculture, etc.

We aspired to bring the system approach and perceived the region as the system of administrative functioning and the reproduction, and the system of the administrative; therefore we approached to the phenomena in a complex way. The interpretation of meaning was searched in the external and internal connections of the phenomena. Considering the inhabitants as the carriers of the regional processes, the significant role was adjusted to the processes which are related to it.

The research team has not aspired to present the model definitions of the Czech-Polish characteristic, not even the presentation of the current life styles of the inhabitants of the Moravian-Silesian Region and the Opole Voivodeship. We have meant to present the points of the careers; barriers and limits of decision making of the individuals in the regional frame in the way as, last but not least, they were affected by the coincident entry of both states to the European Union. These circumstances marked the design of the research and its interpretation. In every local community the adaptation mechanisms on the internal and external stimuli in the economic, political and social sphere are in progress. The intention of

the author team has been to register the existing socio-cultural potential, to present the opposites in the contrasts of the generations Y and X, similarly to compare the attitudes of inhabitants of the towns and the countryside, to compare the profiles of the typical Czechs and Poles and the typical attitudes of the inhabitants of the Moravian-Silesian Region and the Opole Voivodeship, etc., and to describe the process of the social cultural adaptation being in progress on the level of the regions.

**The team of authors have exploited the research data and the discussion on the social reality in the Czech-Polish borderland and brought it to the level of bipolar contrasts especially because in the picture of the social structure of the region, the broad mosaic of opinions and the extensive range of opinions of the respondents are reflected. We suppose that the method of contrasts facilitates the intensity of observation and identification which is applicable to forming the adequate measures, objectives and strategies.**

In the single chapters we have concentrated on these themes:

In the chapter *Comparison of typical profiles* and the article of R. Giermakowské “*Comparison of typical profiles (an Opolian and a Pole) in the context of comparing the waves of the world research of values and the research of the social reality in the Czech-Polish borderland in selected themes*” and in the authorial article by V. Juříčková “*Comparison of typical profiles (a Moravian-Silesian and a Czech) in the context of comparing the waves of the world research of values and the research of the social reality in the Czech-Polish borderland in selected themes*” the main attention is paid to the theoretical base of the theme in the angle of comparing standardized concordance of the inhabitants of the searched area with the typical representatives of the created typologies of the world research of values. Based on the acquired data the authors have attempted to compare the data from the Czech-Polish borderland so that the contributions present the comparison of the selected data of the inhabitants of the borderland the Moravian-Silesian (men and women) and the Czech male – the Czech female, further the Opolian (men and women) and the Pole male – the Pole female in the selected questions. At the same time the authors have concentrated on the interconnection with broader connections as it is typical for values– that is how they change in the existing time, socioeconomic environment and with specifics of the particular culture.

In the chapter “*Dimensions of attitudes of the inhabitants of the rural and urban settlement according to the research of the social reality in the Czech-Polish borderland*” A. Václavíková attempted to record the bipolar frame of the attitudes of the inhabitants of the urban and rural settlement in the key characteristics. From the submitted conclusions it is obvious that the new society takes over new patterns which consequently reflect into the whole picture of the space in which the inhabitants live. The market environment, establishing new economic conditions and from them resulting social consequences, have jumbled the traditional roles of the towns and the countryside. In this connection the picture of the countryside and the town has been changed evoked by the process of suburbanization (by the growth of suburban zones around the towns), but also urbanization, incorporating the rural

inhabitants and the space into the town when, though the inhabitants remain living in the countryside, they take over in many form the urban way of life.

In the chapter *“The contrast of the generation X and Y in the light of the research of the social reality in the Czech-Polish borderland in selected themes“* H. Kolibová interprets the generation trends in the particular problems of home, work and values and analyzes the opinions of the GY and GX on the society or on enforcing gender aspects. On the base of the graphic elaboration, e.g. by the technique of semantic differential, she has proved that opinions of the generations X and Y and the evaluation of the respondents of the Moravian-Silesian Region and the Opole Voivodeship are considerably similar in the concept of the opinion of the Czech-Polish borderland in the form *“ What are WE “* (the inhabitants of the Moravian-Silesian Region, the inhabitants of the Opole Voivodeship) and *“ What are THEY“* (the inhabitants of the Moravian-Silesian Region, the inhabitants of the Opole Voivodeship). In the attitudes of the inhabitants there was reflected the cluster of generation interests and to a certain extent the unified confrontation with the spirit of the period (after the entry to the EU), conditioned by the links to the society and the state. The submitted summary of the contrasts of the attitudes of the generations is the attempt to standardize and simplify the view of the generation X and Y with different starting conditions.

