To what extent does the consumption of National and International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence?

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Abstract

Cross-cultural research has already widely identified various factors that flow into the development of national cultural identities. Media have thus been continuously identified as one crucial factor that can shape cultural ingroup identities. This means that media are considered as one main driver for cultural transfer which do influence national cultural ingroup sentiments. In short, media consumption can shape national cultural identities. This was already widely confirmed among individuals who do live in their national home culture and among immigrants who adapt to their new home national culture. In short, when individuals consume media from their home national culture (National Media Consumption), they also identify stronger with their home national culture which is referred to the concept of National Identity. This was also approved among immigrants who identify easier to their new home national culture when they consume their new home national cultures' media. Predominant research has, however, not gone beyond the provided scope as given thesis aimed to fill a crucial gap. Past research has only measured such relations among individuals that are physically surrounded by the national culture the media content also originates from, implying that the social cultural context was *always* given next to the media consumption. The conducted study thus set a focus on another target group as the investigated sample lived in their home national culture *but* still practiced International Media Consumption. In addition, the study identified various types of International Media Consumption in order to measure the impact on identity more accordingly. The concept of International Media Consumption was thus split into Foreign as well as Global Media Consumption since different outcomes and personal dimensions were expected that indicate different consumption motives. Based on this, one main goal was consequently to measure Foreign Identity adaptation when Foreign Media Consumption is practiced. Another crucial goal was to confirm that Global Identities positively relate to Global Media Consumption. Given hypotheses thus implied that

ingroup identification with a distinctive national culture or superordinate ingroups was possible by *solely* consuming international media content. The cultural social environment was therefore eliminated. Moreover, the concept of Intercultural Competence was also applied in order to measure its impact on expected relations. In short, the conducted study aimed to prove that the cultural impact of media is strong enough to relate positively to such identity outcomes, indicating that a social environment is not needed to adapt an ingroup identity while also measuring the impact of Intercultural Competence. The following research question emerged from these revelations:

To what extent does the consumption of National and International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence?

A self-administered online survey was applied in order to reach all research goals. The results revealed that a positive relation between media consumption and identity ingroup sentiments were only existent when the individual was socially embedded in the corresponding environment. It could consequently be concluded that the cultural influence of media is not relating to the adaption of national cultural or superordinate identities when the social context is not provided.

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List of Abbreviations

FID = Foreign Identity
FMC = Foreign Media Consumption
GID = Global Identity
GMC = Global Media Consumption
ICC = Intercultural Competence
IMC = International Media Consumption
NID = National Identity
NMC = National Media Consumption

1. Introduction

All humans internalized of some form of national cultural identity which is generally differently developed among individuals (McLean et. al., 2018). National cultural identities are strongly influenced and shaped by cultural concepts that are created by certain beliefs, ideas and concepts which are distinctive from other predominant cultural concepts in different national cultures. In short, national cultural identities are the reflection of internalized schemata that are shaped by existing cultural concepts that are embedded in prevalent societal rules within national cultures (McLean et. al., 2018). The national borders (i.e. within one country) thus create national cultural borders that give direction for national cultural identity development. National cultural identities are thus characterized by internalised concepts, values and ideas that are distinctive from other national cultural identities as the predominant culture does give direction for all perceptions and behaviour that are shaped and formed by internalised cultural concepts.

Moreover, cultural concepts are not just found in society but in everything that is produced by it as culture leaves its traces in almost every aspect of life (De Mooij, 2018). This also includes all kind of media. Therefore, all media are shaped by the culture of origin and transfer the collective values, ideas as well as behaviours that are part of it which are distinctive from other cultures which give direction for national cultural identity development (Hofstede, 2003). This is widely reflected in predominant research since media have been continuously accepted as a mediator of culture (Kellner, 2003; Strelitz, 2002). In many cases, it is even stated as the most important factor for cultural transfer that gives direction for human behaviour in society (De Mooij, 2019). Past research has already proven that national cultural values are communicated through national media which strengthen the sentiments of national belonginess (Grimm et. al., 2016; Schlesinger, 1991). This highlights that the consumption of national media can influence and strengthen individual ingroup sentiments towards the native national culture.

More recent analysis accentuated the powerful cultural impact of media and took it one step further as numerous scholars revealed that immigrants can more easily adapt to their new home country by consuming the new home culture's media content and identify quicker with the new culture than immigrants who did not consume their media (Kizin et. al., 2018; Yen & Dey, 2019). Following these reflections, it is crucial and evident to take research in this field beyond existing theories as the influence of media might be greater than previously assumed.

