Original article

The use of marketing research methods for evaluation of the capabilities of the Armed Forces of the Republic of Poland Animalization test

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ABSTRACT

The article presents the possibilities of using the animalization test included in the marketing research methods (more broadly qualitative research) to carry out analyzes of the defense capabilities and the potential of threats. Information obtained by the application of this method is an illustrative assessment of potentials and can be used to verify quantitative data presenting the defense capabilities of the Republic of Poland.

KEYWORDS

defense capabilities, potential of threats, animalization test

Introduction

An interdisciplinary approach to defense-related issues is a requirement of the modern scientific world. Studying phenomena with the use of other methodologies from different fields can help show the potential of entities and their surroundings from a different perspective. This article attempts to adopt tools employed in marketing research. It presents an example of using one of the projection methods – an animalization test. The capabilities of the Polish Armed Forces have also been shown from the relational viewpoint with the application of the brand party test. The respondents in the study were senior officers of the Polish Armed Forces who were asked to project potentials of various entities through their comparison to animals.

The article aims to present the perception of Polish officers on the selected entities, participants of the theater of potential warfare. Therefore, the main research question was: How do Polish officers perceive the Polish Armed Forces? The question that should be asked to obtain a relative assessment of the potential of the Polish Armed Forces broaches the issue: Who, in the opinion of Polish officers, threatens Poland and how do they perceive it? Besides, the answer should be found to determine the poten-

tial of the allies, which means that the question was asked: How do Polish officers perceive the NATO Response Force?[1]

The research carried out in this way was primarily intended to draw attention to the possibility of using marketing tools to examine the opinion of the military community on the defense capabilities and the potential of threats. Therefore, the article describes the methodological assumptions of the research undertaken, and on this basis, the results achieved and a proposal for their interpretation. The opinions obtained were analyzed using different analytical perspectives: behavior, connotation, attributes, quality[2].

Surveys of senior officers' opinion were conducted at the turn of March and April 2016 and 2017[3]. The empirical material was collected using a questionnaire, its findings were developed according to the methodology of management sciences and methodology of social research in terms of the qualitative method.

1. The research method and tool

Qualitative methods find their application when the spectrum of research interests is determined by problem relationships and solutions to difficult or conflict situations. It stems from the fact that "the qualitative methodology associated with the interpretive epistemology, distinguishes such methods of data collection that require an understanding approach and emphasize meaning." [1, p. 23]. They serve the interpretation of emotions and deeply hidden motives of actions. They allow the identification of specific behaviors as well as show patterns of thinking. Such research is aimed at getting to know the reality studied in its natural environment, as well as the description and interpretation of the statements obtained. They explain the phenomena from an internal perspective on varied ways of behavior, habits, and rules of action. They enable learning the hidden motives of actions and choices [2, p. 13]. Due to their usefulness, they can also be employed in defense sciences.

Qualitative research focuses on the procedure of observing behaviors illustrating social tendencies. It is not their intention to define guidelines for what to look for. Therefore, this research approach often omits the procedure of specifying: goals, research hypotheses, variables, and their indicators, and categorized research techniques [3, p. 7, 8]. It is

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[1] For more see: J. Gryz, A. Nowakowska-Krystman, L. Boguszewski. *Kluczowe kompetencje systemu bezpieczenstwa narodowego*. Warszawa: Difin; 2017.

[2] For more see: A. Nowakowska-Krystman, L. Elak, A. Orzylowska. *Potencjal obronny i potencjal zagrozen w swietle testu animalizacji*. Warszawa: Akademia Sztuki Wojennej; 2018.

[3] The study covered representatives of professional soldiers from the corps of senior officers who carried out military exercises in the spring of 2016 and 2017 at the War Studies University. In 2016, 107 respondents were involved in the study, and in 2017 – 84. The size of the examined groups for objective reasons was not parallel, because the number of persons participating in exercises differed. And when designing the research, it was assumed that all participants of the exercise would be covered. The collected empirical material was analyzed comparatively, treating the study participants from 2016 and 2017 as separate groups.

only after obtaining the empirical data the dependence is sought and the material obtained is classified.

