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Self-Perceived Communication Competence Scale (SPCC)

Directions: Below are twelve situations in which you might need to communicate. Peoples' abilities to communicate effectively vary a lot, and sometimes the same person is more competent to communicate in one situation than in another. Please indicate how competent you believe you are to communicate in each of the situations described below. Indicate in the space provided at the left of each item your estimate of your competence.

Presume 0 = completely incompetent and 100 = competent.

- 40 1. Present a talk to a group of strangers.
- 50 2. Talk with an acquaintance.
- 70 3. Talk in a large meeting of friends.
- 40 4. Talk in a small group of strangers.
- 85 5. Talk with a friend.
- 60 6. Talk in a large meeting of acquaintances.
- 60 7. Talk with a stranger.
- 75 8. Present a talk to a group of friends.
- 65 9. Talk in a small group of acquaintances.
- 30 10. Talk in a large meeting of strangers.
- 85 11. Talk in a small group of friends.

65 12. Present a talk to a group of acquaintances.

Scoring: To compute the sub-scores, add the percentages for the items indicated and divide the total by the number indicated below.

Public	1 + 8 + 12; divide by 3.	60
Meeting	3 + 6 + 10; divide by 3.	53.3
Group	4 + 9 + 11; divide by 3.	63.3
Dyad	2 + 5 + 7; divide by 3.	65
Stranger	1 + 4 + 7 + 10; divide by 4.	42.5
Acquaintance	2 + 6 + 9 + 12; divide by 4.	60
Friend	3 + 5 + 8 + 11; divide by 4.	78.75

To compute the total SPCC score, add the sub-scores for Stranger, Acquaintance, and Friend. Then, divide that total by 3.

Public	> 86 High SPCC	< 51 Low SPCC
Meeting	> 85 High SPCC	< 51 Low SPCC
Group	> 90 High SPCC	< 61 Low SPCC
Dyad	> 93 High SPCC	< 68 Low SPCC
Stranger	> 79 High SPCC	< 31 Low SPCC
Acquaintance	> 92 High SPCC	< 62 Low SPCC
Friend	> 99 High SPCC	< 76 Low SPCC
Total	> 87 High SPCC	< 59 Low SPCC

Higher SPCC scores indicate higher self-perceived communication competence with basic communication contexts (public, meeting, group, dyad) and receivers (strangers, acquaintance, friend).

Source:

McCroskey, J. C., & McCroskey, L. L. (1988). Self-report as an approach to measuring communication competence. *Communication Research Reports*, 5, 108-11.

http://www.jamescmccroskey.com/measures/communication_competence.htm3.

Nonverbal Immediacy Scale Self Report (NIS-S)

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Nonverbal immediacy are behaviours or cues that signal positive feelings towards another person. This is the most up-to-date measure of nonverbal immediacy as a self-report. Alpha reliability estimates around .90 should be expected. This measure has more face validity than previous instruments because it has more and more diverse items. Its predictive validity also is excellent. When using this instrument it is important to recognize that the difference in these self-reports between females and males is statistically significant and socially significant (that is, substantial variance in the scores on this instrument can be attributed to biological sex). Whether these differences are "real" (that is, females may actually be more nonverbally immediate than males) or a function of social desirability (that is, females think they should be more immediate than males think they should be) or a function of actual behavior has not yet been determined (as of September, 2003).

Directions: The following statements describe the ways some people behave while talking with or to others. Please indicate in the space at the left of each item the degree to which you believe the statement applies TO YOU. Please use the following 5-point scale: 1 = Never; 2 = Rarely; 3 = Occasionally; 4 = Often; 5 = Very Often

- 3 1. I use my hands and arms to gesture while talking to people.
- 2 2. I touch others on the shoulder or arm while talking to them.
- 1 3. I use a monotone or dull voice while talking to people.
- 1 4. I look over or away from others while talking to them.
- 1 5. I move away from others when they touch me while we are talking.
- 4 6. I have a relaxed body position when I talk to people.
- 2 7. I frown while talking to people.
- 2 8. I avoid eye contact while talking to people.
- 2 9. I have a tense body position while talking to people.
- 3 10. I sit close or stand close to people while talking with them.
- 2 11. My voice is monotonous or dull when I talk to people.
- 1 12. I use a variety of vocal expressions when I talk to people.
- 3 13. I gesture when I talk to people.
- 2 14. I am animated when I talk to people.