In the past three to four decades, the consumption of international media has risen

due to the ongoing globalisation as borders are becoming less and less visible when it comes to globally consumed and accessed media (Wheeler, 2000). This development can clearly be felt by all of us. As a result, watching US American TV shows has become a strikingly mundane part of our lifestyles simply because it is easily accessible and entertaining while English proficiency has also become an implemented part in many of our lives. Moreover, many of us have developed professional or personal connections to foreign countries. Due to increasingly connected economic markets, many more among us are also affiliated with other foreign national cultures as a result. Based on this, it has become relatively common to not just learn English but to also learn about other foreign languages as well as cultures as such knowledge is crucial in today's business world. These dimensions also imply that such developments are as well represented in education where internationally focused study tracks have strikingly increased and therefore set a foundation to create more foreign affiliations and connections (Craig & Douglas, 2006). Due to this development, many of us progressively consume international media as some may watch Casa de Papel in Spanish instead in our native language as a result.

In short, globalisation, internationalization as well as multiculturalism have made it easy to dive into foreign national cultures through their media contributions as various connections to foreign countries are being created as well as tightened. Provided examples highlight that there are numerous different national cultural connections that are linked to international media consumption which enable a clear categorization in the specific type of international media consumption. All this serves as a foundation to take research *even further* and investigate already widely approved relations between media consumption and identity outcomes among a *new target group* that is *not* made of immigrants/internationals or the native population. This means that the overall research goal is to measure foreign as well as superordinate identity outcomes that directly relate to different types of international media consumption among a target group that is made of individuals that do *not* live in the national culture the media content originates from (i.e. no immigrants, long-term internationals or natives).

In this study, international media consumption that is linked to personal connections (i.e. family, friends, profession) to foreign national cultures is referred to Foreign Media Consumption and can consequently be understood as a subcategory of international media consumption. Since the cultural impact of media seem so evident, it is judged as relevant to look beyond national borders and investigate identification creation processes with foreign national cultures when foreign media consumption is practiced. This implies that given study intentions see great potential in measuring positive relations

between foreign media consumption and foreign national identities. Foreign Identity is thus a concept that implies the existence of ingroup sentiments towards a national culture that is distinctive from the native national culture the individual is from and living in. This process is similar to the traditional concept of acculturation as the theory implies that socialisation is among the most crucial factors that enable an adaptation to a foreign culture. The concept of Foreign Identity, however, emphasizes alternative factors other than socialization that can relate to such an identity outcome which represent one main difference to traditional acculturation processes. Given research thus combines the described concept of Foreign Media Consumption and Foreign Identity as the study sets a vocal point on the Foreign Media Consumption which is expected to relate directly to an adaptation towards the foreign national cultural identity.

Contrary to Foreign Media Consumption, Global Media Consumption is followed by non-personal connections since this type of international media is often unintentionally consumed and is generally followed by motivations of entertainment and broad availability as this is often the case in the consumption of US American media (Collins, 2002). In short, the impact of Global Media Consumption is expected relate to another identity outcome. After all, given research expects Global Media Consumption to positively relate to a superordinate identity style called Global Identity.

The intended method consequently expects to measure Foreign as well as Global Identities *solely* by consuming foreign and global media. As already mentioned, contemporary research continuously highlights the importance of a social context to either adapt to foreign or global identity styles. This factor is, however, eliminated in given research which sets the main foundation for various ambitious academic, social and corporate contributions in order to possibly push the limits for identity adaptation further than previously suspected.

In addition, research on Intercultural Competence has heavily increased in the past two decades due to the rising number of intercultural situations humans are exposed to whereas intercultural skills have become a crucial asset in modern society (Byram et.al., 2001). Since Intercultural Competence is highly linked to individual dimensions of dealing with international and cross-cultural situations, it is generally seen as a crucial predictor and contributor to cultural adaptation processes. Intended research thus assumes that Intercultural Competence can impact the already introduced relations between Foreign/Global Media Consumption and Foreign/Global Identity. After all, this accentuates that Intercultural Competence is a relevant as well as promising moderator for intended research relations.