The selection from numerous methods used in marketing research of one of the projection methods describing the Armed Forces' capability and the potential of threats seemed to indicate unambiguously the use of the anthropomorphization method – an association test with animals (hereinafter referred to as the animalization test). The adoption of the projection of military-military reality modeled on the world of animals stems from the fact that this symbolism is often used in giving codename for military exercises[4], or to name types of military equipment (SP). For example: "Anaconda-16" – the code name of the exercise carried out in the spring of 2016 in a multinational system [4]; "Badger 12" – the code name of the tactical exercise, which was carried out in Swietoszow in 2012 [5]; Wolverine – the wheeled armored vehicle; Scorpio 3 – the armored and armed version of Honker; Crab – the self-propelled gun-howitzer [6].

Projection methods that are divided into verbal association, complementary, construction, and imagination ones [7, p. 293-302] (Table 1) can be used in defense sciences. They find application in qualitative research to achieve the goal of deeper analysis of the researched subject (e.g., the Armed Forces of the Republic of Poland), object – (e.g., Crab) or phenomena. Qualitative research mainly serves to answer the questions of "how?", "How?", "Why?". They are therefore explanatory and not conclusive, which makes them highly descriptive. The researcher focuses on how respondents construct and present their experiences (in the article presented through the perspective of connotation and quality of expression). The frequency of statements or their numerical expression [8, p. 170] is of secondary importance (in the article they are the perspectives of behaviors and attributes). The advantages of these methods make it possible to obtain cognitively interesting information, which largely reveal emotions of the respondents, what they really think, and what they do not want to say straight. However, such an empirical material presents many challenges to the researcher. The way of interpreting the results obtained requires knowledge of the cultural context, broad knowledge in various fields, as well as creative thinking related to, among others, the classification of the gathered empirical material.

The study based on a standardized questionnaire was conducted to present the image of entities participating in providing military security and those posing a threat. The auditorium survey constituted the method of measurement. The research questionnaire addressed to senior officers of the Polish Armed Forces consisted of four parts [See: 9], of which two have been discussed in this article.

The first part of the questionnaire (a statistical part) was to gather information about the respondents. For the purposes of the survey, the questionnaire was directed to senior officers: colonels, lieutenant colonels, and majors. Participants of the research constitute the so-called difficult access group. The selection criteria were knowledge

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[4] Military exercises – the basic form of practical training of officers of staffs and units used at all organizational levels of the Armed Forces. These exercises can be divided by the thematic range into general and special ones; taking into account the level, they are strategic, operational, and tactical.

and experience that enable them to be recognized as experts in assessing defense capabilities and potential threats.

Table 1. Classification of projection methods and tests used in them

Projection methods							
Word association method		Completion methods		Construction method	Method of images		
Free association method single-target association test successive word association test	Controlled association method clarified association test	Sentence filling method verbal gap-filling test sentence ending test	Story completion method open test closed test	drawing test picture test Rorschach test	Third person method Shopping list method variable image test fixed image test	Anthropomorphization method Chinese portrait test test party game test family game animal association test	Method expression Mirror test psychodrama test mask test collage test

Source: [7, p. 294].

The second part is a juxtaposition of seven similarly sounding questions: If you compared the Polish Armed Forces to an animal, that would be …… because (please give reasons in the form of mentioning the three main features ……; There were also questions that concerned the response force of the NATO states. The respondents were additionally asked to give suggestions about what animal the Armed Forces should become in the future and what features they should have.

Such a survey was also carried out concerning the generated military threats. The surveyed were asked to indicate: The most threatening to the security of Poland, regarding the conventional threat, is (a state) ……. If you compared this state to an animal, that would be ……. The three main features were linked to it. A similar question was raised regarding hybrid and terrorist threats. When it comes to the latter, the first sentence was omitted since it was considered that they should be asked to give the name of a terrorist organization, and the respondents may not have such profiled knowledge.

