



# Young Researchers and the Problems of Polish Rural Areas

editors Katarzyna Zajda, Sylwia Michalska



WYDAWNICTWO  
UNIwersytetu  
ŁÓDZKIEGO

**Ruta Śpiewak, PhD**

Institute of Rural and Agricultural Development  
Polish Academy of Sciences

## **RURAL AREA INHABITANTS IN THE CONTEXT OF THE NEW MODEL OF RURAL AREA DEVELOPMENT**

### **Introduction**

The border of the 1980s and 1990 brought a lively discussion on the model rural area and farming development. The agricultural policy of the then European Community led to negative social, economic, and ecological effects. The dominating agricultural development model of the time was named an agro-industrial model and the development concepts were based on the fact that rural development began at a farming homestead and on the farmland and that it ended there as well, that it was a secondary process to farming development.

As a result of the growing crisis, appears a new model of rural development, which seeks to prevent damage caused by the impact of the current model (Marsden, Banks et al. 2001; Cloke 2006). The new model, as opposed to the diminishing farming modernisation paradigm assumes very active participation of rural area inhabitants in the delivery of the development programme. Rural areas may not change without the involvement of its inhabitants, and they ought not only to be aware of the course of changes but also be willing and able to participate in the transformation. Attitude of the inhabitants of rural areas is therefore important – both that of farmers and people making their living outside of farming activities. Much research points to the fact that rural area inhabitants are used to the old model of the countryside's activity and the preferred model of farming development is the productivity approach, deriving from the modernisation paradigm. There is real danger of rural area inhabitants not becoming actors of the development of their living places, since the new model of rural activity puts much more emphasis on rank-and-file development, cooperation networks, initiative of individual people, and trust. Development, including the economical aspect thereof, is described in sustainability terms (Adamski, Gorlach 2007) and not only – as it has been so far described – in growth terms.

The model entails a shift in the place occupied by farming in the definition of countryside and the economics thereof. Additionally, and this is an important shift from the viewpoint of the natural environment, domination over the nature and fighting barriers that it sets is converted into partnership, respect of nature and using its resources with care.

The goal of this article is to present the approach to the analysis of the attitudes of rural area inhabitants towards the new model of rural area development in Europe, a model that frequently appears in scientific discourse as well as political one. The methodological considerations in this article as well as research conclusions have been described in greater detail in a doctoral dissertation *Rural area inhabitants and the new model of rural area development*<sup>1</sup>.

For the purpose of this paper, Turowski's definition of attitudes was adopted, taking into account three components of attitudes: cognitive, emotional-evaluational and behavioural (Turowski 2001). The goal of this paper is therefore to research the attitudes in three dimensions: cognitive – how much people know about the ongoing debate, emotional – whether they like the model, what they think about its characteristics, and behavioural – whether they participate in the implementation of the said model.

Based on the analysis of the research material and scientific literature, (cf. Perepeczko and Majewski 2004; Halamska 2013; Czapiński 2014), it was assumed that social, intellectual, and psychological faculty of Polish rural area inhabitants are insufficient to implement the changes related to the new model of rural area development. This is a demanding model, requiring deeper involvement, activity and independence of rural area inhabitants than with the previously functional approach. This model assumes utilising the endogenic resources of rural communities, activation of the local population, and creating various forms of cooperation networks. The research conducted so far indicates that rural area inhabitants are primarily not aware of the changes that are necessary in the implementation of the new approach to rural area development, and secondarily that they show only limited interest in these developments. The structure of the perceived needs as seen by rural population is additionally different from that developed externally. Therefore, a hypothesis has been put forward that there is a discrepancy between the “external” new model of rural area development and the desired “ideal type” of the said development, present in the collective mind of countryside inhabitants. An additional assumption was that there is a spectrum of attitudes among the rural population, so it was assumed that the differentiating factors would be: age, education, and whether the person worked in farming or not.

---

<sup>1</sup> An unpublished doctoral thesis under the supervision of Maria Halamska. The thesis can be found in the main library of the University of Lodz.

