

Theoretical Framework

- Rightists are generally more sensitive to physical threats and exhibit less exploration in health/food foraging tasks than leftists (Shook & Fazio, 2009; Fiagbenu, Proch & Kessler, 2021).
- Ideological differences in food/health attitudes depend on the psychological features of the food stimuli (Purhonen & Heikkilä, 2017).
- Because rightists are usually more nationalistic than leftists, we hypothesize that they will explore and report more positive attitudes towards local foods and because leftists take more physical risks, they should be more likely to explore and report more positive attitudes towards local and foreign foods.
- In our study we investigated whether the origin of food stimuli influences exploration and attitude formation among leftists and rightists.

Methods and Measures

- We recruited 215 participants using the online platform SosciSurvey.
- Participants were randomly assigned to one of two conditions foreign ($N_{foreign} = 113$) or local ($N_{local} = 102$) food.
- In the local food condition, they read about a newly discovered fruit from a remote region in Germany and in the foreign fruit condition they read about a newly discovered fruit from a foreign country.
- We measured participants' exploratory intentions (e.g., I will pick up the fruit to smell it or I will buy the fruit) and attitudes towards the fruit (e.g., I will recommend this fruit to a friend).

Differences in Exploratory Intentions and Fruit Attitudes between the conditions

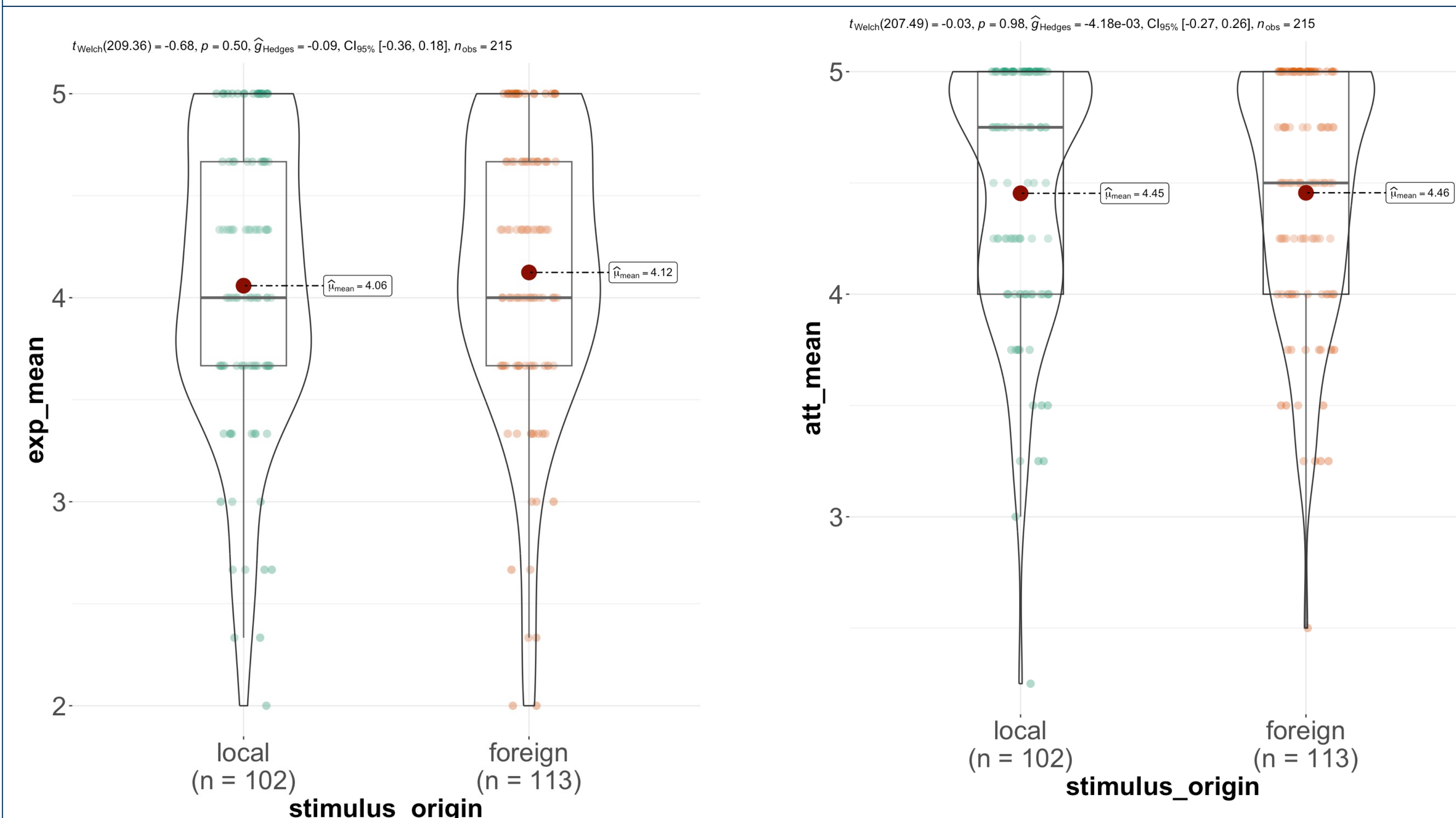


Figure 1: There was no significant difference in exploratory behavior between both conditions.

Figure 2: There was no significant difference in attitude towards the fruit between both conditions.