2. Prospects of research

According to the contemporary trend in the field of social sciences, qualitative research is increasingly valued by researchers from many scientific domains [10, 11]. In this type of research, particular importance is given to the way data is collected, processed, and further subject to classification. In order to obtain information necessary

for the interpretation of given statements, the animals and characteristics selected by the respondents may be analyzed through the prism of the following levels[5]:

– deterrence analysis (defense and combat),
– analysis of connotation (value judgement),
– analysis of behaviors (e.g., by aggressiveness, reliability, and activity),
– attribute analysis (assessment of the ability to change, or more extensive assessment of operational capabilities according to the catalog of capabilities of the Polish Armed Forces),
– analysis of the quality of speech (evaluation of precision, associations, completeness of speech).

The first analytical level of the evaluation of the capabilities of the Armed Forces of the Republic of Poland should concern general associations arising from the obtained empirical material. The above may be based on a review of animals indicated by the officers in terms of their ability to defend themselves. That does not apply only to the comprehensive assessment of the potential but also the relative one, that is regarding the potential of threats.

The second analytical level is based on the evaluation of the statements according to the primacy of connotation. The animals that are typed by the officers can be grouped by the category of the respondents' association with the natural environment of animals, which will allow for identifying exotic and domestic animal subgroups. Then the animals can be valued, which flows from our cultural code. Expression of the subconscious attitude of the respondents to the issues discussed makes it possible to classify animals – potentials in the evaluating sense. That determines the position in the hierarchy, which ascribes the subordination of weaker species to stronger ones. The meaning context of the adopted code key can read as follows [12, Introduction]:

– exotic, positively related – symbolizing features such as power, strength, effectiveness in action, lack of prestige, dependence on others,
– exotic, negative connotation – symbolizing features such as weakness, lack of prestige, dependence on others,
– domestic, positively connotation – symbolizing features such as power, strength, effectiveness in action,
– domestic, negative connotation – symbolizing features such as weakness, lack of prestige, dependence on others.

Mainly game animals would be included among the positive connotation since their existence is an indicator of a high position in the hierarchy of the animal world. This position also results from a certain regularity, namely they must fight for the basis of their existence, i.e., to gain and maintain the hunting territory or to deprive opponents (even within their own species) of the possibility of appropriation of resources already possessed. This group would also include animals that have a natural defensive poten-

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[5] For more see: A. Nowakowska-Krystman, L. Elak, A. Orzylowska. *Potencjal obronny*…, op. cit., Introduction.

tial, i.e., weight or other properties that allow them to reduce the extent of possible risks to their safety from predators. This regularity has been applied to both exotic and native animals.

The first generated category in the third analytical level (behaviors) could be the aggressiveness of the subject/phenomenon, which would be assessed taking account of the manner of reacting to a possible threat or solving problems, i.e., obtaining something (terrain/food). To illustrate the scale of the phenomenon, an attempt can be made to estimate it, e.g., show it through the prism of the percentage of predatory animals (carnivorous) and herbivorous animals recognized as aggressive (e.g., rhinoceros), as well as insects (e.g., mosquito) or parasites (tick), in reference to all indications.

The second analytical category can be describing the subject/phenomenon through the prism of the dependability. It can be defined considering domesticated animals, namely those that have the potential to "cooperate" with people. Other animals should be accepted as problematic in the field of domestication, thus recognizing the difficulty of the subject/phenomenon in assimilating with the environment. Therefore, the reliability index would be estimated based on the percentage of domesticated animals to all listed by the respondents in the context of the issue being discussed.

The third category may be the study of the herd of the phenomenon/subjects. It can be determined through the prism of animals that most often function in the herd, that is, acquire the ability to cooperate to achieve the goal (expand the territory of the operation to ensure access to food). Animals living in pairs were not included in this group.

To deepen the animalization studies, the respondents can be asked to describe the animals they have identified by assigning the features they most closely associated with the mentioned fauna. The applied procedure is to limit the subjectivism of the researcher that could characterize the animal differently.

The analysis of attributes assigned to given entities/phenomena (the fourth analytical level) can be carried out by grouping them in one "bag", and then using the thesaurus to assign some of the statements (sometimes colloquial) to one term. For example, a synonym for the word "slow" may be the terms "sluggish", "sloppy"; for the word "weak" – "gentle", "starving", "defenseless", "lack of teeth", "lack of smell", "obsolete", "overgrown organizationally", "poorly run", "inefficient" [12, Appendix 1]. Such a procedure gives the opportunity to qualify assigned attributes in the form of colloquialisms, for example "roars a lot", "no one knows where it will hit". The application of such a solution is aimed at capturing the most important attributes of the analyzed subject/phenomenon. Nevertheless, such codification is saddled with the subjectivism of the researcher. For this reason, other approaches (e.g., connotations) should be based on the analysis of the senior officers' source statements.