In order to reach the fundamental goal of the research, which was to answer the question on what the attitudes of the rural area inhabitants towards the changing model of rural area development are, a number of specific goals have been set. The first one was model reconstruction (regarding the ideological model) based on a number of source materials. The next goal was to show the deformations of the ideological model in its operationalism phase, i.e. converting it to a EU-scale activity programme (European Agricultural Fund for Rural Development, EAFRD) and afterwards the 2007–2013 Polish one (Program Rozwoju Obszarów Wiejskich, Rural Area Development Programme, PROW) as well as local PROW activities; in this case the area where the qualitative research was conducted was the Lodz Voivodeship.

The first part of the article presents the rural area development model called the ideological model, based on Polish and international scientific publications, social and political institution expert papers. When compiling this complex model, its basic components were put into focus: social, economic and environmental dimensions, model axiology i.e. values that the model refers to, and the assumed method of creating the new reality. Further, the paper operationalises the model from its European to the local level. The fundamentals for this process are current strategic and financial documents, European and national laws and financial guidelines that regulate the methods of spending the financial means, all of which are practical responses to theoretical model assumptions and the ideological postulates contained therein. Referring to the information on the scope of the EAFRD, the 2007–2013 Polish PROW programme allows to trace the evolution of the ideological model and its deformations at the individual stages of implementation, forming the rural area development policy. The final part of the paper presents the results of a monographic study conducted in a selected area of one of the Local Action Groups in the Lodz Voivodeship (central Poland).

## **New model of rural area development**

### **Ideological model**

The new model of rural area development is a set of ideas which outline the shape of rural policy (policy of rural area development) in the European Union. The description of the new model of countryside development contains the following elements:

- Postulated characteristics of the future shape of the rural areas (its new social reality), created through actions undertaken at different levels and by different actors. These are economy, society, and environment.



- Values that the proposed model refers to/is based on, both in shaping the rural landscape as the social reality anew and in the selection of ways to create it.
- Preferred rules of creating the abovementioned new reality.

Describing the changes in the rural economy, one of the key concepts in the discourse on modernity needs to be brought into focus – dynamism (cf. Giddens 2001). Freshwater describes a dynamic process of adapting to changes in a way that keeps the rural society unaltered (Freshwater 2003). Because of the said dynamic character, the future of rural areas is impossible to predict. Marini and Mooney stress that rural areas constantly reconstruct their social, economic, and cultural structures (Marini and Mooney 2006). New development, also in its economic dimension, is currently described in sustainability criteria instead of growth criteria, as it used to be. Creating one coherent vision of rural area development is difficult and is reason for the need to find a way to reconcile a number of conflicting factors that influence this development. Some of them are mutually exclusive: postulated economic liberalism meets the postulate of social involvement, environmental sustainability with limitations of regulations. Many more such oppositions can be enumerated. An answer to the question of the role and place of farming in rural economy also needs to be given and there is certainly no one good answer to such a question. European rural areas are deeply diversified both in its economic and social aspects. As a result of this, when creating the new model different needs and visions must be taken into account. One of the most important changes is that rural areas and farming are not the same, and farming does not only stand for food production. The inhabitants of rural areas differ, as well as their sources of income specialise and diversify. Many inhabitants of rural areas do not have anything to do with farming.

The model entails a valid change to the approach towards nature: from the domination over the environment and treating it as a fixed element to partnership towards nature and deeper respect thereof. Caring for the environment becomes so important that rural area inhabitants that take it upon themselves and provide public goods through their attitude are rewarded.

The values shaping the new model are frequently different from those that used to be considered the rural norm until recently. In a sense, the scale of values contradicts a lot of character traits of rural area inhabitants that have been living there for generations. On the other hand, the vital values of the ongoing debate are tradition, multifunctionality, and locality – in other words, values that used to be core ones for the “old” rural areas, however, in a different shape.

Because of the high number of the elements for the postulated rural reality, an attempt was made to collect and organise them in a table (see Table 1).