Everything combined, the main goal is thus to investigate whether the cultural impact of media is strong enough to relate positively to Foreign and Global identity styles when eliminating the social environment while also investigating how Intercultural Competence can affect the relations. The following research question emerges from these revelations:

To what extent does the consumption of National and International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence?

Intended research reveals three crucial research gaps. In order to provide first brief insights into the most poignant and crucial gaps, it must be mentioned that the overall goal is to investigate the introduced relations among a target group that has so far been ignored in research. The goal is to analyse the relations between Foreign as well as Global Media Consumption and their relation to Foreign as well as Global Identities among target group that is not physically living in the national culture the media content originates from. This is contradictory to previous research on ingroup identity creation as well as cultural adaptation. Existing research highlights that the environment an individual is surrounded by is a crucial factor when it comes to the identity ingroup development (Hammack, 2015). In short, intended research goals could contradict predominant revelations, indicating that the culture's physical environment is not needed to develop a national cultural or superordinate identity. Furthermore, the phenomena on Global Identity has so far not been thoroughly investigated in research as it represents a new topic of interest as given study is one of the first attempts to combine this identity type with media consumption. The third contribution surrounds around the investigation of Intercultural Competence and its impact on the expected relations between Global/ Foreign Media Consumption and their corresponding outcomes on Global/ Foreign Identity. It could thus provide further insights into how Intercultural Competence can impact Foreign Identity as well as Global Identity among the intended research population.

After all, the study has strong potential to contribute to social, corporate and academic viewpoints. Intended research goals could heavily contribute to society and its perception on multicultural identities. In a world where multiculturalism is increasingly becoming more predominant, a cultural identification as well as adaptation could be more easily adapted than previously assumed, highlighting that cultural incidents and intercultural obstacles could be handled more easily by diving into a culture's media contributions. It also shows that biculturality could be more widespread than previously

assumed as more factors could flow into it among a target population that is not suspected of being bicultural, enabling a new view on this phenomenon that invites or further academic investigation. Even from a corporate perspective, intended research goals could give direction for international media conglomerates. Results could especially highlight the cultural impact on identity through media consumption. Global media players could use this to spread their culture globally in order to exercise soft power. In addition, results could be useful for marketing adaptation and influence strategic and content specific decisions. This implies that the existence of Foreign and Global Identity styles among a population that was previously not suspected of possessing such multicultural and superordinate dimensions could indicate that globalised strategies might be more powerful than currently assumed.

Everything combined, the intended study represents a novel and very ambitious project that aims to investigate superordinate and foreign identity styles from a new perspective in order to possibly underline and reveal the powerful cultural impact of media that could revolutionize the way we perceive ingroup identities.

In order to reach this goal, all briefly introduced concepts are thoroughly conceptualised in chapter 2 and put into context with previous theories which elaborate and reason given research intentions that are presented in four different hypotheses. Chapter 3 provides an in-depth conceptualisation of the applied quantitative methodology as the analysis is based on a self-administered survey. This implies that all variables and all data preparation is thoroughly presented in order to provide an accurate understanding of the intended study. Chapter 4 thus provides all results for all four hypotheses which is followed by an extensive conclusion which includes a profound discussion while showing precise limitations, recommendations and further implications in chapter 5.

2. Theory and previous research

In order to conceptualise and accurately reason all intended research goals, provided theory presents in-depth elaborations on identity theory to introduce all identity types of interest while combining the revelations with necessary national and international media consumption dimensions. After all, the provided theory represents the framework to enable valid and reasonable research approaches.

2.1. Identity theory

The concept of identity is multi-faceted and offers various perspectives in academic research as no congruent definitions exists. In the broadest sense, identity can be described as the outcome of all compromised goals, values, ideas and beliefs an individual is committed to which give direction for basic life decisions (Waterman, 1984).