- 2 15. I have a bland facial expression when I talk to people.
- 3 16. I move closer to people when I talk to them.
- 4 17. I look directly at people while talking to them.
- 2 18. I am stiff when I talk to people.
- 1 19. I have a lot of vocal variety when I talk to people.
- 2 20. I avoid gesturing while I am talking to people.
- 2 21. I lean toward people when I talk to them.
- 4 22. I maintain eye contact with people when I talk to them.
- 1 23. I try not to sit or stand close to people when I talk with them.
- 1 24. I lean away from people when I talk to them.
- 4 25. I smile when I talk to people.
- 1 26. I avoid touching people when I talk to them.

Scoring:

Step 1. Add the scores from the following items: 1, 2, 6, 10, 12, 13, 14, 16, 17, 19, 21, 22, and 25. 36

Step 2. Add the scores from the following items: 3, 4, 5, 7, 8, 9, 11, 15, 18, 20, 23, 24, and 26. 20

Total Score = 78 plus Step 1 minus Step 2. 94

Norms:

Females: High = >112

Low = <92

Males: High = >104

Low <83

Richmond, V. P., McCroskey, J. C., & Johnson, A. D. (2003). Development of the nonverbal immediacy scale (NIS): Measures of self- and other-perceived nonverbal immediacy. *Communication Quarterly*, 51, 502-515.

Talkaholic Scale

The talkaholic scale is a measure compulsive communication. Some people are driven to talk. They are highly verbal people and have great difficulty (and often little desire) being quiet in the presence of other people. While these individuals are "high talkers" or "talkaholics," they usually are not the people that others refer to as one who "talks too much." The term "talks too much" usually is applied to people who are saying things another person doesn't want them to say, or they are ineffective communicators. While the term appears to be a quantitative description, it actually is a qualitative reference. Considerable research had determined that the more a person talks (in most cases, unless the person is an incompetent communicator or saying things that are offensive to others) the more positively that person is evaluated by others. They are more likely to be seen as a leader, as being more competent, and more positively on a variety of other person perception variables.

Directions: Read the following questions and select the answer that corresponds with what you would do in most situations. Do not be concerned if some of the items appear similar. Please use the scale below to rate the degree to which each statement applies to you. Use the following responses:

Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5

- 3 1. Often I keep quiet when I should talk
- 4 2. I talk more than I should sometimes
- 1 3. Often, I talk when I know I should keep quiet
- 2 4. Sometimes I keep quiet when I know it would be to my advantage to talk
- 4 5. I am a "talkaholic"
- 3 6. Sometimes I feel compelled to keep quiet
- 3 7. In general, I talk more than I should
- 4 8. I am a compulsive talker
- 3 9. I am not a talker; rarely do I talk in communication situations
- 3 10. Quite a few people have said I talk too much
- 2 11. I just can't stop talking too much

3 12. In general, I talk less than I should

2 13. I am not a "talkaholic"

2 14. Sometimes I talk when I know it would be to my advantage to keep quiet

3 15. I talk less than I should sometimes

3 16. I am not a compulsive talker

Scoring: To determine the score on the Talkaholic Scale, complete the following steps:

Step 1: Add the scores for items 2, 3, 5, 7, 8, 10, 11, and 14. 23

Step 2: Add the scores for items 13 and 16. 5

Step 3: Complete the following formula: Total Score = 12 + Total from Step 1 - Total from Step 2. 30

NOTE: Items 1, 4, 6, 9, 12, and 15 are filler items and are not scored.

The score should be between 10 and 50. Most people score below 30.

People who score between 30 and 39 are borderline talkaholics, and are able to control their talking most of the time, but sometimes they find themselves in situations where it is difficult to be quiet, even if it would be very much to their advantage not to talk.

People with scores above 40 are talkaholics. They are truly compulsive communicators.

Sources:

McCroskey, J. C., & Richmond, V. P. (1993). Identifying compulsive communicators: The talkaholic scale. *Communication Research Reports*, 11, 39-52.

McCroskey, J. C., & Richmond, V. P. (1995). Correlates of compulsive communication: Quantitative and qualitative characteristics. *Communication Quarterly*, 43, 39-52.

Tolerance for Disagreement

The tolerance for disagreement scale is designed to measure the degree to which an individual can tolerate other people disagreeing with what the individual believes to be true. This conceptualization is similar to that of argumentativeness. People with high argumentativeness are likely to be able to deal with more disagreement than those people who are low in argumentativeness. It is believed that conflict in interpersonal communication is in large part (in conjunction with the level of liking between the people) a function of the tolerance of disagreement of the interactants. Alpha reliability estimates for the TFD scale can be expected to be in the neighborhood of .85.

