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 instrument—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.