The attributes mentioned above can also be codified using the catalog of the Polish Armed Forces' capabilities. The capabilities approach to the potential of the Polish Armed Forces would include the capacity to: command and control, deployment and mobility, survival and protection of troops, reconnaissance, support of combat actions (logistics), impact, and support to the non-military system [See: 13].

The next analytical level may concern the assessment of the quality of statements, which would take into account the following three aspects[6]:

– assessment of statements as to their precision, i.e., the use of the military terminology,

– analysis of associations, namely the evaluation of the diversity of statements in individual groups of the respondents, differences in the notions given by colonels, lieutenant colonels and majors,

– completeness analysis, the aim of which would be to evaluate the empirical material in the context of the gap assessment in the statements given, i.e., not entering the name of the animal and/or its features, as well as providing less than three features that were asked in the questionnaire.

Due to the volume of the article below, a section of test results classified according to the first two analytical levels given above is described below.

3. Research results[7]

3.1. Analysis of deterrence

The Armed Forces are a specialized state body intended to protect and defend its interests by being used as a deterrent against aggression or, if necessary, to conduct armed struggle until the assumed political goal has been achieved. Therefore, using the projection method – the animalization test, a general analysis of animals indicated by the officers was carried out, which involved assessing the animals in terms of defense capabilities.

The most frequent answer, both in 2016 and in 2017, was the comparison of the Polish Armed Forces to a dog and a cat. In the study from 2016, the dog was almost 17%, a year later 22%. Similarly: the cat 7% and 10%. A turtle and a mouse, which accounted for less than 7% each[8] in 2016, and a cow and a wolf, the number of which was 6% each in 2017, should also be pointed out[9].

In 2016 the officers asked for the projections of the future Polish Armed Forces would like them to be like: a lion, (19.1% of the respondents mentioned it), a tiger (14.6%), and a wolf (11.2%). In 2017, the most frequent answers were repeated. They were the projections of the Armed Forces of the Republic of Poland in the form of a wolf, a lion, a tiger, and a lynx. Besides, an eagle and a wolverine were often indicated.

In recent years, non-military threats have become increasingly significant. In connection with this, officers were asked to visualize the hybrid and terrorist threats. However, one should not underestimate the possibility of the outbreak of a traditional war.

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[6] For more see: A. Nowakowska-Krystman, L. Elak, A. Orzylowska. *Potencjal obronny…*, op. cit., Chapter 7.

[7] The presented results are taken from: A. Nowakowska-Krystman, L. Elak, A. Orzylowska. *Potencjal obronny…*, op. cit. They are extended with relational juxtapositions of the defense and threat potentials.

[8] Others include: a lynx, a ram, a horse, a fox, a boar, a wolverine, a puma, and a donkey. J. Gryz, A. Nowakowska-Krystman, L. Boguszewski. *Kluczowe kompetencje…*, op. cit., p. 172.

[9] Others include: a donkey, a badger, an eagle, a peacock, and a calf. A. Nowakowska-Krystman, L. Elak, A. Orzylowska. *Potencjal obronny…*, op. cit., Chapter 3.

The surveyed were also asked about its projection. Therefore, are the Armed Forces of the Republic of Poland visualized by the officers capable of scaring off or winning the armed struggle against an enemy?

The officers mentioned the Russian Federation as the state posing a threat to Poland, both concerning the conventional and hybrid warfare. It was most frequently described through the prism of a bear. Other terms used to represent Russia in relation to the traditional war included a lion, a tiger (in 2016), as well as an elephant and a wolf (in 2017). When analyzing the possibility of undertaking hybrid actions, the officers compared it (except a bear) to a tiger, a fox, a snake, a lion, and a hyena.

The officer cadre described another threat – terrorism by comparing it to, among others, a fox, a hyena, a snake, and a chameleon (in 2016). Likewise, a year later: a snake, a hyena, a jackal, a rat, and a cobra.