In the chapter *“The dimension of using the Internet and its service in the light of the research at the social reality in the Czech-Polish borderland after the entry to the European Union”* M. Chmelařová and F. Koliba analyzed the respondents standpoints and answered the key questions related to using the Internet with regard to different attitudes of the rural and urban settlement, completed by the attributes in selected socio-demographic characteristics as it is education, the gender, the position and alternatives on the Czech-Polish side. There was also made the comparison of the regional results with available secondary data of the statistic character in the sphere of using information and communication technologies in households.

In the chapter *“The content, the structure and experience of the Czech–Polish regional cooperation”* the authors S.Harasimová and A. Kožaný elaborated the theme of the partnership cooperation and registered the examples of the activities of the Czech-Polish cooperation on the level of Euroregions. Recognition of the influence and share of economic means and the background of the support of the self-governments on arranging mutual actions is very interesting. Recently the municipalities of the Moravian-Silesian Region in the Czech-Polish borderland have managed to acquire on the projects orientated on the borderland cooperation yearly cca EUR 20 million. These are invested within the mutual projects into security, culture, and the sport or traffic infrastructure. There are not neglected the spheres of the environment, cooperation with the church, in the science, the research or the development of human resources. The acquired means and the mutual implementation of projects create among the partnership municipalities and the organizations links which lead to the further common actions and projects which are infrequently implemented even without the financial contributing of the third parties.

Based on the analyses some unifying elements which remark elaborated semantic interpretations can be specified:

- The picture of the life in the borderland and the influence of external factors for the dynamics of the life in the regions are marked by the process of *detraditionalization*. Economic changes, characteristics and dynamics of the labour market, diversions from the traditional roles, including the life carriers of the individuals are the common reality. The people are on the base of experience forced to revalue currently their ideas, life strategies and advance.
- In the value hierarchy of the inhabitants of the borderland constantly the first place is ranked by the values which are connected with the private life – the family, friends, and healthy life in the healthy environment. To them there are ranked the *hedonistic tendencies* – to have enjoyment from life, to live one’s life in comfort and material sufficiency; which get into contradiction of the aspiration of the individual when on one hand it is necessity to earn enough and to ensure oneself as for the economic side and on the other hand to have enough time and space for self-fulfilment.
- The complex character of the social reality is marked by the growing interest in *bigger individualization* in the society, due to incomes, the freedom of the individual, but on the other hand the people do not want to give up *the advantage of the social state*. Humanitarian ideals of the life are substituted by the effort to hold out in the labyrinth of economic crises and the increase with feelings of social uncertainty.
- Incorporation of both countries and coexistence in the European structures after the entry of both countries to the EU are evaluated by the inhabitants of the observed region basically without bigger emotions. Milder differences in the opinion appear by the declaration of social endangering in the older age categories of the respondents, the inhabitants express more favourably to the variant of the marked improvement of the quality of life.

What are the needs of the population and their needs in the territory space where they live:

- Better and more systematically to mediate the regional space, to support the mutual contacts and to mediate advantages resulting from the closer Czech-Polish cooperation as the regions which gradually remove the border barriers, show a bigger potential to the gradual lessening of difference between the borderland periphery and the in-country core.
- To interconnect the “hard” (institutionalized, formalized) and “soft“cooperative structures (resulting from the personal contacts, searching consensus and the change of individual interests in the benefit of the mutual regional interests). To strengthen the levels of contacts on the macro, mezzo and micro level and the mutual confidence, and thus develop the social capital of the borderland.
- To establish mutual partnerships and cooperation in various branches (tourism, cultural, educational projects).
- To create the conditions for more intensive using of open borders for informal civic cooperation as the spontaneous personal contacts and continuation of contacts

basically do not crash into any language, cultural and historical barriers. To encourage the connection of cooperating partakers on the regional and local, civil and institutional level.

- To improve the equipment of both localities and their interconnection by the better availability (the transport Internet services), the range of the offer in the possibilities of sport, cultural self-realization and community partnership. To strengthen the competitiveness of the regions, to use the European programmes of cooperation, to offer instruments of financial motivation and grants.
- The objective of the system functioning of the region should be fulfilled in maximizing of the social benefit from the cooperation of all interest groups on the territory place both in the common organizing of smaller actions mainly of the cultural, sport or educational character interconnected with solving the broader range of questions of the regional character, e.g. economic cooperation, life environment, transport or tourism, etc.