Directions: This questionnaire involves people's feelings and orientations. Hence, there are no right or wrong answers. We just want you to indicate your reaction to each item. All responses are to reflect the degree to which you believe the item applies to you. Please use the following system to indicate the degree to which you agree that the item describes you: **5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1 = Strongly Disagree**

- 4 1. It is more fun to be involved in a discussion where there is a lot of disagreement.
- 5 2. I enjoy talking to people with points of view different than mine.
- 3 3. I don't like to be in situations where people are in disagreement.
- 4 4. I prefer being in groups where everyone's beliefs are the same as mine.
- 3 5. Disagreements are generally helpful.
- 2 6. I prefer to change the topic of discussion when disagreement occurs.
- 3 7. I tend to create disagreements in conversations because it serves a useful purpose.
- 3 8. I enjoy arguing with other people about things on which we disagree.
- 3 9. I would prefer to work independently rather than to work with other people and have disagreements.
- 4 10. I would prefer joining a group where no disagreements occur.
- 3 11. I don't like to disagree with other people.
- 2 12. Given a choice, I would leave a conversation rather than continue a disagreement.
- 2 13. I avoid talking with people who I think will disagree with me.

2 14. I enjoy disagreeing with others.

4 15. Disagreement stimulates a conversation and causes me to communicate more.

Scoring:

Step 1. Add the scores for the following items: 1, 2, 5, 7, 8, 14, 15. 24

Step 2. Add the scores for the following items: 3, 4, 6, 9, 10, 11, 12, 13. 23

Step 3. Complete the following formula: $TFD = 48 + \text{total of Step 1} - \text{total of Step 2}$.
 $= 49$

Scores above 46 indicate High TFD. Scores below 32 indicate Low TFD. Scores between 32 and 46 indicate moderate TFD.

Sources:

Teven, J. J., Richmond, V. P., & McCroskey, J. C. (1998). Measuring tolerance for disagreement. *Communication Research Reports*, 15, 209-217.

Richmond, V. P., & McCroskey, J. C. (2001). *Organizational communication for survival: Making work, work* (2nd Ed.) Chapter 14. Needham Heights, MA: Allyn & Bacon.

Personal Report of Intercultural Communication Apprehension (PRICA)

This measure was developed to address communication apprehension in the intercultural context. This instrument is presumed to be better than the PRCA24 for this particular communication context. However, it is substantially correlated with the PRCA24. This suggests that intercultural communication apprehension is a subcategory of general communication apprehension. Alpha reliability estimates should be expected to be above .90 when completed by native English speakers, although they may be lower when this instrument is translated into another language because translations usually are less than perfect.

Directions: The 14 statements below are comments frequently made by people with regard to communication with people from other cultures. Please indicate how much you agree with these statements by marking a number representing your response to each statement using the following choices: **Strongly Disagree = 1; Disagree = 2; are Neutral = 3; Agree = 4; Strongly Agree = 5**

- 5 1. Generally, I am comfortable interacting with a group of people from different cultures.
- 2 2. I am tense and nervous while interacting with people from different cultures.
- 4 3. I like to get involved in group discussion with others who are from different cultures.
- 2 4. Engaging in a group discussion with people from different cultures makes me nervous.
- 3 5. I am calm and relaxed with interacting with a group of people who are from different cultures.
- 2 6. While participating in a conversation with a person from a different culture, I get nervous.
- 4 7. I have no fear of speaking up in a conversation with a person from a different culture.
- 2 8. Ordinarily I am very tense and nervous in a conversation with person from a different culture.

3 9. Ordinarily I am very calm and relaxed in conversations with a person from a different culture.

4 10. While conversing with a person from a different culture, I feel very relaxed.

3 11. I am afraid to speak up in conversations with a person from a different culture.

4 12. I face the prospect of interacting with people from different cultures with confidence.

2 13. My thoughts become confused and jumbled when interacting with people from different cultures.

2 14. Communicating with people from different cultures makes me feel uncomfortable.

Scoring: To compute the PRICA score, complete the following steps:

Step 1. Add the scores for the following items: 1, 3, 5, 7, 9, 10, and 12 27

Step 2. Add the scores for the following items: 2, 4, 6, 8, 11, 13, and 14 15

Step 3. Complete the following formula: PRICA score = 42 - Total from Step 1 + Total from Step 2.

Scores can range from 14 to 70. Scores below 32 indicate low intercultural CA. Scores above 52 indicate high intercultural CA. Scores ranging between 32 and 52 indicate a moderate level of intercultural CA.

Source: Neuliep, J. W., & McCroskey, J. C. (1997). The development of intercultural and interethnic communication apprehension scales. *Communication Research Reports*, 14, 385-398.