Relationship Between Political Orientation, Exploration and Attitudes as a Function of Stimulus origin

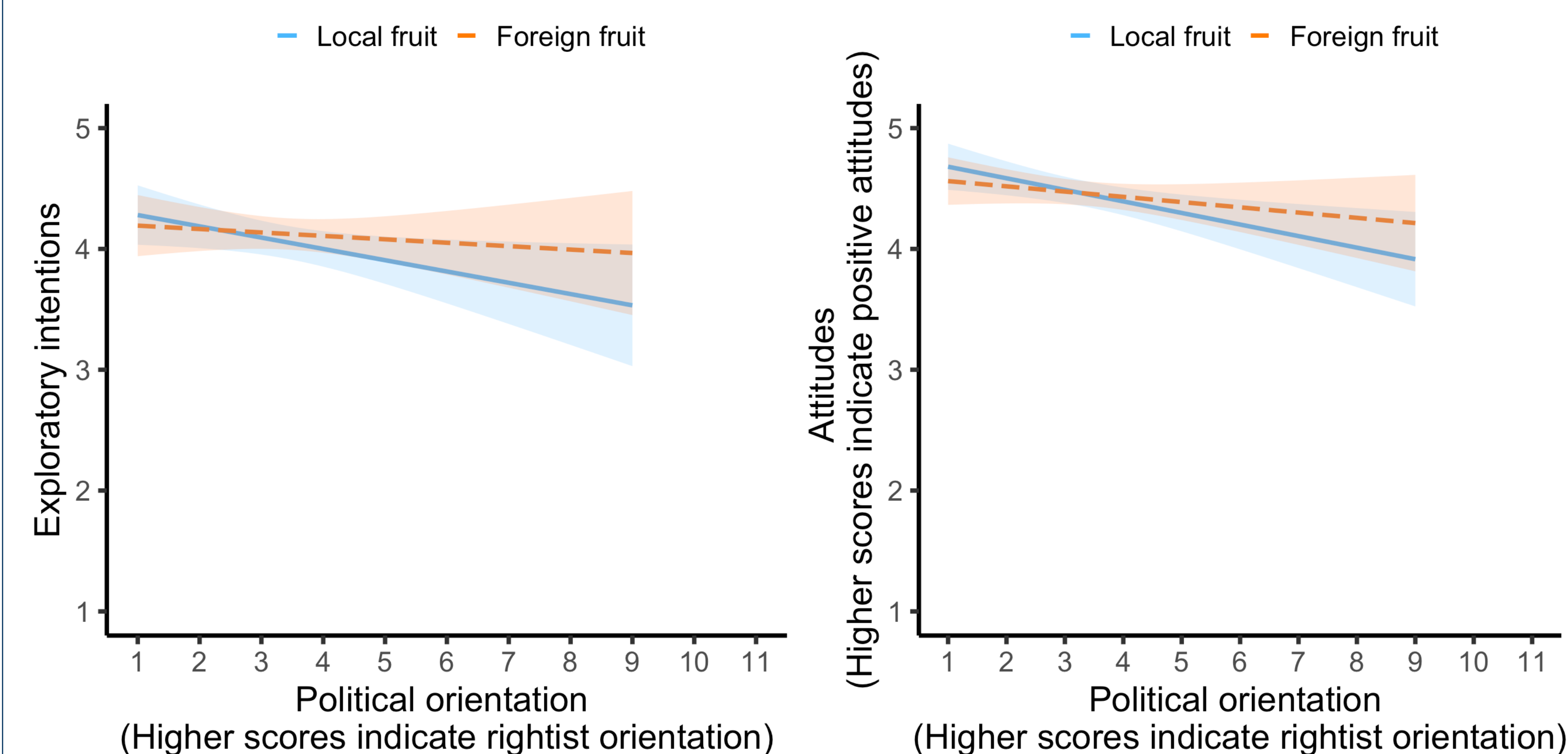


Figure 3

Figure 4

Figure 3:

- There was a significant main effect of political orientation ($p = .03 < .05$) on exploratory intentions
- There was no significant main effect of stimulus origin ($p = .5 > .05$) on exploratory intentions
- There was no significant interaction effect of political orientation and stimulus origin on exploratory intentions ($p = .3 > .05$)

Figure 4:

- There was a significant main effect of political orientation ($p = .01 < .05$) on attitude towards the fruit
- There was no significant main effect of stimulus origin ($p = .35 > .05$) on attitude towards the fruit
- There was no significant interaction effect of political orientation and stimulus origin on attitude towards the fruit ($p = .29 > .05$)

Discussion

- Contrary to our hypotheses, the stimulus origin did not moderate the relationship between political orientation, exploration intentions and attitudes towards the local or foreign fruits.
- Leftists and rightists did not differ in their exploration intentions and attitudes towards the fruit as a function of stimulus origin.
- One limitation is that our sample was not representative of the target population as Psychology students are generally left-oriented.
- Political themes are controversial and thus social desirability could have distorted the findings. We hope future studies can address these limitations.



The pre-registration document, data and analysis scripts are available on the Open Science Framework repository:



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References

- Fiagbenu, M. E., Proch, J., & Kessler, T. (2021). Of deadly beans and risky stocks: Political ideology and attitude formation via exploration depend on the nature of the attitude stimuli. *British Journal of Psychology*, 112(1), 342-357.
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