Given thesis bases itself on the sociological concept of identity which emphasizes the interactive nature of identity and represents the bridge between the "outside" and "inside" world of individuals (Hall & Du Gay, 2006). Humans tend to categorize themselves into groups which describes an extensive social self-categorization process which was first profoundly analysed and introduced as the self-categorization theory by Turner in the 1970s (Turner & Reynolds, 2011). The self-categorization theory implies that individuals put themselves into a group that is similar to them in their behaviour, values and ideas which consequently create a foundation for an emotional bond that characterises and gives direction for the self-categorization process (Turner & Reynolds, 2011). In short, individuals feel strong emotions of solidarity, closeness and unity with the group they categorize themselves to as "others" are placed in outgroups. The outgroup is characterised by its differences which lead to weak emotions of closeness and solidarity (Hogg, 2016). The individual self-categorization is thus the basis for the social identity theory which represents the used identity theory for given research. The concept of social identity describes the interaction between the self and society as it shapes the way we see, evaluate and act in society (Hall & Du Gay, 2006; Jenkins, 2014). Coming from there, the identity theory of interest in this research is the social identity theory which was first introduced in the 1970's by Henri Tajfel. The theory has become one of the most influential identity theories which bases itself on ingroup as well as outgroup relations and has proven itself as a valuable academic foundation for studies beyond the scope of social psychology (Hornsey, 2008). It describes a socio-psychological identification concept that puts emphasis on the belongingness to an ingroup which is the result of an individual's self-

categorization process. As a consequence, it is a fitting concept to analyse collective identity dimensions.

The theory is built on the notion that each individual has unique attitudes, memories, emotions that are distinctive from other individuals (Hornsey, 2008). This is often referred to the self-concept (Turner, 1986). The social identity theory indicates that personal attitudes, values, evaluations well as internalised cognitive processes, reactions and behaviours are shaped by the society an individual is surrounded by (Hornsey, 2008; Hogg, 2016; Tajfel, 1974). Society is therefore a decisive factor when it comes to an individual's self-concept that enables a self-categorization (Tajfel, 1974; Turner, 1986). This also implies that individuals who live in one society have similar self-concepts (Hogg, 2016). As a result, members of one society share coincident values, attitudes, cognitive processes, reactions and behaviours that are different from members of other societies.

In short, the social identity is based on rather homogenous intergroup relations which the individual is surrounded by that vary from other groups (Hogg, 2016).

2.2. Cultural Identity

Given research aims to investigate national cultural sentiments of belonginess. This implies that culture itself plays an important supporting role in order to define national cultural identity styles. National cultural identities are thus characterised by their internalised cultural concepts which are shared within the national culture (country) and are distinctive from other national cultures with other shared cultural concepts.

 "Nation" and "country" are commonly used to refer to cultures as it must be highlighted that reality does look different. National borders do not align to cultural borders (Hofstede, 2001). As a result, this study refers to national cultures in order to refer to countries that aim to represent one cultural entity. To highlight its relevance for general academic attention, it must be stated that culture is deeply rooted in society as it changes relatively slowly over time and is followingly also shaped by national borders (De Mooij, 2019; Hofstede, 2001). This underlines that culture is relatively resistant towards global trends which entails that the need to study as well as to consider cultural differences is still highly important despite perceptions of an emerging global culture (De Mooij, 2019; Hofstede, 2011).

National cultures also provide a reasonable foundation to create an ingroup based on self-categorization (Kosmitzki, 1996; Yep, 1998). As a result, collective identities can even translate to collective national cultural identities as cultures form an ingroup construct (Hogg, 2016). Culture is therefore a striking foundation for diversification that leads to

varying categories for self-identification (Kosmitzki, 1996). As a result, culture gives directions for desired behaviours and values that are unique within the borders of the culture, creating a cultural identity (Yep, 1998). Everything is viewed through a cultural filter as humans make sense of the world through the internalised concepts that are taught through the culture they live in that become part of the incorporated values that shape the cultural identity, (Christopher & Bickard, 2007; Kosmitzki, 1996; Yep, 1998). In addition, there is little awareness of the cultural impact that goes through all individual observations and evaluations which accentuates its underlying and often underestimated importance when it comes to identity creation process (Christopher & Bickard, 2007).

Based on these reflections, it becomes clear that culture and identity are strongly connected as cultural concepts highly influence the patterns individuals incorporate in their identity (Waterman, 1984).