The monograph has the informative and inspiring character. We have attempted to present the contextual statement on the current attitudes and the value hierarchy of the population. We have intended to reveal the possible risks of the social unit and the problematic places in the relation to the state and the society. We have meant to reflect the information on used or lost social opportunities which influence the conduct of the people and can be related to the regional area. We suppose that cognition of the social barriers and the knowledge of social reality can contribute to modelling the good society and to eliminate barriers of the development of the territorial space by which they can contribute to the growth of the quality and sustainability of life.

The society can be described on the basis of many criteria. The project and consequent analyses of the research survey respect the significant borders; however, we have tried to eliminate the borders of the states and on the basis of recognition of the reality of the borders between neighbours in the borderland as well.

## Literature

ALAN, J. *Dialogy o občanské společnosti*. Praha: SLON, 1995

*Analýza hospodářského a sociálního rozvoje kraje*. Ostrava: Agentura pro regionální rozvoj, 2001

BAKALÁŘ, P. *Tabu v sociálních vědách*. Praha: Votobia, 2003

BECK, U. *Risk Society: Towards a New Modernity*. London: Sage, 1992.

ISBN 0-8039-346-8 (pbk).

BLAŽEK, B. *Venkov, města, média*. Praha: SLON, 1998

BUCHTOVÁ, B a kol.: *Nezaměstnanost: psychologický, ekonomický a sociální problém*. Praha: Grada, 2002.

EBERLOVÁ, T., SKŘIČKOVÁ, Z. *Informační materiál o zjištěných příkladech dobré praxe*. Projekt Zajištění systému Komunitního plánování sociálních služeb. Plzeň, 2005.

FRANKL V. E. *Vůle ke smyslu*. Brno: Cesta, 2006. ISBN: 80-7295-084-3.

GIDDENS, A. *Sociology*. Cambridge: Polity Press, 1989

GIDDENS, A. *Sociologie*. Praha: Argo, 1999

HENDL, J. *Kvalitativní výzkum: Základní metody a aplikace*. Praha: Portál, 2005. ISBN 80-7367-040-2.

HUBÁČEK, O., OPLETALOVÁ, L., MATĚJŮ, M. *Sociokulturní adaptace malých měst*. Kulturní a sociální změny v lokální společnosti 1992 – 2008. Praha: FF UK 2009. ISBN 978-80-7308-281-9

HUBÍK, S. *Sociální konstrukce regionu: Teoretická a metodologická východiska*. Brno: MZLU v Brně, 2006. ISBN 0-86633-73-X.

INGLEHART, R i inni, *Human Beliefs and Values: a cross-cultural sourcebook based on the 1999-2002 values surveys*, Meksyk 2004

JASIŃSKA-KANIA, A., MARODY, M., *Integracja europejska a tożsamość narodowa Polaków, [w:] Polacy wśród Europejczyków. Wartości społeczeństwa polskiego na tle innych krajów europejskich*, (red.) A. JASIŃSKA-KANIA, M. MARODY, Wydawnictwo Naukowe SCHOLAR, Warszawa 2002.

KELLER, J. *Nejistota a důvěra aneb K čemu je modernitě dobrá tradice*. Praha: Sociologické nakladatelství, 2009. ISBN 978-80-7419-002-5.

KELLER., J.: *Tři sociální světy: Sociální struktura postindustriální společnosti*. Praha: Sociologické nakladatelství, 2010. ISBN 978-80-7419-031-5

KOLIBOVÁ, H. a kol. Sociální realita česko-polského příhraničí po vstupu do Evropské unie. Slezská univerzita Opava, 2010, 169 str. ISBN 978-80-7248-612-0

KOLIBOVÁ, H. a kolektiv. Péče o zaměstnance v programech vnitropodnikové sociální politiky v Moravskoslezském kraji. Slezská univerzita, Fakulta veřejných politik, Ústav veřejné správy a regionální politiky, Opava 2010, 438 str. ISBN 978-80-7248-611-3

KOSSELA, K., *Polak i katolik. Splątana tożsamość*, Wydawnictwo IFiS PAN, Warszawa 2003.

LEONTIYEVA, Y. *Evropský a světový výzkum hodnot*. [online]. [cit. 2010-09-17]. Dostupné z www <http://www.socioweb.cz/>.

MACHONIN, P., TUČEK M., a kol. Česká společnost v transformaci. K proměnám sociální struktury. Praha, Slon 1996.

MARODY, M., Tożsamość społeczna w okresie przemian, „Czasopismo Psychologiczne”, 2000, t. 6, nr 3-4.

MOŽNÝ, I. Pokus o mimoekonomické vysvětlení současné plné nezaměstnanosti v České republice. Sociologický časopis 30,4, 1994, 463-474.

