

NATIONAL UNIVERSITY OF PUBLIC ADMINISTRATION
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**Surveying Hungarian effects of the communication about the
Schengen Information System II**

presentation of author on the doctoral (PhD) dissertation

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DEFINITION OF THE SCIENCE PROBLEM

After the first and the Second World War an effort was determined in West-Europe that no one will go through again the horrors of the world wars. We must mention one person who is one of those people who were dreaming about a peaceful Europe, namely Jean Monnet. The message of the French economic and political advisor: “We are not forming coalitions of states, we are uniting men” is a milestone of the European mentality. The effort was that people in the European Union (furthermore: EU) should live not next to each other but together in a commonly accepted frame system, where peace and security are present. When we research the occurrences of the last half decade we can determine that most of the changes wanted to effect in this direction. One of these is the formation of the Schengen area. With generating the Schengen area the border control was stopped at the inner borders and the movement across the inner borders of the people became unhindered and this brought the EU citizens closer to each other.

We must notice that stopping the border control at the common borders in the member countries of the Schengen area and the permeable inner borders induce security deficit. The Schengen system is eliminating this with so called compensation measurements. Among other this the Schengen Information System I and II (furthermore SIS I and II) is inspired to compensate the security deficit. On the basis of the statistical data from the last three years (when SIS II started to operate) the number of the queries has obviously and remarkable increased. According to the numbers it can be laid down that the affected authorities of the SIS II member countries are using the system.

The Schengen area generated a paradox situation. Although the borders remained in the member countries of Schengen area, the border control was physically ended at the inner borders of the area. The people interpret this as if the borders would disappear. This is the key issue of the dissertation: While the citizens of the EU recognise the advantages of the “non-border area”, do they know that the EU like “giant machinery” what kind of efforts is making to maintain the security of this “non-border area”.

Hungary has in the Schengen area a significant lengths of external land border. Hungary’s role is dominant in the Schengen area. It must be ensured at the whole lengths of the external

border in the Schengen area, that without control nobody can entry (or exit) the area. Ensuring the security of those people, who are staying in the EU, need the EU's institutions and the EU member states but these are not enough. Regarding the decisions, measures and the connected modules, which should support the operation of the Schengen system and maintain the security of the area the information among the citizens must be ensured so they can assist their own security.

Citizens of the EU, people, who are staying in the Schengen area or those who are planning to enter it from 3rd countries must become suitable information. Along this logic was written the Article 19 in the Regulation (EC) No 1987/2006 of the European Parliament and of the Council. It writes down that the citizens should be informed properly:

„The Commission shall, in cooperation with the national supervisory authorities and the European Data Protection Supervisor, accompany the start of the operation of SIS II with an information campaign informing the public about the objectives, the data stored, the authorities having access and the rights of persons. After its establishment, the Management Authority, in cooperation with the national supervisory authorities and the European Data Protection Supervisor, shall repeat such campaigns regularly. Member States shall, in cooperation with their national supervisory authorities, devise and implement the necessary policies to inform their citizens about SIS II generally.”

It is not enough to believe that we are in security we have to be sure of it. It means we have to get a line of it! Thereto we have to know where and in which form the needed information can be collected and that the commissioned organizations have the information which are fixed in rules and that these information are used to ensure the security of the community and its members.

Official documents about the effectivity and efficiency of the fulfilled communications campaign cannot be found and protocols of the execution are not known. Studies concerned the impact failed. Such a study would have had very important and useful, because this campaign must be repeated in the future. Substantive consequences and recommendations according to the experiences of the last campaign can be given only then, when there are analysis and evaluations.

The dissertation is trying to reveal with an impact assessment – which was In Hungary and made individually - the results of the communication campaign fulfilled in Hungary. Furthermore in connection with the future campaigns recommendations are defined according to the consequences which base on analysis.