2.2.1. National Identity

Following the concepts of the social identity theory and cultural identity, the first identity type of importance is focussing on National Identities (NID). NID is differently defined in contemporary academics and is often referred to the notion of collective memory that is connected to a place of settlement, ancestry, symbols and traditions (Schlesinger, 1991). This research, however, bases its understanding of all identity types on the ingroup and outgroups self-categorizations as introduced in the social identity theory in order to provide a congruent basis for analysis based on ingroup *sentiments*. As a result, the sense of belongingness is emphasized and the ingroup affiliation to the native national culture which are expressed through schemata that are characterised by similarity in behaviour, concepts, emotional dispositions and attitudes that have been acquired through socialisation within national borders of the native national culture (Wodak, 2009). As a result, given analysis defines NID as patterns of thinking, feeling and acting that emerge from shared conventions as well as values that exist within the borders of the national culture the individual is from (Cleveland et. al., 2016). This also implies that such members define the outside world accordingly to the internalised schemata that create their NID (Wodak, 2009). NID thus also gives direction for *how* the outside world is evaluated and characterises individual behaviour that is commonly found among all members. The national culture that shapes NID forms the ingroup that is distinctive from the outgroup, i.e. other national cultures. Moreover, excessive NID sentiments are often used to describe nationalism as strong NID sentiments correlate to perceptions of superiority towards other national cultures (Triandafyllidou, 1998). Various scholars on NID thus imply that NID

does set a vocal point towards who is part of my country and who is a foreigner which is highly characterised by a shared language, traditions and customs that set cultural codes which cannot be fully understood by those who are not part of the national culture (Triandafyllidou, 1998). After all, NID is often described as one of the most poignant and applicable concepts to measure ingroup belonginess (Triandafyllidou, 1998).

2.2.2. Foreign Identity

Based on the previous conceptualisations, given thesis introduces the concept of Foreign Identity (FID). Since no founded and fitting definition to this identity type exists, given thesis refers to the definition of acculturation in order to create the intended concept of FID. Acculturation is widely discussed in academics as intended research focuses on more recent and relevant approaches of this term. It is therefore understood as the process of the interaction of at least two cultures by which an individual learns and adapts the concepts of the foreign national culture which is distinctive from the national culture of origin (Berry, 1997; Rudmin, 2003). It implies the familiarisation with values and norms that are expected in the host (foreign) culture as the individual acquires skills to socialise in the new cultural setting (Berry, 1997). Academics discuss various adaptation strategies which focus on numerous relations between home culture maintenance and foreign culture assimilation dimensions as this thesis will only focus on relevant approaches. The importance for intended research lies in the bidirectional concept of acculturation (Cleveland et. al., 2009; Berry, 1997). This indicates that individuals learn the codes of the foreign, distinctive culture while also preserving their original heritage culture depending on the given context, enabling alternating cultural identities (Cleveland et. al., 2009). According to this, acculturation is understood as the adaptation of a foreign national cultures' values, norms and concepts while also preserving internalised schemata of the native national culture. It becomes clear that acculturation is almost exclusively used to describe the cultural adaptation of immigrants in their integration process. Since this does *not* align to the intended research target group, following thesis bases itself on the described principles of acculturation in order to introduce the concept of Foreign Identity (FID). Taking the concepts of the social identity theory into account, FID refers to a national culture's identification that is distinctive from the native national culture which an individual is part of and surrounded by (often NID). It describes the adaptation of a shared collective mindset that incorporates the foreign cultures' values that vary from the collective mindset and values the individual is culturally from and living in. As a result, FID refers to sentiments of belongingness towards a group that was *once* an outgroup but is

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now part of the ingroup due to the individual's self-categorization process. All this highlights that a physical presence is *not necessary* for FID as individuals show typical acculturation characteristics despite living in their native national culture. This describes one crucial aspect for the most relevant investigation intentions. FID implies that a national cultural identification is possible without living in the corresponding national culture. In the end, it is characterised by acculturation processes that are not triggered by socialisation. FID followingly enables an individual to *alternate* between the internalised schemata and codes that they have learned in their native national culture while also having adapted values and concepts of foreign cultures without physically living in them. This means that in combination with NID, an additional FID development in one individual can be described as bicultural identity development, enabling such individuals to switch between cultural narratives. Biculturality is a widely discussed subject with various orientations and definitions as the discussion goes beyond the scope for the intended study. In order to provide a brief explanation that also aligns to described conceptualisations, biculturality enables individuals to alternate between the national identities depending on the social context (LaFramboise et. al., 1993). This study thus interprets bicultural identities as non-hybrid and prefers a concept that is closer to the adaptation of *two* identities that are context dependent. It must be stated, however, that various perceptions on biculturality exist while the provided alternating style is more useful for intended research intentions (NID and FID are developed separately and not merged into one). In general, biculturality is relevant for all research intentions as bicultural dimensions are becoming increasingly predominant and thus represent a factor that needs to be measured when it comes to national as well as foreign identity development.