SKOKAN, K.: *Konkurenceschopnost, inovace a klastry v regionálním rozvoji*. Ostrava: Repronis, 2004.

*Statistické ročenky*. Praha: ČSÚ, 2007, 2008, 2009, 2010

*Statistické ročenky z oblasti práce a sociálních věcí 2000 - 2011*. Praha: MPSV, 2011

PRUDKÝ, L. a kol. Inventura hodnot. Výsledky sociologických výzkumů hodnot ve společnosti české republiky. Praha: Academia, 2009. ISBN 978-80-200-1751-2.

POTŮČEK. M. a kol.: *Veřejná politika*. Praha: Slon 2005 ISBN 80-86429-50-4

RABUŠIC. L. a HAMANOVÁ, J.( ed.) Hodnoty a postoje v ČR 1991-2008. (Pramenná publikace European Values Study). 1. Vydání. Masarykova univerzita Brno, 2009. p. 324. ISBN 978-80-2104-952-9

SIEMASZKO A. *Granice tolerancji. O teoriach zachowań dewiacyjnych*. Warszawa 1993

WILAM, P.: *Situační analýza českého pohraničí*. In: Jeřábek, M., Dokoupil, J., Havlíček, T. a kol. České pohraničí – bariéra nebo prostor zprostředkování? Praha: Academia, 2004.p. 115-122

## List of tables, pictures and graphs

Fig. 1.	The range of the research into values
Fig. 2.	A culture map of the world
Fig. 3.	A cultural map of the world
Table 4.	The ranking of values important in the life of the individual
Fig. 5.	Factors which invest a human life with a sense
Table 6	(question 2). How are these values important for you in life?
Graph 7.	Comparing the importance of values at men – the Moravian-Silesian – the Czech (in %)
Graph 8.	Comparing the importance of values at women – the Moravian-Silesian –the Czech (in %)
Table 9.	(question 3). Comparing the sequence of preferred values
Table 10.	(question 6). What do you think on the following statements?
Graph 11 a)	How the economic crisis in the year 2009 was felt by the Moravian-Silesians (MS) and the Opolians (OP) in the certain age category in the countryside and in the town (the question no. 13)
Graph 11 b)	How the economic crisis was felt by inhabitants of the town and the countryside - the Moravian-Silesians (MS) and the Opolians (OP) the question no.13
Graph 12 a )	How you evaluate your standard of living (the age and the place of work)
Graph 12 b)	How you evaluate your standard of living – as for the place of living (town x countryside)
Graph 13 a)	Financial support (the age and the place of work)
Graph 13 b)	Financial support – by the place of work (town x countryside)
Graph 14 a)	How you spend your leisure time (the age and the place of work)
Graph 14 b)	How you spend your leisure time – by the place of work (town x countryside)
Graph 15 a)	After the entry to the EU – social endangered
Graph 15 b)	After the entry to the EU - opportunities
Graph 15 c)	After the entry to the EU – the quality of life
Table 16.	The age category for the generation differentiation
Graph 17.	The opinion on the inhabitants of the Czech-Polish borderland. What are we the Czechs and we the Poles like?
Graph 18.	The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Nice - repulsive.
Graph 19.	The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Non-conflicting - conflicting.

- Graph 20. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Tolerant - racist.
- Graph 21. The GY and GX of the Czechs evaluate the typical Pole; the GY and GX of the Poles evaluate the typical Czech on the scale Modern – traditional.
- Graph 22. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale He thinks about the others - He thinks about himself.
- Graph 23. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Quiet – noisy.
- Graph 24. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Friendly – unfriendly.
- Graph 25. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Industrious – lazy.
- Graph 26. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Witty – serious.
- Graph 27. The GY and the GX of the Czechs evaluate the typical Pole; the GY and the GX of the Poles evaluate the typical Czech on the scale Honest – dishonest.
- Graph 28. Perception of home in the percentage evaluation
- Graph 29. The rate of satisfaction with the present life
- Graph 30. How were you affected by the economic crisis?
- Graph 31. Using bigger penetrability of the borders
- Graph 32. Importance of values in the generation profile of the GY and the GX of the inhabitant of the Moravian-Silesian Region and the Opole Voivodeship.
- Graph 33. Is the responsibility for life carried by the individual or it is the obligation of the society to overtake the part of the care?
- Graph 34. The care of seniors in hands of the family or the society
- Graph 35. Incomes should be more balanced or the effort of the individual should be considered more
- Graph 36. The entry to the EU means for me the smaller chances or bigger chances.
- Graph 37. Judging the future
- Table 38. The analysis of the opinions on the society
- Graph 39. Using the Internet – the town and the village
- Graph 40. Using the Internet – the town, the village and the age
- Graph 41. Searching the information on the Internet– the town and the village
- Graph 42. Searching the information on the Internet– the town and the village and the age