HYPOTESIS OF THE DISSERTATION

- H1 -

SIS II is the result of an elemental development. It is a product of the permanent development of the European Community's and the European Union's security system and it is a determining element of the compensation system.

- H2 -

The surveyed executive organization, namely the Police (specifically the Airport Police Directorate) fulfilled properly and effective the information campaign. They fulfilled te prescribed communication tasks.

- H3 -

Before installing the SIS II the police staff was prepared to use it and the gathered a specialized knowledge which can assist the orientation of the citizens.

- H4 -

The communication campaign did not ended with the expected results, it's contain did not hit or only partly reached the Hungarian citizens with the chosen communication instruments.

RESEARCH OBJECTIVES

1. To survey and clarify the place and the role of the communication of SIS II in the special systems of the security and law enforcement.
2. To reveal and show how the management at the Police, especially at the Airport Police Directorate support the training of the labour force, what kind of methods are used to

measure the special knowledge about SIS II and the up-to-date know how. If it is needed how do they receive the related information?

3. To analyse the police staff with a questionnaire survey to see in which form and how intensive do they use the database of SIS II, or rather how detailed do they have to know the system and how often, in which form do they have to participate trainings about SIS II.
4. Among Hungarian citizens to survey and analyse what they know about SIS II and parallel getting an overview about their knowledge in connection with the Schengen area. On the basis of this survey formulating recommendations to raise the effectivity and efficiency of a next coming communication campaign.

RESEARCH METHODS

Substantial part of gathering secondary information and parallel the 1st step of the survey was the research of relevant Hungarian and international (German and English) literature. I studied the literature on Internet, in the Library of Parliament and in several libraries of the Ludwig-Maximilians-Universität.

Gathering quantitative data is a necessary part of the survey, because it makes possible to receive enough and structured data. With these the data can be quantified, statistically analysed and evaluated. Based on the time dimension the completed tests belong to the analysis of covariance, because the three surveys were made in the same time period. The interview and the questionnaires were made in the 2nd half of 2014.

The questionnaire was made among two target groups, one among the Hungarian citizens and the other one among the staff of the Airport Police Directorate. The other important part of the survey is the expert interview made among the management of the Airport Police Directorate.

While I was writing the dissertation I presented the already completed chapters on different expert conferences. My goal was to receive negative or positive opinions from experts and to clear if the direction of the survey and the chosen methods are correct or not.

SUMMARY OF THE COMPLETED SURVEYS

The research consists four big parts:

1. Discovering the basis of the survey

The basic survey proved in connection with the topic of the dissertation that the definition and its interpretation of security have changed. Security as a conception can be found in several Hungarian and international literatures and the studies approach it in different views.

The historical part shows that generating and the development of the Schengen area started a process which is still active. Ending the control at the inner borders resulted security deficit which need the implementation of compensation measures. One determining element is SIS II.

In light of these it is reasonable to communicate about the Schengen area, the elements which operate the system and the compensation measurements towards the citizens. Key of the successful communication campaign is the detailed and well-defined elaborating of the campaign and its proper realization. Theoretical and practical must be considered what can result an effective communication.

2. Interview made at the Police (within at the management of the Airport Police Directorate):

To decision to use the method interview can be mostly explained by the fact that the leaders specified its members determine the character of the organization. The top management and the leaders of the policemen (who participated the questionnaire survey) were involved into the interview at the Airport Police Directorate. Altogether ten leaders involved this survey.

The questions asked in this interview were about the training of the staff at the Airport Police Directorate before implementing SIS II and I also wanted to gather information about saving, improving or renewing their special knowledge. As SIS II was implemented in April 2013., and the interviews were made in the 2nd part of 2014., it can be laid down that the time period between the implementation process and the survey is one and a half year.

3. Questionnaire among the staff of the Airport Police Directorate:

Awareness of the staff is crucial. The other very important part of the dissertation is the survey made among the policemen. Because of the size and the headcount of the Police I made the survey at an organization unit which is suitable to define consequences.