This also means that this type of identity development is contradictory to the introduced social identity theory as further conceptualizations in the next sections will elaborate on this.

2.3. Global Identity

The overall discussion on superordinate identities emerged from the discussion of globalisation and its impact on identity (Hamert et. al., 2019). Globalisation thus causes people to increasingly look beyond their national borders which impacts their in-group identity self-categorization (Hamert et. al., 2019). Research on superordinate identity styles focussing on ingroup sentiments towards global/all of humanity identity styles are still in their footsteps as predominant research defines them differently while also attributing distinctive labels to them (Caromona et. al., 2020). It is therefore difficult to set a founded

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theoretical framework in order to create a fitting foundation for intended research goals for superordinate identity styles. In order to introduce an appropriate identity concept for intended research goals, given study bases itself on the recent revelations presented by Caromona et. al., (2020) who conceptualised six superordinate identity concepts that are categorized towards either globally oriented labels or humanness-oriented labels as research suggests to not equate these terms.

Based on this, the humanness-oriented labels seem to represent the most suitable option to measure ingroup sentiments for intended analysis. Humanness-oriented identity thus emphasizes the elimination of socio-cultural and biological differences that shape ingroup designations (Caromona et. al., 2020). Humans are therefore seen as one entity as the human ingroup sentiments exceed all ethnic and cultural barriers. Such individuals are often characterized by a deep sense of solidarity towards all humans and believe in shared universal values (Caromona et. al., 2020). Humanness-oriented labels do set a vocal point to "being one" while globally oriented labels emphasize aspects of human equality and is consequently more politically/intellectually motivated (Caromona et. al., 2020). Since already introduced identity styles (NID and FID) are based on an *emotional* feeling of belongingness, solidarity and empathy, the concept of humanness-oriented identity represents the best suitable option in order to provide a foundation for a superordinate identity. In general, research often emphasizes that superordinate identities are commonly found among long term internationals and people who are strongly affiliated with foreign cultures (Reese et. al., 2015). After all, it can be assumed that superordinate identity styles, including humanness-oriented labels are generally taught and attained through socialisation processes.

These conceptualisations create a fitting foundation for the applied identity style for this research called Global Identity (GID). Humanness-oriented labels are therefore aimed to be represented in GID development. GID thus accentuates the concept of human universalism and the perception that all humans share similar values. It underlines the notion of all humans being similar across the globe, highlighting the existence of a global ingroup sentiment of all humans based on shared values. Since proposed research bases the investigation of all identity types on the principles introduced in the social identity theory, GID can be defined as the belonginess to an ingroup whose members are similar in their behaviour, values and ideas which are in favour of universalism, global empathy and solidarity as they perceive all of humanity as an ingroup. Moreover, the concept of GID does not imply that this superordinate identity style can only be attained through socialisation as further elaborations and conceptualisations point out other possible ways

that can lead to GID as this shows a striking difference to the general conceptions and understandings of superordinate identities. In general, people who identity with superordinate identities are often called global citizens (Reysen & Katzarska-Miller, 2013). The concept of global citizen is also not clearly enclosed and also debated in research as given thesis attributes the concepts of GID to global citizens in order to provide an ingroup designation. This implies that given research *solely* attributes the described concepts of GID to global citizens. Global citizens are thus characterised as individuals who believe that humans all across the world tend to have similar values and feel solidarity as well as ingroup sentiments towards all humans.

2.4. Media, Culture and Identity

Media communicate desired social norms that impact individual attitudes and behaviours (Arias, 2019). As a result, media are not to be ignored when it comes to identity development. This implies that media influence the way humans evaluate, act and understand their own being as well as their surrounding environment. As a consequence, the occurring internalisation of concepts that are crucial for identity development can be shaped by media consumption (Wodak, 2009). Moreover, media are a cultural product (Rothenbuhler & Coman, 2005). This means that distinctive cultural values leave their traces in all produced media which include cultural concepts and ideas (Georgiou, 2010; Rothenbuhler & Coman, 2005). This implies that media are undoubtedly a mediator for cultural values which impact behaviour, personal values and further patterns that reflect themselves in our national cultural identity (Arias, 2019; Kellner, 2011).

In this research, the investigated media content for both national and international media is broad and includes audio-visual media including television, radio and movies, while also looking at the consumption of (online) newspapers, magazines/journals, books, music and Internet platforms (e.g. social media or streaming platforms). This means that given research aims to cover a broad range of media in order to capture the individual use concerning the frequency of the consumption that enable a solid basis for analysis.