The presented experimental material indicates that the Polish Armed Forces have the deterrence potential that is depicted by a dog. However, there is not much chance of winning in a direct fight with a bear, a lion, or a tiger. The remaining animals also have a negligible defense potential (relational), e.g., a cat that is a hunter can track down and kill a rat, but in a clash, with other specified animals it would lose an open battle. An exception may be a turtle with armor that can resist larger attackers. However, the description of a turtle is not optimistic (see Table 2).

The image of more suited combat potential appears when analyzing the projections of the future Armed Forces of the Republic of Poland. Nevertheless, the indication of a wolf (the most often selected prediction of the Polish Armed Forces in 2017) in combination with a bear (the RF) may raise concerns about the defense capabilities of the Polish Armed Forces. However, when analyzing a wolf through the prism of a pack (which is provided by the NATO Response Forces or the related internal potential of the branches of the Armed Forces – combined actions), one can presume that it will have sufficient defense potential.

It should be borne in mind that Poland as the NATO member can be supported by the potential located in the Alliance Response Forces. The Polish officers compared them to a lion, a tiger, a bear, and an elephant. The above indicates the balancing of the defense capabilities and the potential of threats.

3.2. Analysis of connotation

The projection of the assessment of the Polish Armed Forces' potential expressed by the officers and then analyzed through the prism of connotation focuses mainly on domestic animals with negative connotations. It should be noted that the men in both research periods most frequently chose domesticated animals, of which a dog and a cat were the main ones followed by a horse, a cow, a hen, a rabbit, a donkey, a calf, as well as a wild hare, a badger, and a wild boar. In addition, even the individual indications of exotic animals, i.e., a hyena, a monkey, a chameleon, a gannet, and a jackal, can be interpreted as a reserve of the military environment towards the current potential of the Polish Armed Forces.

An important aspect allowing for capturing the broader spectrum of the assessment of the potential of the Polish Armed Forces seen from the perspective of its soldiers is also to pay attention to the terms assigned to the typed animals. Critical or pejorative inclinations dominate. Furthermore, it should be noted that the officers who positively assessed the potential of the Polish Armed Forces were the decisive minority (Table 2).

Table 2. Characteristics of animals exemplifying the Polish Armed Forces

Statements in 2016	Statements in 2017
The most often indicated domestic animals and features justifying the choice	
DOG – passive, mediocre, faithful, punitive, wise, able to defend, flexing, barking a lot, not able to do much in the clash with a larger one, submissive, cajoling, clinging, considered strong, but it is not, in the case of conflict has a chance with a stronger one, snarling, greedy, scared, loyal (4), passive, barking a lot, steerable, aggressive, faithful, laid out, dangerous, feisty, gregarious, small (2), strong PR, small strength, innocent, has a great, dangerous dog in itself, barking, vulnerable, not able to do anything CAT – walks on its own paths, nuzzling up to everyone, able to chase the dog, gentleness, creativity, predatory, fast, false, looks good, harmless, likes to graze, small (2), fake, pugnacious, clever, cunning, cunning, laziness, selfish, all walk their own paths, weak, mischievous MOUSE – it will get how much it will combine, works alone, small, weak (5), without the possibility of fighting, unhelpful, uncertain, undecided, inefficient, poor, closed with great will to survive	DOG – loud (3), gentle, domesticated, noisy, dangerous (5), obedient, must have an owner, barks, can bite, courage, faithfulness, uncritical attachment, attached to its owner, barking when it is told to do so, enjoys every bones, strong in a group, fighting with equals, barking (2), does not hurt, depending on others, a bit noisy, a little dangerous, brave among the smaller ones, faithful, keeping its eyes on its owner, having fun without any reason, cooperation, hierarchical courage, able to train, strong, capable of fighting, moderate, more dangerous in a group, confident, harmless, barking, weak, for show CAT – fawns on politicians, purrs, objects to the stronger ones, courts politicians, mutters, becomes stronger, small, weak, friendly, predatory, gentle, loner, falls on the paws, non-aggressive, having own paths, lays in the sun, falls on four paws
The most frequently indicated exotic animals and features justifying the choice	
TURTLE – slow (5), without purpose, no prospects, sluggish, hard, armored, resistant to changes (2), meticulous, armored, living for a long time	PEACOCK – proud (2), takes care of appearances, small relative combat value, loud, pompous
The most frequently indicated animals symbolizing the positive image of the Polish Armed Forces and the features justifying the choice	
WOLVERINE – big, agile, deters, not very visible, territorial, aggressive, small, bites, but invisible, small, not very strong, brave WOLF – wild, effective, team, courageous, secretive, small, strong in the group, devious, gregarious (2), aggressive, loyal	LION – loud, composed, strong PUMA – without characteristics HAWK – agile, fast, attacks a small target EAGLE – speed, readiness, independence, fast, strong, courageous WOLF – courageous, cunning, does not function alone, penetrating, secretive, courageous, strong (2), works in a group, well-coordinated, cooperating

