

# **SZENT ISTVÁN UNIVERSITY**

## **AGRICULTURAL CONSULTANCY WITH ONLINE SUPPORT: ON-LINE BENCHMARKING BASED ON UNIQUE FARM DATA**

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Since many millennia, there have always been people in various societies, whose job was to give advices to decision-makers. At the beginning, these people had a cultural role in those societies (priests, shamans), later however, with the advancement of science (and societies), qualified advisors began to appear. Even in our times, there are several fields of science (like agriculture), where certain knowledge cannot be described with formulas, so advisors have to rely on their own experience when giving advices. One such question is, if a farm works properly, or there are several things that can be changed in order to achieve different aims, and if so, what is worthwhile to be changed? The quality of these advices is highly dependent on the heuristic knowledge, the instinctual sense of similarity of the experts, their judgment of what is good and what is bad, and last but not least, on the facts their judgments are based upon. The aim of my thesis is to help decision-makers and consultants by making a series of online expert systems, with the mechanization of this instinctual sense of similarity.