Table 1. Postulated characteristics of the rural areas

Postulated characteristics of the rural areas – new social reality			Values the model refers to	Preferred methods of creating the new reality
Economy	Society	Environment		
Farming serves market and non-market functions Development of multi-functional society Economy diversification based on the sustainability idea Development of different high-quality services Production of high-quality food products, creating short food chains	Limiting of farmer count Development of multi-functionality Resultant heterogeneity in rural community Process of suburbanisation of the countryside	Relation between farming and climate causes farming as the food production sector unable to only utilise the resources of the eco-systems, but requires that farming reproduces these in a constant manner UE ecological policy is based on constant and sustainable growth Biodiversity needs to be maintained Rural landscape quality needs to be maintained Air, soil and water pollution needs to be limited	Sustainable growth Entrepreneurship Local character, community Tradition Activity Cooperation and mutuality	Decentralization Focus shift from sector policy to territorial policy Shift from governing to co-governing Major role of local actors (leaders) and collective organisations (formal and informal)

Source: own research.

## Policy transfer

In order to trace the direction of rural area development, designated by the abovementioned new ideological model, a decision was made to reconstruct rural development model based on strategic and financial documents. Legal acts and financial documents largely define the activity of EU member state rural areas. It is justified to take a thesis that money and the way it is spent are a practical answer to theoretical assumptions and ideological postulates. Referring to the information about the delivery of rural area development programmes (operational data) it will be possible to say with large certainty how much the implemented rural area development programmes are in accordance with the ideological model, what discrepancies are present in the developments, and on what implementation levels these are present, so that rural area inhabitants may be reached and their interests of individual activities which correspond to the individual goals of the model.

The new model of rural area development is a set of ideas which mark the development of rural policy (rural area development) in the EU. From the European Commission, the ideas are transferred to individual countries and through the different levels of member state organisations (depending on the degree of the given country's decentralisation) reach the local stakeholders. The transfer mechanism can be described through the policy transfer concept, shown in Figure 1.

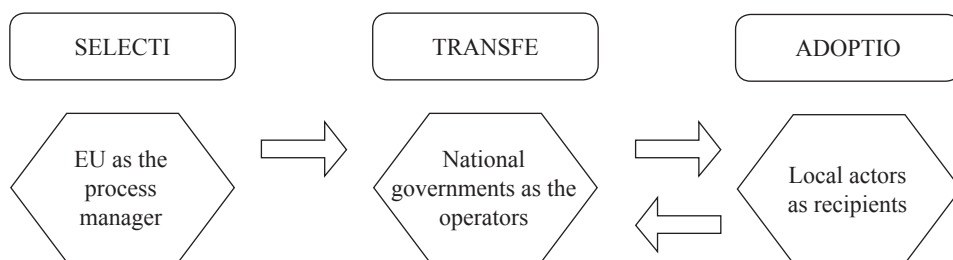


Figure 1. Policy transfer cycle

Source: own proposition, based on Chevalier and Maurel 2010

The ideological model of rural area development on a EU scale was operationalised in the so-called second pillar of EAFRD agricultural policy. Deformations of the ideological model while it was being transformed into the EAFRD activity programme were shown, and subsequent alterations that took place when the Polish 2007–2013 Rural Area Development Programme was adopted, together with local activity, in Lodz Voivodeship, were also presented. The ideological model allowed to assume that the three interference areas – economy, society and environment – are equal. In the EAFRD programme the interference areas have

been distributed over four axes-goals: (1) improvement of farming and forestry competitiveness through support for restructuring, development, and innovation; (2) improvement of the natural environment and rural areas through support of farming; (3) improvement of rural area living standards and support for differentiation of economic activity; (4) LEADER programme.

Table 2. Spendings on the individual axes and developmental goals in the EU and Poland. Percentage (%) data at the end of 2013<sup>2</sup>

	Axis 1	Axis 2	Axis 3	Axis 4
EU27	32	45	13	6.0
Poland	43	29	19	4.5

Source: author's own calculations based on the 2013 collective report, <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=SWD:2014:340:FIN&qid=1416820489100>

The data for EU is an averaged sum from all member states. Poland spends more than the European average on the improvement of farming and forestry competitiveness as well as on issues related to living standards in rural areas and differentiating of rural economy. On the other hand, less than the European average is spent on natural environment and support of social capital. One needs to take into account, however, that the structure of European rural areas is diversified and such a division, according to Rowiński, in reference to Poland reflects the requirements of Polish food economics (Rowiński 2008). However, confronting these comparisons to the model, in case of Poland a preference can be observed for actions related to farming and other areas of economy. Environmental issues and social capital ones, which are linked to the relevant values, are moved into the background. It is understandable to a certain degree and is a consequence of economic factors, insufficient job count, infrastructural shortages, etc.

