

Europe and Bulgaria: 'European values' in the 'Balkan village'

The paper is based on the results from the research on European identity conducted in Bulgaria, based on the RECON model and applying Q-methodology, supplemented by an association test. The goal of this study is to check if and to what extent the rational agreement/disagreement with the statements (used in the frames of the Q-methodology) – which we consider an indicator for a certain identity type – has penetrated the deeper levels of experiencing realities in the contemporary world and experiencing oneself within those realities (what we try to understand using association test). The main result is the formulation of the hypothesis that rational agreement with statements that we consider a basis for identification with Europeanness/European identity does not mean that for the respondents this identity has become taken for granted and that the positive notions about Europeanness have been internalized as everyday attitudes. On the other hand, rational agreement with statements which we consider a basis for identification with Bulgarianness/national identity does not mean that the respective respondents do not hold positive notions about Europeanness.