Graph 43.	On-line services on the Internet – the town and the village
Graph 44.	On-line services on the Internet – the town and the village and the age
Graph 45.	Off-line services on the Internet – the town and the village
Graph 46.	Off-line services on the Internet – the town and the village and the age
Graph 47.	The Internet and entertainment – the town and the village
Graph 48.	The Internet and entertainment– the town and the village and the age
Graph 49.	The Internet and education - the town and the village
Graph 50.	The Internet and education - the town and the village and the age
Graph 51.	The Internet and commerce
Table 52:	Dividing the financial means in the year 2011
Graph 53:	The structure of approved projects of the Euroregion Silesia 2004 – 2008

## Resume

The continuing project of the Czech-Polish forum “Analyses of the social reality in the Czech-Polish borderland after joining the EU” is trying in the presented monograph of the identical title to give the secondary interpretation of the acquired research data of the project “The social reality in the Czech-Polish borderland five years after the entry to the EU” and their publicity in the regional area. The effort to use more sources potential set by the starting discussion on problems of defining, the development and symptoms of new social risks in the borderland and especially to create comparisons of found out interpretations with statistic, economic and social symptoms in the national, European and international scale as well is the content of the continuing project vision. The project and the presented monograph have focused on assessment of the information from secondary sources and the connection with the problems, such as the results of the wave of European and three-waves international survey of values, especially then the updated surveys of the years 1999-2002 and the survey for the third wave of the EWS research or various regional surveys provided by the non state non-profit organizations and universities

Following questions have become the fundamental issues of the research:

- Who is the citizen living in the borderland, is he/she in his/her typology identical with a typical representative of the nation a Pole and a Czech)? Are there differences between them and regional specifics?
- What are the key values and the fundamental strategies of the life in attitudes of the urban and rural settlement? Do they differ in the life style?
- What aspects are important for the generation X and the generation Y? Does the way of the general view of the matter or problem differ and how?
- Do the ICT technologies and NET services enter the live of citizens of studied areas?
- Does the social dialogue on the lowest level lead to the concrete manifestation of good practice and is this practice developed in a goal directed way of the level of local government management?
- Is the cooperation of partner towns and municipalities in the Czech-Polish borderland formal or it establishes the real cooperation of participating partakers? Which results does it lead to?

The base for the interpretation has been made by the data from the research where 660 inhabitants in the borderland in the Moravian-Silesian Region and 630 inhabitants in the Opole Voivode Region have been the primarily targeted groups. Quotas for the sample from the population of the Moravian-Silesian Region have been set on the base of the data from the Selective survey of the labour force for the year 2008 in Poland upon the date from the years 2008 and 2009. Quotas have been set as for the gender, education, age and the economic activity so that a required number of respondents in the sample have been achieved.