It would be a mistake to assume that all the above mentioned activities have a developmental character. Only a part of them can be treated as developmental, improving upon certain aspects of the overall situation of the rural areas and their inhabitants; part of these (in 2014 – 27% of all the 2007–2013 farming developmental programme – PROW<sup>3</sup>) conserves the current structure of the rural areas and can be treated as social transfer (cf. Zawalińska 2009; Rowiński 2010), not serving the change.

<sup>2</sup> The values do not add up to 100 because there is no position for technical support.

<sup>3</sup> Here, Rowiński enumerates: support of activity in mountainous areas and other areas of unfavourable type, structural benefits, supplements of area payments.



In order to facilitate the distinction between change-influencing factors and those that do not impact the development, it is worth to see the division as suggested by Rowiński (Rowiński 2008, 2010).

Table 3. Distribution of PROW funds to individual purposes. Allocation in %

Support funds allocation	2008	2014
Development of food economy	29.0	32
Other economic areas	16.5	16
Environment protection	18.0	15
Social-type income	26.0	27
Others (here, the author qualified different other activities that may be called supportive of the development of social capital, and technical assistance	8.0	8

Source: author's own calculations based on Rowiński 2010 and 2007–2013 PROW, 2011 version (2014).

This table allows to draw a conclusion that the Polish model is designed to primarily improve on the quality of the financial situation of rural area inhabitants, less often through economic solutions than through simple financial transfers. This also results in increased availability of funds for activities related to the development of food economics and competitiveness of farming and forestry, while pro-environmental issues suffer. Second place was occupied by activities related to social issues. Support for food economy currently consumes about 15% more funds than other economic sectors. Activities supporting social capital development and other “soft” capital types consume 22% less than farming funds<sup>4</sup>. In the referenced model, the possibility of co-acting and trust are considered two of the most important development factors. J. Czapiński points at social capital to be the most crucial factor for the development of whole countries, including their rural areas (2011). Moving so large funds to activities that Rowiński considers merely supportive for social income informs us that in Poland the conservative model is selected more willingly than supportive of changes.

The last level of the transfer cycle is the local level (cf. Figure 1). According to the accepted model of policy transfer, differences in spending will show how the model in adoption stage differs from the stage of transfer. Until the 30<sup>th</sup> of

<sup>4</sup> It is worth noting that the so-called soft activities may also be funded through other sources, such as the Human Capital operational programme.

November 2014 in Poland, from the 2007–2013 Rural Area Development Programme, 2504,7 PLN per hectare of farmland was issued and at the same time 2256,6 PLN per hectare of farmland was spent in Lodz Voivodeship. The following Table 4, shows the differences between expenses, in the mentioned above programme, in Poland general and in Lodz Voivodeship.

Table 4. The status of implementation of operations into three categories, the data for the whole Polish and Lodz region at 30 November 2014  
– the percentage of the total amount issued in Polish zlotych<sup>5</sup>

Action	Measure/axis	Issued payments in Poland	Issued payments in Lodz Voivodeship
1	2	3	4
ECONOMY	Vocational training for persons employed in agriculture and forestry (I)	0.3	0.2
	Setting up of young farmers (I)	4.3	5.3
	Advisory services for farmers and forest owners (I)	0.3	0.1
	Modernisation of agricultural holdings (I)	21.4	26.0
	Increasing the added value to basic agricultural and forestry production (I)	6.2	7.4
	Improvement and development of infrastructure related to the development and adjustment of agriculture and forestry (I)	2.9	0.4
	Participation of farmers in food quality schemes (I)	0.09	0.04
	Agricultural producer groups (I)	1.4	0.5
	Basic services for the economy and rural population (III)	9.3	9.3
	Establishment and development of micro-enterprises (III)	4.4	2.8
	Diversification into non-agricultural activities (III)	3.1	2.8
	<b>Total in %</b>	<b>54.1</b>	<b>55.2</b>

<sup>5</sup> There is no position for technical support, information and publicity.

Table 4 (cont.)