Legend: (in brackets) – number of typed animals, indicated features

Source: [12].

The analysis of the empirical material on the NATO Response Forces indicates that the respondents most often compare the potential of the Alliance to animals belonging to exotic fauna with dominant positive connotations. These results coincide with the description of the Polish Armed Forces of the future. However, a strong upward trend occurred in the indications of domestic animals with a positive connotation (In 2017, the largest projection of the Polish Armed Forces was related to a wolf). Summing up, the analysis of statements leads to the conclusion that the officer cadre most often visualizes the future of Polish Armed Forces as species that occupy a high position in the hierarchy of the world of animals, both exotic and domestic.

When analyzing the potential of threats through the respondents' animalization statements, it can be seen that in the case of[10]:

– a conventional threat coming from the Russian Federation, it is identified with domestic animals with positive connotation,

– a hybrid threat, the statements are balanced with a slight indication of domestic animals with negative connotations, then with positive connotations and exotic ones with negative connotations,

– a terrorist threat, it is definitely dominated by exotic animals with negative connotations and then by indigenous ones with negative connotations.

Comparing the results obtained through the application of the brand party method, it should be noted in the theater of defense activities that the Polish Armed Forces are able to predict the way the Russian Federation operates (both potentials are projected as domestic animals). The same applies to hybrid threats. However, the acceptability of such actions by the officers is assessed negatively. The lack of acceptance of the mode of action also applies to terrorist organizations. Moreover, its action is not fully recognizable (exemplification through exotic animals).

The Armed Forces have the task of ensuring a sense of security for citizens through the ability to quickly adapt to the changing environment, and effectively resist threats and defend the country against an aggressor. The conducted research indicates that Polish officers perceive the necessity of changes, and their expectations seem to correspond to the evolutionary tendencies of threats.

Summing up, the article presents a methodology for examining the defense capabilities and the potential of threats. For this purpose, an animalization test was employed, which is classified among marketing research methods, more broadly – qualitative research. Such an approach to potentials was to show a different dimension of analytical capacity than presented in the literature on defense or security sciences, for example by Miroslaw Sulek. However, despite the importance of conducting such research (these are opinions supported by the knowledge of the officers surveyed), the defense and threat potentials should undoubtedly be considered based on hard data. An example is the ranking of potentials presented on the Globalfirepower.com[11] portal (Ta-

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[10] The results presented concern both research periods.

[11] The ranking is not based only on the total number of weapons available in a given country, but rather focuses on the diversification of weapons within the total sum to ensure a better balance of firepower.

ble 3). This ranking indicates that Poland has undoubtedly a significant deterrence capability. However, its potential decreased compared to most of its neighbors. And in comparison, to a potential aggressor – the Russian Federation, it needs to be balanced with the use of the NATO Response Forces or the potential of the United States occupying the first position in the quoted ranking. The presented analysis of the qualitative data seems to be identical to the quantitative data.