## Subject index

- analysis, 10, 12, 24, 27, 28, 31, 33, 35, 42, 49, 51, 63, 66, 67, 82, 83, 88, 89, 93, 99, 111, 114, 122
- Baby Boomers, 65
- borderland, 12, 13, 9, 10, 11, 12, 37, 40, 43, 45, 46, 47, 49, 50, 51, 61, 63, 67, 68, 69, 70, 76, 77, 78, 87, 89, 102, 103, 105, 106, 108, 109, 111, 112, 114, 115, 116, 117, 118, 121, 124, 129, 133, 135, 136, 138
- comparison, 10, 12, 28, 32, 33, 38, 40, 41, 42, 43, 47, 86, 88, 91, 115, 116
- countryside, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 61, 67, 89, 93, 115, 121
- Czech Statistical Office, 89, 91, 93, 98, 99
- detraditionalization*, 117
- digital age, 87
- digital agenda for Europe, 87
- digital media, 88
- discrimination, 88, 134
- discrimination, 130
- eGovernment, 88
- Euroregions, 102, 103, 104, 105, 106, 107, 108, 112, 116
- European Union, 11, 12, 13, 31, 47, 49, 70, 87, 88, 89, 103, 107, 112, 114, 116
- family, 27, 28, 29, 30, 31, 33, 34, 42, 43, 47, 48, 65, 66, 76, 79, 80, 83, 84, 85, 100, 117, 122, 134
- friends and acquaintances, 42, 45, 133
- generation, 90
- generation X, 13, 11, 12, 63, 65, 67, 70, 73, 77, 82, 90, 93, 96, 98, 99, 116, 124
- generation Y, 11, 12, 66, 67, 73, 82, 83, 96, 99, 124
- good practice, 11, 12, 102, 108, 109, 124
- Internet, 13, 12, 20, 21, 36, 49, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 116, 118, 122, 123, 132, 136
- labour market, 51, 54, 64, 65, 66, 67, 70, 85, 103, 117
- leisure time, 42, 43, 52, 57, 58, 61, 64, 79, 121, 137
- marketing of events, 102, 107
- modern communication technologies, 12, 87, 100
- Moravian-Silesian, 9, 11, 12, 40, 42, 43, 44, 45, 46, 50, 68, 69, 78, 79, 89, 97, 99, 102, 104, 108, 109, 110, 111, 112, 114, 115, 116, 121, 122, 124
- Moravian-Silesian Region, 11, 43, 112, 115, 116, 124
- Opolian, 11, 50, 68, 69, 83, 115
- over border cooperation, 103, 105, 109, 111, 112
- partnership, 85, 102, 103, 107, 112, 116, 118
- Politics, 13, 42, 49, 63, 79, 87, 102, 114, 133
- Pre Boomers, 65
- project, 12, 9, 10, 11, 36, 41, 48, 63, 88, 109, 110, 111, 118, 124
- quality of life, 10, 37, 49, 58, 60, 61, 82, 88, 117, 121, 135
- religion, 42, 45, 133
- social reality, 12, 13, 9, 10, 11, 12, 37, 49, 50, 63, 67, 87, 89, 115, 116, 117, 118, 124
- status, 12, 21, 27, 42
- subculture, 63, 83
- suburbanization, 115
- town, 41, 50, 51, 52, 53, 54, 55, 56, 57, 58, 61, 67, 75, 76, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 101, 104, 105, 110, 111, 115, 121, 122, 123, 127, 133
- urbanization, 50, 115
- value, 27, 28, 31, 32, 33, 35, 37, 38, 39, 40, 43, 45, 47, 48, 52, 64, 66, 68, 77, 79, 84, 107, 117, 118, 129, 130, 133, 134
- value*, 48
- value*, 48
- value, 129
- value, 130
- without the paid job, 133
- work, 133

## Enclosures

### Division of respondents

CZ

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	323	49,1	49,1	49,1
female	335	50,9	50,9	100,0
Total	658	100,0	100,0	

#### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29 years	124	18,8	18,8	18,8
30-44 years	194	29,5	29,5	48,3
45-59	156	23,7	23,7	72,0
60+	184	28,0	28,0	100,0
Total	658	100,0	100,0	

#### You are the inhabitant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid town	444	67,5	67,5	67,5
village	205	31,2	31,2	98,6
99	9	1,4	1,4	100,0
Total	658	100,0	100,0	

**PL****Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	287	46,4	46,4	46,4
female	332	53,6	53,6	100,0
Total	619	100,0	100,0	

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	198	32,0	32,1	32,1
30-44	174	28,1	28,2	60,3
45-59	165	26,7	26,7	87,0
60+	80	12,9	13,0	100,0
Total	617	99,7	100,0	
99	2	,3		
Total	619	100,0		

**You are the inhabitant**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid town	330	53,3	56,3	56,3
village	256	41,4	43,7	100,0
Total	586	94,7	100,0	
99	32	5,2		
System	1	,2		
Total	33	5,3		
Total	619	100,0		

**Research**

Questionnaire in English

## INSTRUCTION FOR COMPLETING THE QUESTIONNAIRE

We kindly ask you to take part in the research concerning the life in the Czech-Polish borderland. The questionnaire is anonymous; it serves only for the study purposes. Will you please read all the statements carefully, but do not think about them too long. Usually the first immediate answer is the best. At selecting the answer will you mark the corresponding square or write the answer into the corresponding space.

Gender:  male  female

Position:  a student  
 an employed  
 without the paid job (in the household, taking care of children, a pensioner, an unemployed)

Your age:  18-29 years  30-44 years  45-59 years  60+

The highest completed education:  basic  
 secondary school without the school leaving examination  
 secondary school with the school leaving examination  
 university

Which district you come from: .....