1	2	3	4
SOCIETY	Early retirement (I)	4.1	5.4
	Implementation of Local Development Strategies (IV)	1.6	0.9
	Village renewal and development (III)	3.8	3.8
	Implementation of Local Development Strategies (IV)	1.0	0.8
	Implementation of cooperation projects (IV)	0.06	0.06
	Support of management in mountain areas and in less-favoured areas (II)	25.3	28.4
	<b>Total in %</b>	<b>35.6</b>	<b>39.5</b>
ENVIRONEMENT	Agri-environmental programme (II)	6.7	3.2
	Afforestation of agricultural and non-agricultural land (II)	1.3	1.0
	Restoring forestry production potential damaged by natural disasters and introducing appropriate prevention instruments (II)	0.4	0.6
	Afforestation of agricultural and non-agricultural land (II)	1.6	0.2
	<b>Total in %</b>	<b>10.2</b>	<b>5.1</b>
<b>Total amount</b>		38909331172 PLN = 9490080773,65 EUR	2642500532 PLN = 644512324,87 EUR

Source: author's own calculations based on reports of The Agency for Restructuring and Modernisation of Agriculture 2014<sup>6</sup>.

Comparing the expenditure (internal dynamic) of the *2007–2013 Rural Area Development Programme* in Poland and in the and Lodz Voivodeship we can see the differences between the environmental and social activities. 4% more payments in the social area were issued in the Lodz Voivodeship compared to the Polish average and 5% less on the environment issues than in Poland

<sup>6</sup> <http://www.arimr.gov.pl/pomoc-unijna/wdrazane-programy-i-dzialania-dane-liczbowe/program-rozwoju-obszarow-wiejskich-2007-2013.html> [date of access 23.03.2015].

general. In the area of economy the difference is only 1%. In 2010 the differences were more visible. Between 2010 and 2014 the vast differences decreased. However we have data from 2010 regarding only contracted amount. We can point that in 2010 it was as following: in Lodz Voivodeship were contracted 18% more in the social area than Polish average, 11% less on the environment issues and 7% less in the economy area. It means that the new model accepted by the inhabitants of Lodz Voivodeship is changing and is getting more similar to Polish average.

## **Local inhabitants attitudes**

In order to be able to verify the hypothesis that there is a discrepancy between the “external” new model of rural area development and the desired “ideal model” existing in the minds of the local community, research was performed.

The most adequate method seemed to be case study because one of the key elements of the new European model of rural area development is the local context. Monographic approach was the most suitable for this specifics, so much more that it allows the use of a variety of research techniques.

The 2010 research was conducted in the area of the Local Action Group “Kraina Rawki” partnership, a local structure that emerged in 2006 for the delivery of the LEADER programme, the exemplary method of the new rural area development programme implementation. The partnership is populated by 35 thousand people and encompasses 6 gminas. Locating the field research in this structure allowed to utilise a variety of local resources, such as local activity group strategic documentation, documents of the gminas forming part of the partnership, websites, results of a questionnaire conducted by the board of the local activity group, research conducted as part of the ALDETEC programme, or analysis of the financial and merit reports from the programme’s activity. The sources for further processing have been collected through:

- unstructured interviews with the local leaders (unstructured scenario). The sample was defined as a result of the “snowball effect”. 16 such interviews have been conducted with each interview scenario having 27 issues;
- questionnaire interviews with a sample of 200 people selected through layer-and-quota sampling. The questionnaire for this type of research consisted of 42 closed or half-open ended questions and 16 metrics.

In the part of this paper devoted to the attitudes of the given area’s inhabitants, the participants’ relation to the new model of rural area development and the conditioning thereof was assessed. In order to present the indicators of attitudes in a synthetic way, indices have been constructed, making use of all the responses in the questionnaires of having a logical connection with the issue. The index which



was a result of summarising all the results of the reference values encompassed all the key criteria. The following indexes have been created:

- index of knowledge of the new model assumptions (1);
- index of sharing “new rural area” values (2);
- index of EU-style thinking (3);
- index of living activity-passivity (4).

