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[„Actually I am different.“  
Subjective constructions of  
ethnic identity in a migration  
context and new ways in  
psychological acculturation  
research]

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## **RunayaySoft.**

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### **Abstract [English]**

'although there are strong national differences in people's rejection of in genetical modification in food production (gm food), research mainly examined sociodemographics and knowledge an gm food as general determinants of attitudes towards gm food. cultural differences seldom are taken into account, usually there are no theoretically founded hypotheses, which can be tested empirically. in the present paper we formulate specific hypotheses an cultural context effects an rejection of gm food by combining hofstedes (1997) approach with cultural differentiation to a general beliefattitude model as it is represented in the core of eagly and chaikens (1993) composite model. specific hypotheses are formulated for westgermany and greece as cases of contrasting cultural contexts (modern vs. traditional patterns of orientation). we find, that knowledge an gm food has an effect an rejecting gm food only in westgermany, whereas negative beliefs are more important in determining gm food rejection in greece. generally, the attitude structure in westgermany is more differentiated than in greece, as it is reflected in more variance explained by knowledge, beliefs and sociodemographic status in westgermany than in greece.' (author's abstract)

Keywords: Ethnic identity, acculturation orientations, domain specificity

### **Abstract [Deutsch]**

'bisherige untersuchungen haben gezeigt, dass es innerhalb der europäischen union zum teil erhebliche unterschiede in den einstellungen zu gentechnisch veränderten lebensmitteln (gm food) gibt. die erklärungen für die gefundenen einstellungsunterschiede basieren vor allem auf soziodemografische und wissensvariablen als einstellungsdeterminierende faktoren der einstellung gegenüber gm food. kulturelle unterschiede werden hingegen als erklärungs faktoren kaum in betracht gezogen. in dem vorliegenden papier werden hypothesen über den einfluss des kulturellen kontext auf die ablehnung von gm food formuliert. diese hypothesen basieren auf überlegungen, die sich aus der kombination des ansatzes von hofstede (1997) mit dem