You are the citizen of  the town  the village

### 1. You consider yourself (select one of the offered options)

Silesian	<input type="checkbox"/>	Silesian, Czech, European	<input type="checkbox"/>
Czech	<input type="checkbox"/>	Moravian, Czech, European	<input type="checkbox"/>
Moravian	<input type="checkbox"/>	Silesian, Czech	<input type="checkbox"/>
European	<input type="checkbox"/>	Moravian, Czech	<input type="checkbox"/>

**2. How these values are important for you in your life:** Mark by the number which expresses your opinion on their representation in your value scale *1 – very important, 2 – more likely important, 3 – neither-nor, 4 – rather unimportant, 5 – not important at all*

Family	1	2	3	4	5
Friends and acquaintances	1	2	3	4	5
Work	1	2	3	4	5
Leisure time	1	2	3	4	5
Politics	1	2	3	4	5
Religion	1	2	3	4	5

**3. Which area has the highest importance for you, state their rank 1-6 (1 the most important, 6 the least important)**

Family  
Friends and acquaintances  
Work  
Leisure time  
Politics  
Religion

### 4. Under the term home you include

Mark by the number which expresses your opinion on their representation in your value scale *1 – very important, 2 – more likely important, 3 – neither-nor, 4 – rather unimportant, 5 – not important at all*

my flat, the house	1	2	3	4	5
the village, the town	1	2	3	4	5
the region of Silesia	1	2	3	4	5
the fatherland	1	2	3	4	5
the state	1	2	3	4	5

**5. What you personally consider for you as the most important**

Good payment	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Pleasant colleagues	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Not to work under too much pressure	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Certainty of work	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Convenient working hours	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Employee benefits	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
The opportunity to assert the initiative	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Socially useful work	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Long holidays	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
The opportunity to meet people	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Advancement in career, the career	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Responsible work	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Interesting work	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Self-fulfilment	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
To learn new skills	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Helpfulness to the family life	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Fair treatment without discrimination	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not

**6. What you think of the following statements:**

The prerequisite of happiness is a long-term marital relationship.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
It is all right when two people live together without being married.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
The man must have children so that his life was fulfilled.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
To have children is the responsibility towards the society.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
People should make decisions by themselves, whether to have children or not.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Homosexual and lesbian couples should have the possibility to adopt children.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
When the parent is seriously ill, it is above all the duty of his/her adult child to take care of him/her.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
The working mother can make the same warm relation and feeling of security for her children as the mother who is not employed.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Pre-school children suffer when their mother is employed.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Employment is a good thing, but most of women long really for home and children.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
To be the woman in household fulfils in the same way as to work for the wage.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
To have employment is for the woman the best way how to be personally independent.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Both the husband and the wife should contribute to the common income of the household.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Fathers are for the care of their children supplied as well as mothers.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not
Men should have the same big responsibility for the household and the care of children as women.	<input type="checkbox"/> absolutely yes	<input type="checkbox"/> more likely yes	<input type="checkbox"/> more likely not	<input type="checkbox"/> absolutely not

**7. Express, please, your opinions on various themes by circling the value**

Statements	1	2	3	4	5	6	7	8	9	10	Statements
The individuals should overtake more responsibility to be able to take care of themselves.	1	2	3	4	5	6	7	8	9	10	The state should overtake more responsibility so that everybody would be taken care of.
The care of seniors is mainly the task of the family.	1	2	3	4	5	6	7	8	9	10	The care of seniors is mainly the task of the society.

The unemployed should have the duty to accept any work which is at disposal otherwise to lose the unemployment benefit.	1	2	3	4	5	6	7	8	9	10	The unemployed should have the right to refuse employment which they do not want to do.
Competitiveness is very beneficial. It motivates to strenuous work and to creation of new ideas.	1	2	3	4	5	6	7	8	9	10	Competitiveness is harmful, it invokes in the people behaviour.
People who live in poorness are responsible for that by themselves.	1	2	3	4	5	6	7	8	9	10	People who live in poorness are the consequence of the changes of the development.
The state should give the firms bigger freedom.	1	2	3	4	5	6	7	8	9	10	The state should supervise the firms more effectively.
Incomes should be more well-balanced.	1	2	3	4	5	6	7	8	9	10	Incomes should reflect the effort of the individual.
Private ownership of trade and industry should be more numerous.	1	2	3	4	5	6	7	8	9	10	Private ownership of trade and industry should be kept in the widest extent.
After the entry to the EU I feel lesser social threatening.	1	2	3	4	5	6	7	8	9	10	After the entry to the EU I feel bigger social threatening.
The entry to the EU represents for me smaller opportunities.	1	2	3	4	5	6	7	8	9	10	The entry to the EU represents for me the bigger opportunity.
The quality of life has worsened markedly for me after the entry to the EU.	1	2	3	4	5	6	7	8	9	10	The quality of life has improved markedly for me after the entry to the EU.