The questionnaire was fulfilled by 111 policemen, this is 17,3 % of the headcount at the Airport Police Directorate and 73,5 % of the those who work in the are border policing.

The results are such data which can be analysed. I could define such consequences which conclude e. g. the time period or the frequency of the education and the trainings about SIS II. Furthermore I expected other useful added information from this survey, e. g. communication between the management and the policemen, other special trainings.

4. Questionnaire among the Hungarian citizens:

The most determine principle while I was fixing the time period of the questionnaire - which was made among the Hungarian citizens – was the fact that I planned a static survey. I made lonely the questionnaire without any support or sours of funds.

The questionnaire had several goals. One of them was to estimate the general awareness and knowledge about the topic. Because many people asked right after answering the questions what they should know about SIS II and why I was making the survey, I could gather information about the knowledge, opinion. These compose added value to the dissertation. Such added values are the thoughtful answers given to the open points.

The questionnaire consists three big blocks. The most important information about them are the following:

1. block: It contains general questions, e. g. gender, age, education;
2. block: The questions are about whether the person knows what SIS II is orn not and if yes from where does he/she knows about it, e. g. Tv, radio;
3. block: I asked the person to tell me what he/she knows about SIS II and the Schengen area.

NEW SCIENTIFIC RESULTS

The starting point of the problem I wanted to resolve is communication campaign which is written in the Article 19 in the Regulation (EC) No 1987/2006 of the European Parliament and of the Council. According to the article the campaign must be repeated regularly. Before starting the next communication campaign it is necessary to check the efficiency values of the last campaign, to see which target groups were reached and what was the content. Studies written and published connected to my topic do not contain research about this. This lack has launched the research.

The scientific research methods used in the research phase are based on and complement each other. These generate the case and effect relation which is the new scientific result of this dissertation.

I showed and deducted both the organic development which can be seen as a result of SIS II and the process in which the security system of the European Community, the European Union has almost permanently developed. Although I do not recognise this as a substantive scientific result.

The following are considered as a result of my own scientific survey:

1. I revealed the communication campaign fulfilled at the surveyed administrative organization, namely at the Police (specifically the Airport Police Directorate). Subsequently I proved that the communication actions of the examined organizational unit are effective and the training of the concerned personnel was adequate.
2. I surveyed and after I proved, that before introducing SIS II the personnel of the Airport Police Directorate was prepared for using the system moreover these police people got ready to use it. I found out that the personnel at the Police have such a special knowledge about SIS II which can support the support the orientation of the people.

3. Performing personally a questionnaire among the Hungarian citizens I proved and confirmed with analysis and crossflow filtration that the communication campaign of SIS II did not fully ended with the expected results and its content with the chosen and used communication methods did not or only partly reached the Hungarian citizens

PRACTICAL USAGE, RECOMMENDATIONS OF THE DISSERTATION

First of all it is useful when communication experts of the Police and organizations which are affected by the communication campaign of SIS II would recognise the results, the conclusions and the recommendations of this survey as well as they could use them in their daily work.

Such experiences and knowledge (especially in chapter 2) are gathered in this dissertation which can be used by the management and the human resources who are responsible for training at the Police

I collected and reviewed consciously the main principles and my own experiences of the surveys interview and questionnaire, because I hope that these can be used by students of social sciences, the National University of Public Administration and the PhD. schools.

As the Regulation (EC) No 1987/2006 of the European Parliament and of the Council prescribes regular public information in the member states, it is necessary to check the following:

- the effectiveness of the communication methods used up to now how can be raised;
- on the other hand which other methods could be introduced for more effective communication of SIS II.

Before starting a new communication campaign, the following should be done:

- If there are any similar international surveys and any adjustment measures as a result of these surveys, theses should be explored and after taking into account the opportunity also adopted.
- If there are any cohort studies they can be used as a balk.