The indexes present in a synthetic, however also simplified way the attitudes of rural area inhabitants towards the new model of rural area development and the expected effects of this development. It is a sort of a SWOT analysis of the attitudes that allows to show social support for the new model and social weaknesses that are threats to its successful implementation. Rural area inhabitants are quite knowledgeable about the assumptions of the new model of rural development; an average research participant scored 60% of the points in this area. There is weaker approval for the values that drive the project and that emerge as the result of its implementation, with the average participant scoring 45% in the relevant questions – this translates to more than half of the values not finding support among the researched group. Real threats to the successful implementation of the model are visible in two following indexes: EU-oriented thinking and living activity, where average scores were 33% and 19%, respectively. If the implementation of the new model meets with any difficulties, this will not be the result of lack of its knowledge or its axiology, but because of lack of EU-orientation in attitudes and passive lifestyle of the majority of rural area inhabitants.

These problems are illustrated in the Figure 2, showing the distribution curves of the four constructed indexes.

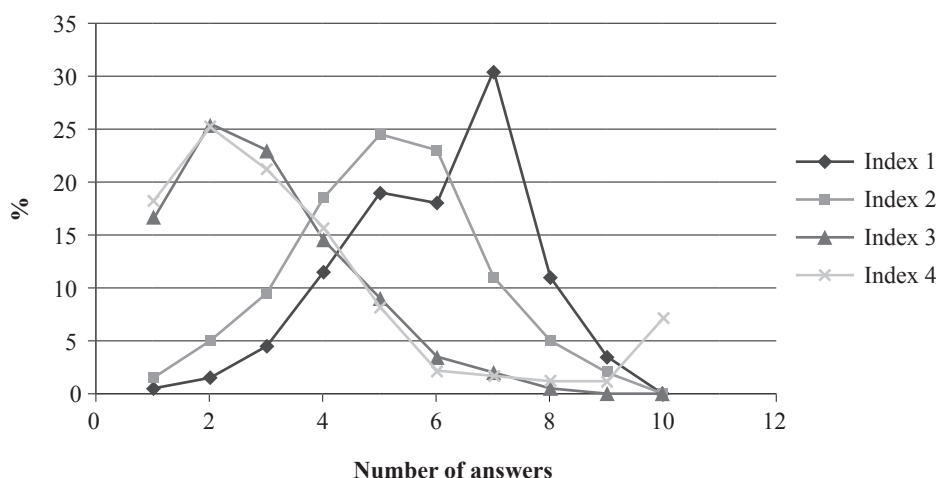


Figure 2. Distribution of index values

Source: own research

The information aggregated above shapes the model of rural area development desired by its inhabitants. Discrepancies between the two models (as suggested by the inhabitants and the ideological one) are especially visible in social elements and the tools for implementing the changes. There is visible fear of decentralisation, shifting the responsibility for the development into the local level, reluctance to cooperate on citizen rules, and limited trust. As defined by the inhabitants, contrary to the ideological model, there is emphasis on individualism combined with lack of independence and expecting external support.

The above summary allows to conclude that the hypothesis of serious discrepancies between the ideological model and the expectations of rural area inhabitants has been confirmed. The research allowed not only to show existing discrepancies but also their scale. The new rural model is accepted only in its fragments and a question emerges on whether the elements that are chosen to be accepted by rural area inhabitants may result in deeper changes so that the rural areas become “a good place to live”. The main hypothesis of the research states that social, intellectual and psychological faculty of rural area inhabitants is insufficient for the introduction of the changes contained in the new model of rural area development. Not only knowledge, but also accepting certain new values as reinterpretation of the old ones will allow for a real change and conscious adaptation to the new expectations and requirements. The inhabitants of the researched area, although knowledgeable in the general trends, see that change is necessary and even see the direction thereof, but it seems that on the behavioural-emotional level they are (still?) not ready to embrace the change. They support more surface-level changes than those contained in the model. Discrepancies can also be observed on the axiology level. When readiness for undertaking various activities resulting in the improvement of their living standards was put under observation, both on the declared and the actual level, it was revealed that the population is more willing to accept a passive strategy of expecting external support than to show willingness to actively improve not only their living standards but also those of the local community. Thus, the hypothesis of low interest levels in change and of limited readiness to embrace the activity required by the model has been verified.

