

## Chapter LIII

# Personal Report of Intercultural Communication Apprehension

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### BACKGROUND

The personal report of intercultural communication apprehension (PRICA) (Neuliep & McCroskey, 1997) measures the fear people experience when interacting with others from different cultural groups. PRICA was developed by Neuliep and McCroskey, who assessed that because intercultural interaction in the United States is unavoidable, communication apprehension arising from an interethnic context is more acute than other forms of communication fear. PRICA is a derivative of the personal report of communication apprehension (PRCA-24) (McCroskey, 1982), which measures communication anxiety in situational contexts (i.e., dyadic, small group, meeting, or public speaking).

Intercultural communication anxiety is considered a subcategory of general communication apprehension. The 14-item PRICA instrument is a version of McCroskey's original 24-item Likert-type PRCA instrument. While PRCA is one of the most widely accepted measures of trait communication apprehension, the PRICA instru-

ment—designed to fit intercultural aspects—is considered more specific in its definitions than the PRCA.

The 14 statements, half written positively and half written negatively, represent comments people frequently make when interacting with people from other cultures. The person taking the survey considers each statement and identifies the degree to which he/she agrees or disagrees (Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5).

An individual's communication anxiety score on the PRICA scale is determined by summing responses for all the positive statements and then the negative statements. The sum of the individual negative and positive statement results are then subtracted from 42 to obtain the PRICA score.

A score above 52 indicates a “high” level of intercultural communication apprehension, while a score below 32 indicates a person with “low” anxiety. A person with a moderate level of anxiety in intercultural situations will score between 32 and 52. Scores can range from 14 to 70 on the scale.

## RELIABILITY

Research supports that PRICA is consistent and stable. Alpha reliability estimates should be above .90 when the PRICA is taken by a native English speaker. However, the reliability estimate may be lower when the instrument is translated into another language.

## VALIDITY

The 14-item PRICA instrument was validated by administering it to 369 undergraduate students, 179 males and 174 females, in communication courses at a large eastern university (Neuliep & McCroskey, 1997). Approximately 20% of test subjects were freshmen, 30% were sophomores, 30% were juniors and 20% were seniors. The students averaged 20.2 years in age. The majority (97%) of students tested were Caucasian, 2% were African-American and 1% were identified as Other. As a measure of validity, participants were asked the size of their home town or city, how frequently they traveled outside their home state, the number of people in their home town of the same race, their frequency of contact with people from different countries, and their frequency of contact with people from different races.

The study revealed that PRICA scores were negatively correlated with the frequency of contact with people from other countries, and negatively correlated with the frequency of contact with people of another race; however, the correlation was not statistically significant. In addition, PRICA scores were not significantly affected by the size of the subject's hometown, the racial composition of the locale, or the extent of the subject's travel outside the area. The influence of the subject's hometown may have been mitigated by the influence of the large university environment in which the test was administered.

## COMMENTS

Other instruments have been developed to measure communication apprehension. The most closely related to the PRICA is the personal report of interethnic communication apprehension, derived from PRCA-24 and developed by McCroskey and Neuliep. The PRECA is a 14-item instrument for measuring people's anxiety derived from interacting with those of different ethnic backgrounds. Neither PRICA nor PRECA scores are related to verbal aggressiveness.

## LOCATION

The PRICA is found online at <http://www.james-mccroskey.com/measures/prica.htm>

At the conclusion of the survey, users can score themselves using the step-by-step directions outlined in the scoring section. First, users are to add the scores of items 1, 3, 5, 7, 9, 10, 12. Second, they sum the scores of items 2, 4, 6, 8, 11, 13 and 14. Finally, to obtain their PRICA score, they plug in the totals from the first and second steps into the following formula:  $\text{PRICA score} = 42 - \text{Total from Step 1} + \text{Total from Step 2}$ .

## REFERENCES

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