**8. Express, please, your opinions on the inhabitants of the Czech borderland. What are we the Czechs like?**

Nice	1	2	3	4	5	6	7	8	9	10	Repulsive
Non- conflicting	1	2	3	4	5	6	7	8	9	10	Conflicting
Tolerant	1	2	3	4	5	6	7	8	9	10	Racist
Modern	1	2	3	4	5	6	7	8	9	10	Traditional
Think of others	1	2	3	4	5	6	7	8	9	10	Think of themselves
Quiet	1	2	3	4	5	6	7	8	9	10	Noisy
Friendly	1	2	3	4	5	6	7	8	9	10	Hostile
Hard working	1	2	3	4	5	6	7	8	9	10	Lazy
Witty	1	2	3	4	5	6	7	8	9	10	Serious
Honest	1	2	3	4	5	6	7	8	9	10	Dishonest

**9. Express, please, your opinions on the Polish inhabitants of the borderland. What are the Poles like?**

Nice	1	2	3	4	5	6	7	8	9	10	Repulsive
Non- conflicting	1	2	3	4	5	6	7	8	9	10	Conflicting
Tolerant	1	2	3	4	5	6	7	8	9	10	Racist
Modern	1	2	3	4	5	6	7	8	9	10	Traditional
Think of others	1	2	3	4	5	6	7	8	9	10	Think of themselves
Quiet	1	2	3	4	5	6	7	8	9	10	Noisy
Friendly	1	2	3	4	5	6	7	8	9	10	Hostile
Hard working	1	2	3	4	5	6	7	8	9	10	Lazy
Witty	1	2	3	4	5	6	7	8	9	10	Serious
Honest	1	2	3	4	5	6	7	8	9	10	Dishonest

**10. How do you like the life in the borderland?**

- I like the life in the borderland and I like it here.
- I do not like the life in the borderland, but I will not move.
- I like the life in the borderland, but I will have to move.
- I want to move, to live somewhere else. Where? .....

**11. What is your relation to the Poles in the borderland of the CR and Poland?**

- They are good neighbours.
- I do not understand some people, I have problems with them.
- I understand the most of them well.
- There are not good people here.

**12. How do I use the bigger penetrability of the border to Poland**

- I do shopping.
- Others, what.....
- I do not perceive the change.
- I work there.
- I go for holidays there.

**13. How did you feel the economic crisis of the year 2009?**

- The loss of employment.
- Others, what.....
- The crisis did not influence me.
- The decrease of the wage.
- I had to find another work.

**14. With my so far life I am**

- rather dissatisfied
- dissatisfied
- more likely satisfied
- satisfied

**15. How do you judge your future?**

- I am rather an optimist
- I am an optimist
- I am rather a pessimist
- I am a pessimist

**16. How do you judge your life level?**

- bad
- rather bad
- more likely good
- good

**17. In case of the claim on the financial support which from the following groups would you give the certain amount of money?**

- I am not willing to support, everybody has the take care of himself.
- I am willing to support and that is mainly:
  - the ill-treated women with children
  - seniors
  - the victims of natural disasters
  - the costly operation
  - the health disabled

**18. Where do you use the Internet?**

- at home
- at work
- in the Internet café
- in the library
- elsewhere
- I do not use

**19. Chose how important the services of the Internet are for you. Mark by the number which expresses your opinion, 1 – very important, 2 – more likely important, 3 – neither-nor, 4 – rather unimportant, 5 –not important at all**

Searching for the information	1	2	3	4	5
On-line communication (Skype, ICQ, telephone)	1	2	3	4	5
Off-line communication (e-mail)	1	2	3	4	5
Entertainment (music, films, games)	1	2	3	4	5
Education by forms of e-courses	1	2	3	4	5

**20. Do you do shopping via the Internet?**

- no
- yes and what .....
- holidays
- equipment to the household
- means of transport (bicycles, motorcycles, cars)
- other goods – state what.....
- entertainment (games, books, films or music)
- education – professional books or educational courses

**21. How do you spend your leisure time?**

- I spend it at home
- I help
- I work in the non-profit organisation
- I go in for sports
- I go in for culture
- others.....

**22. What functions in Poland you like, and what could be in our country?**



Author	Helena Kolibová et.al.
Institute	Institute of Public Administration and Regional Politics
Faculty	Faculty of Public Politics in Opava
University	Silesian University in Opava
Title	Analyses of the Social Reality in the Czech-Polish Borderland after the Entry to the European Union
Place, year and edition	Opava, 2011, first
Determined:	
Allowed	
Number of pages	129
AA – VA:	
Type of publications:	Collective publication
Number of publications:	80
Printing house:	Printing House Kleinwächter, Frýdek-Místek
Publication number	
This publication has not undergone language editing	

ISBN 978-80-7248-714-1