The social structure of rural areas is more and more diversified and so are attitudes towards change and development, which is reflected in the following hypothesis. It refers to a differentiating impact of personal characteristics, such as age, education, activity level, and social-economic status, on the attitude towards the new rural development model. Age is of low impact, but education influences the attitude in a more profound way. Those who had at least a post-matura certificate show a visibly more open attitude than those who finished their education at an earlier level, however, the discrepancies here are not so drastic. The largest impact was observed in relations to whether the basic source of income of the research participants was farming or not. Among farmers there is a clear

passive attitude. Those whose income is derived from working the land are not prepared to introduce changes in the activity of their farmsteads and, what is more important, to change their perception of the country and their personal role in the creation of local economy. Farmers are not able to consider the categories of public good. As a rule, they also do not support decentralisation, or locating the national agencies closer to the actors. The hypothesis of differentiating impact of personal characteristics is partly confirmed when considering age and education and more seriously in reference to the social-economic status of a farmer. The strongest readiness to change, knowledge and understanding thereof are visible among social and political elites. Only certain rural social groups are partners in the discussion of changes and ways of implementing thereof. It may therefore be concluded that there becomes stratification and uneven distribution of pro-developmental tools. Only a small, closed group participates in the debate on changes and attempts activities that are in accordance with the axiology of the new model with the use of new tools.

The paper characterises attitudes towards the new model of rural area development as shown by inhabitants of a single area. The area chosen for the research was that of a local Action Group (Dolina Rawki) from the Lodz Voivodeship. This community is not representative of Poland, but it was selected for merit reasons as well as practical ones. However, even when considering this one community, directions and mechanisms of change were made visible that were contained in the rural area development as well as attitudes of the inhabitants towards it. It was shown that the main obstacle in implementing the ideas of the new approach in the area is low social capital, ingrained patterns of thinking, and treating farming as the basic source of income. Knowing the potential and meaning of the above-mentioned factors, it is justified to state that these limitations will play a major role throughout the country.

## **Conclusions and closing remarks**

The conducted research indicates that rural area inhabitants are not yet ready to face the requirements of the new rural area development model. The problem, however, may also be reversed and consider the new model, developed in different social conditions and being a consequence of different rural growth dynamics, not to take into account the possibilities and expectations of inhabitants of Polish rural areas. In the light of the data on the influence of social capital on the social and economic development (in whole societies, not only their rural parts) and very low levels of these factors in the countryside it seems that the development of the individual social capital components of need to be skilfully supported from the outside. However, the development or change needs to progress with the parti-

cipation and consent of these who it will affect. In creating the vision of the rural areas and the delivery thereof, rural area inhabitants need to be active, with as high number of the local people activated as possible. Introducing changes, especially those that require the change of attitudes and ways of thinking requires not only resources but also time.

Some elements are also worth noticing, which might become grounds for future research. Perhaps the reconstruction of the models of rural area development policies, both in Poland and on the EU level, performed on the basis of scientific and political discourse, will allow for understanding the shaping process of the said models and what their convergent and divergent elements are. Using the concept of policy transfers in the analysis of rural area development policy shapes, introduced at the national and regional scale, may become a useful method in the evaluation of the rural area development programmes and comparisons in time and across regions.