Table 3. Summary of selected categories of military potential of countries bordering the Republic of Poland in early 2018

State	Categories				Budget allocated to the Armed Forces	Place in the ranking since early 2016
	Establishment	Armored vehicles	Air Force	Navy		
Legend	cn – active r – in reserve	cz – tanks wb – combat vehicles	sp – air-crafts	jp – vessels b – land-locked	Billion $	
Russian Federation	1013628 cn 2572500 r	20300 cz 27400 wb	1416 sp	352 jp	47 000	2/2
Germany	178641 cn 30000 r	432 cz 4620 wb	181 sp	81 jp	45 200	10/9
Poland	**109650 cn 75000 r**	**1065 cz 2608 wb**	**99 sp**	**83 jp**	**9 360**	**22/18**
Czech Republic	22000 cn 7050 r	123 cz 518 wb	28 sp	b	2 596	30/32
Ukraine	182000 cn 1000000 r	2214 cz 11868 wb	64 sp	25 jp	4 880	29/31
Bielarus	56500 cn 344750 r	515 cz 2321 wb	111 sp	b	725	41/49
Slovakia	14675 cn 0 r	22 cz 478 wb	18 sp	b	1 025	62/74
Lithuania	16015 cn 7000 r	0 cz 432 wb	1 sp	12 jp	430	95/97

Source: Own study based on data from [14].

Conclusions

The article draws attention to the possibility of using qualitative methods for data collection, the aim of which is to obtain information on the defense capabilities and the potential of threats. This approach resulted from the fact that qualitative research is used when:

– we aim to discover and explain reality in the natural environment and the context in which individuals function (senior officers),

– we want to read the meaning of speech from its context,

– we expect the resulting elimination of stereotypes, the opening of a new perspective, the appreciation of obvious observations,

– we want to emphasize changes in the social assessment of known phenomena and facts that exemplify the level of awareness acquired from experiences resulting from autopsy and observation of social life in the individual and group dimension.

The presented empirical material illustrating the potentials should be considered, in terms of [See: 7, p. 51-5, 99]:

– the time horizon, as the current and prospective study (i.e., to present the Polish Armed Forces, now and in the future (in 5 years), and the current projection of selected threats and NATO Response Forces,

– information needs, as a periodical survey (carried out in the spring of 2016 and 2017),

– the size of the studied population, as non-exhaustive research, where the targeted selection was used (senior officers participating in courses or studies at the War Studies University),

– the subject criterion, as one that includes both the study of the environment of the subject and its surroundings (the Polish Armed Forces and the environment in the form of NATO and threats),

– the criterion of the research objective, as exploratory research, which explains the relationship of war and conflict participants through the prism of animalization[12],

– units of measurement, as qualitative and quantitative research,

– data collection criterion, as a survey using projection methods (animalization test).

The obtained, as a result of the application of the animalization test, responses of senior officers from the Polish Armed Forces constitute a material that can in a pictorial way illustrate the potential of the Polish Armed Forces in absolute terms or using the brand party in a relative (relative) dimension. The sociological interpretation of this study fits in with the theoretical perspective known in the theory of the subject as interactional symbolism, in which the symbol is the key means of expression defining the dimension of social interactions. According to this perspective, society is organized interactions between individuals, proceeding in accordance with socially defined patterns. The interactive symbolism seeks to capture the sense of the world, which is the world of meanings created by people discovering the sense that they give to their action, its patterns and reality. Therefore, it is necessary to consider the possibility of supplementing the current defense potential assessment with a new qualitative perspective (Table 3), treating them as supporting and demonstrative elements.

[12] Premises of use: construction of a new way of explaining phenomena, illustration of an abstract idea W. Czakon (ed.). *Podstawy metodologii badan w naukach o zarzadzaniu*. 3rd Ed. Warszawa: Oficyna a Wolters Kluwer business; 2015, p. 170-2.

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	Wykorzystanie metod badań marketingowych do oceny potencjału SZ RP Test animalizacyjny
STRESZCZENIE	Artykuł przedstawia możliwości wykorzystania testu animalizacyjnego zaliczanego do metod badań marketingowych (szerzej badań jakościowych) do przeprowadzenia analiz potencjału obronnego i potencjału zagrożeń. Otrzymane w wyniku zastosowania tej metody informacje to poglądowa ocena potencjałów, która może posłużyć do weryfikacji danych ilościowych przedstawiających możliwości obronne RP.
SŁOWA KLUCZOWE	potencjał obronny, potencjał zagrożeń, test animalizacyjny

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