

Research into the European identity of Bulgarian university students and their parents by applying Q-methodology

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Abstract: The survey is conducted by research team from “St. Kliment Ohridski” University of Sofia in June 2015. We used various research tools: desktop research, word association test, Q-methodology and short questionnaire. Our Q-methodology follows RECON framework with 70 statements and -5/+5 scale. After performing of Factor analysis with PCA method of extraction and Varimax method of rotation we revealed five discourses: Eurocosmopolitanism, Nationalistic complex, Ambivalent, Culture conservative and “The fortress Europa”. There is no clear relation neither between these five discourses and age groups (students and “adults”), nor between the five discourses and the three RECON models.

Keywords: Q-methodology, RECON, Factor analysis, Discourse analysis