

ABSTRACTS

THE EFFECT OF MODERNIZATION ON THE FIELD OF HUMAN VALUES

Tamás Keller

The majority in the theoretical field of modernization regards the effect of modernization as a linear process. This statement is also true for those theories, which specify at least two successive processes within modernization. In our analysis we were able to create an index to measure all the effects of modernization at once. Using the fourth wave of the World Value Survey, and with evidence from more than sixty countries around the world, we measured modernization in the GDP PPP of a particular country. With this independent variable we wanted to understand the value change – as the dependent variable – in the defined country. We created an index containing the linear combination of traditional and post-modern values as well. According to the results of our main model we concluded that the effect of modernization on human value change is not linear but rather it has a quadratic component.

FAMILY FARM VERSUS INDUSTRIAL FARM?

Imre Fertő–József Fogarasi

The literature on the agricultural transformation in Central and Eastern European countries usually neglect the investigation of organizational forms in agriculture. This paper is the first to analyze the choice of organization forms in transition agriculture employing transaction cost theory. The analysis is based on Hungarian FADN data in 2003. In general, our results do not support the theoretical predictions on the choice of farm organization, but confirm the differences in capital level and farm area observed in different farm organizations. The divergence between theory and empirics shed light on the importance of further research in explaining of farm organizations.

POVERTY, HEALTH AND ETHNICITY: EXPERIENCE OF EMPIRICAL RESEARCHES IN NORTH-EAST HUNGARY

Mihály Fónai–Gergely Fábián–Éva Filepné Nagy–Mariann Péntes

The results of our empirical researches carried out in North-East Hungarian region is analyzed and compared with national and international experiences from literature in this study. During last decade, we examined social and health status of Gipsy/Roma people living in this region in frame of researches, two of them were proceed at county, others at settlement level. We present our results grouped around three problems, which gives a chance for empirical testing of hypothesis of other researches reflected

on this problems. Typical sample's characteristics of Hajdúböszörmény study made feasible to analyze the statements on correlation between underclass situation and ethnicity, because the social indicators of Roma and non-Roma people were similar in most fields. Our results proved the statement that the poverty makes ethnical feature but not only Roma can be ranked among underclass. In our study we deeply analyze coherence of ethnicity and poverty; besides of income poverty we touch the housing poverty, deprivation in wealth and living conditions, and the problems of social-political poverty. According to our findings, in the last years the general income per capita was 16 000 – 20 000 HUF among Gipsies/Roma living in this region, therefore more than 90% of them can be considered poor based on relative poverty indicator. The health state was studied through the subjective health picture, utilization of the health care system, satisfaction with care services and the list of most frequently complaints, diseases (Why did you visit the doctor...). We found that cardiovascular diseases, cerebrovascular disorders, gastric and duodenal ulcers, respiratory disease, asthma and the neurotic and psychiatric diseases are of higher rate than among non-Roma people. We aspired in our study to give structural and cultural explanation of examined phenomenon, moreover to present correlations, although because of research methods we rather analyzed successes of structural effects.

METHODOLOGICAL CONSIDERATIONS TO RESEARCHES ON SCHOOL MOBILITY

Péter Tibor Nagy

The article offers solution for weighting data which have been causing a recurring difficulty in all researches on social mobility: the data referring to the fathers of the surveyed person of the representative sample of a particular generational survey is not representative with regard to the father's generation, because the chance that fathers who had more than one child are more often remembered is higher than in case of those who had only one single child. (weight = 1 / (the number of brothers/sisters of the surveyed person + 1)) The present experiment confirms that 1. relying on the method of weighting one can obtain more insight into the generation of fathers than without this method, 2. the mobility toward the group of the Hungarian basic, as well toward the group of the higher educational system is significantly higher than previously assumed.

INTERNET USE AND CHANGING OF SOCIAL CAPITAL IN TIME

Fruzsina Albert–Beáta Dávid–Szilárd Molnár

In our analysis we examine the impact of Internet use on the social networks of individuals, and also whether egocentric network characteristics have a measurable effect on the diffusion of Internet use. The empirical bases of our longitudinal analysis are three waves of the World Internet Project carried out between 2001 and 2003.

POTENTIAL RESEARCH DIRECTIONS IN THE SOCIOLOGY OF CONSUMPTION

Erzsébet Hetesi–Jenő Andics– Zoltán Veres

In the course of the history of sociology, the need of a new paradigm has emerged in the 80s – the consumption orientation –, i.e. the conflict between the producer and the consumer became the new major conflict of contemporary society. At this time the basic model of researches is the consumer society consisting of clusters of consuming micro-cultures. Typical research topics are: mode, body, consuming, and household economy. Publications of postmodern theoreticians (Lyotard, Jameson, Baudrillard) have given additional impulse. According to postmodern consumption sociology, subjects of consumption are not products or services, but the meaning they stand for. For the individuals of the postmodern society, consumption is the expression of social outstanding and individual well-being. Consumption as expression of taste enables to establish and retain social links. The most prominent representatives of consumption sociology are the British Colin Campbell and the American George Ritzer. Regarding the Hungarian sociology, some publications of Ágnes Utasi and Elemér Hankiss can be listed here. While the sociology of consumption aims to model the structure of society by researching the consumption behavior; marketing describes consumption behavior to sociological variables (e.g. life style). The most well-known research models are EuroLifeStyle and Target Group Index. These have already been incorporated into corporate practices of marketing planning. We can expect further results from the combination of the two different research approaches.

DISCRIMINATION IN SHOPPING CENTERS

Éva Pálosi– Endre Sik–Bori Simonovits

The aim of the research was to measure the level and mechanism of discrimination against Roma and obese women in women's clothing shops in shopping centers. The method we used was discrimination testing (audit). The three testers were identical as far as their age, education and clothing style were concerned. The only difference among them was their ethnic background and weight. The result of the testing (N=51) was that both being Roma and obese significantly decrease the probability of being hired.