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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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Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix.

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Abstract [English]

'security issues in east-central europe have received a high profile recently with the proposed entry of three post-communist countries into nato and discussion about further widening this alliance. the collapse of communism and dissolution of the warsaw pact has brought new military alignments and potentialities. however, with the transformation of these countries into democratic societies, the views of the population also need to be taken into account. in this paper we report the results of a longitudinal, representative sample survey of ten post-communist countries in east-central europe: hungary, poland, czech and slovak republics, ukraine, belarus, bulgaria, romania, slovenia and croatia. the paper compares the results of questions about attitudes to internal and external security in 1992 and 1996 in each of these countries. in particular, we consider subjective perceptions of threat from neighbouring countries, from great powers such as russia, germany and the usa, from national minorities and ethnic groups and from immigrants and migrants. in this context we analyse their views on nato membership. we compare these countries in general by constructing an index of perceptions of threat. the results imply that the countries of the former yugoslavia and the central european buffer zone feel far more insecurity than the countries of the former soviet union in our sample, and these are also the countries which would most like to join nato.' (author's abstract)

Keywords: Ethnic identity, acculturation orientations, domain specificity

Abstract [Deutsch]

'fragen der sicherheit haben in mitteleuropa und osteuropa in jüngster zeit eine deutliche aufmerksamkeitssteigerung dadurch erfahren, daß drei postkommunistische länder für die aufnahme in die nato vorgeschlagen wurden und daß die diskussion über die osterweiterung der nato stark an tempo gewonnen hat. der zusammenbruch des kommunismus einerseits und die auflösung des warschauer paktes andererseits bewirkten neue militärische bündnismöglichkeiten und kooperationschancen im sicherheitsbereich. die transformation dieser länder in demokratische gesellschaften brachte es aber auch