## References

- Adamski T., Gorlach K. (2007), *Koncepcja rozwoju neondogenego, czyli renesans znaczenia wiedzy lokalnej*, [in:] *Socjologia jako służba społeczna*, Gorlach K., Niezgoda M., Seręga Z. (ed.), Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków.
- Cloke P. (2006), *Conceptualizing Rurality*, [in:] *Handbook of Rural Studies*, Cloke P., Marden T., Mooney P. (eds.), Sage Publications, London, Thousands Oak, New Delhi.
- Czapiński J. (2011), *Miękkie kapitały a dobrobyt materialny – wyzwania dla Polski*, Seminarium EUROREG, (niepublikowany referat), Warszawa.
- Czapiński J., Panek T. (eds.) (2014), *Diagnoza Społeczna 2013. Warunki i jakość życia Polaków*, Ministerstwo Pracy i Polityki Społecznej, Warszawa.
- Chevalier P., Maurel M. (2010), *LEADER w krajach Europy Środkowej. Mechanizmy transferu modelu rozwoju lokalnego*, "Więś i Rolnictwo", 149 (4), p. 26–42.
- Freshwater D. (2003), *Will Manufacturing Remain a Pillar of Rural Development*, [in:] *The Future of Rural Policy*, OECD, Paris.
- Giddens A. (2001), *Nowoczesność i tożsamość. Ja i społeczeństwo w epoce późnej nowoczesności*, Wydawnictwo Naukowe PWN SA, Warszawa.
- Halamska M. (2013), *Wiejska Polska na początku XXI wieku. Rozważania o gospodarce i społeczeństwie*, Wydawnictwo Naukowe SCHOLAR, Warszawa.
- Marini M., Mooney P. (2006), *Rural economies*, [in:] *Handbook of rural studies*, Cloke P., Marden T., Mooney P. (eds.), Sage Publications, London, Thousands Oak, New Delhi.
- Marsden T., Banks J. (2001), *The Road Toward Sustainable Rural Development: Issues of Theory, Policy and Research Practice*, "Journal of Environmental Policy & Planning", 3 (2), p. 75–83.
- Perepeczko B., Majewski E. (2004), *Poglądy na rolnictwo w świetle zagregowanych wyników*, [in:] *Polska wieś w społecznej świadomości*, Bukraba-Rylska I. (ed.), IRWiR PAN, Warszawa.
- Rowiński J. (2008), *Program Rozwoju Obszarów Wiejskich na lata 2007–2013. Analiza zatwierdzonej wersji programu i pierwszych lat realizacji*, Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej, PIB, Warszawa.



- Rowiński J. (2010), *Wpływ funduszy współfinansowanych ze środków Unii Europejskiej na rozwój rolnictwa i regionów wiejskich (studium porównawcze)*, [in:] *Wpływ funduszy współfinansowanych ze środków Unii Europejskiej na rozwój rolnictwa i regionów wiejskich. Raport końcowy*, Rowiński J. (ed.), Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej, PIB, Warszawa.
- Raporty Agencji Restrukturyzacji i Modernizacji Rolnictwa, PROW 2007–2013 – realizacja, [www.armir.gov.pl/pomoc-unijna](http://www.armir.gov.pl/pomoc-unijna)
- Śpiewak R. (2012), *Mieszkańcy wsi wobec nowego modelu rozwoju wiejskiego na przykładzie wybranego regionu*, niepublikowana praca doktorska pod kierunkiem M. Hałamskiej.
- Turowski J. (2001), *Socjologia – małe struktury społeczne*, Towarzystwo Naukowe KUL, Lublin.
- Zawalińska K. (2009), *Instrumenty i efekty wsparcia Unii Europejskiej dla regionalnego rozwoju obszarów wiejskich w Polsce*, IRWiR PAN, Warszawa.

The aim of this publication is to look at the problems of Polish rural areas from the perspective of the young generation of researchers, to show what problems they are interested in and what study methods and techniques they use to describe the phenomena occurring in Polish villages. The results of their studies were also presented to underscore the importance of these phenomena for the development of knowledge concerning the dynamic transformations in Polish rural areas. The Authors represent different fields of study (sociology, ethnography, economy and geography) from renowned academic centres such as University of Lodz, Institute of Rural and Agricultural Development, Polish Academy of Sciences (IRWiR PAN) in Warsaw, Life Science University of Poznan, Technical University in Warsaw, Institute of Urban Development in Krakow, and Maria Grzegorzewska University. What they have in common is interest in the problems of rural areas and their residents. They focus on the new model of rural development, very often identified with concepts such as multifunctional and sustainable development, on social innovation, the subject of transformations in rural residents' social roles, including rural women serving public roles, as well as on the strategies of coping with the reality used by residents of marginalized villages. The articles introduce the Readers to selected problems of development of Polish rural areas and help them to understand their complexity.



WYDAWNICTWO  
UNIwersytetu  
ŁÓDZKIEGO

[www.wydawnictwo.uni.lodz.pl](http://www.wydawnictwo.uni.lodz.pl)  
e-mail: [ksiegarnia@uni.lodz.pl](mailto:ksiegarnia@uni.lodz.pl)  
tel. (42) 665 58 63, faks (42) 665 58

ISBN 978-83-7969-842-4



9 788379 698424