- Completing a large survey which should contain in addition to my questionnaire more questions about the station and the profession.

PUBLICATIONS

- TURZÓ, Barbara Éva – UDVARI, Árpád: Mozgásszabadság a schengeni országokban, Gazdasági Főiskolák Tudományos Diákköri Konferenciája, Budapest: Kereskedelmi, Vendéglátóipari és Idegenforgalmi Főiskola, 1998.04.3-4., 92. o.
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- TURZÓ, Barbara Éva – DEUTSCH, Nikolett: The Non-profit Sector in the Information Society, Brno: Mendel University of Agriculture and Forestry in Brno, 2004.11.26., 128. o. ISBN 80-7302-088-2
- TURZÓ, Barbara Éva: A Határország kommunikációs stratégiája, Győr: Széchenyi István Egyetem, Multidiszciplináris Társadalomtudományi Doktori Iskola, 2004.11.13-14., CD-n került megjelentetésre, ISBN 963 9052 43 4
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RESUME

Studies

2014-	National University of Public Service PhD School of Public Administration
2003-2006	University of Pécs PhD in Business Administration
2001-2003	University of Pécs Faculty of Business and Economics Specialization Marketing Specialization German translation
2000-2002	Budapest University of Technology and Economics BME Faculty of Economy and Social Sciences Manager Programme 2000 Master of Business Administration (MBA)
1996-2000	Budapest Business School Faculty of Foreign Trade Specialization EU business studies

Other studies

2007	auditor
2001/2002 II. semester	Karl-Franzens-Universität Graz Specialization Marketing Translation- and Interpretation Institute

Foreign language

German	superlative German-Hungarian translator
English	superlative

Work experience

01.2008 –	Hungarian National Police Headquarters Division of International Relations
position:	referent
07.2005 –	Headquarters of the Hungarian Border Guards Division of International Relations
position:	referent
2005.03. – 2005.06.	Inside Word
position:	training organizer, marketing assistant

09.2003 – 02.2005. **University of Pécs**
Faculty of Business and Economics
Carrier-consultant Office
 position: carrier consultant

08.2000 – 07.2001 **Real Management Kft.**
 position: project leader, HR assistant

Scientific and publication activities

- Participating several national scientific student conferences. Placing:
 - Barbara Éva, TURZÓ – Árpád, UDVARI: Free movement in the Schengen countries, Budapest Business School Faculty of Foreign Trade Scientific Student Conferences, Budapest, 19.02.1998, 1st place
 - Barbara Éva, TURZÓ – Árpád, UDVARI: Free movement in the Schengen countries, Scientific Student Conference of the Business Schools, Budapest: Budapest: Business School of Commerce, Catering and Tourism, 3-4.04.1998, 2nd place
 - Barbara Éva, TURZÓ: Hungary's infrastructure according to the Schengen Treaty, Budapest Business School Faculty of Foreign Trade Scientific Student Conferences, Budapest, 18.02.1999, 3rd place
 - Barbara Éva, TURZÓ: Hungary's infrastructure according to the Schengen Treaty, National Scientific Student Conferences, Section of Economics, Gödöllő: Agricultural University Gödöllő Faculty of Economics and Social Sciences, 30-31.03.1999, 1st place
 - Barbara Éva, TURZÓ (with co authors): Presentation of the business plan of the Small Business Management Program, University of Pécs, Faculty of Business and Economics, Pécs, 24.01.2002, 2nd place
 - Orsolya, IJJÁSZ – Márta, TÖRÖK – Barbara Éva, TURZÓ: Marketing conception of the Panoráma Panzió, University of Pécs, Faculty of Business and Economics, Pécs, 23.11.2002, -
- Studying with a scholarship in Graz at the Karl-Franzens-University Graz - Specialization Marketing and Translation- and Interpretation Institute – (2001/2002 II. semester).
- Participating and presenting at several national and international conferences.

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