2.5. National and International Media Consumption

Given study identifies numerous types of media consumption which are crucial to investigate intended research intentions on identity outcomes. The concept of National Media Consumption (NMC) is rather simple and aims to compromise all nationally produced media that are consumed by individuals that are from that national culture. International Media Consumption (IMC) can be understood as an umbrella term for all

internationally produced media that are consumed by an audience that are not originally from that specific foreign national culture the media content originated from. National media markets are increasingly looking beyond their borders as local markets have become globally accessible over the past 30 years (Collins, 2002). This implies that the ongoing globalisation and multiculturalism are reflected in individual IMC behaviours while mundane lifestyles are increasingly becoming more international (Crane & Kawashima, 2016; Collins, 2002). For this reason, it is becoming more common to consume media content from foreign national cultures for various reasons. Since globalisation, internationalisation as well as immigration led to various individual IMC behaviours, given study differentiates two specific IMC subtypes due to the expectation of finding different identity outcomes which are to be elaborated in the next chapters. The first IMC subcategory is Foreign Media Consumption (FMC). FMC entails a specific personal country connection to the given foreign national culture the foreign media are consumed from. On one side, people follow motives of neediness and personal reasons caused by professional, familial or even educational country connections that result in the engagement with specific foreign cultures (Cleveland et. al., 2009; Collins, 2002; Drotner, 2001). In short, FMC refers to the consumption of international media from a specific foreign national culture that is caused by personal connections to that foreign national culture. This could, for example, be caused by professional or familial connections that lead to FMC. An example would be a German student who studies Foreign Applied Languages and is thus (for example) affiliated with the French language and culture. The student then has a professional/educational country connection to France. IMC from France for that specific person would therefore be FMC. Another suitable scenario would be a German girl whose parents came over to Germany from Russia. She thus likely speaks Russian. Her connection to Russia is on a familial level. Her IMC from Russia are for this reason categorized into FMC. FMC is therefore often very specific and happens intentionally as the foreign countries for FMC are usually not globalising national cultures since they require specific foreign language skills (i.e. often not just English) and sometimes face issues of easy access. The consumption is therefore often accompanied by the willingness to consume media from that specific foreign country. The next IMC subtype provides further elaborations on this. Another IMC subcategory is thus Global Media Consumption (GMC). Contrary to FMC, GMC entails that no specific country connection is existent to the given foreign national culture media are consumed from. For example, a young Dutch woman watches "Stranger Things". "Stranger Things" is a popular US American series as US American media are widely spread on a global scale

and can be accessed easily for a broad, global audience. This implies that GMC is often unintentionally consumed since the viewer does generally not specifically intend to consume US American media but is rather motivated by entertainment and broad availability. For this reason, contrary to FMC, GMC is often linked to no personal country connections. The origin for national countries for GMC are therefore very likely national cultures that give direction for globalisation as the United States is a fitting example for such media consumption. It must be stated, however, that the country itself does not reveal whether FMC or GMC is practiced. For this reason, personal connections (e.g. family or friends) to the United States can be considered as FMC. To provide further insights, it is also common to consume French media in Africa where French media consumption can also be categorized as GMC. For this reason, the categorization is solely based on specific individual country connections that reveal whether GMC or FMC is practiced. What applies to both IMC (including FMC and GMC) and NMC is that all concepts include a broad range of media compromising of television, movies, books, movies, journals/magazines, radio, (online) newspapers as well as Internet platforms such as social media or streaming platforms. It must be mentioned that all NMC and IMC (i.e. both FMC and GMC) indicate that all media are consumed in the native language (or lingua franca) of the given national culture the media content originates from as language is highly connected to an individual's cultural identity (Charaudeau, 2001). Language is one of the strongest factors that influence and even determine feelings of cultural belonginess (Schlesinger, 1991). It is seen as central to national cultural identity and naturally endows a sense of difference while it's also fundamental for acculturation processes (Miglietta & Tartaglia, 2009). Since language is crucial to cultural belonginess, it is judged as relevant for intended analyses for all non-nationally produced media.

2.6. National Media Consumption and National Identity

In this research, national media refer to all nationally produced media content. The consumption of national media mainly occurs as members of the national ingroup (widely the NID ingroup) are generally drawn to it due to its familiarity, language and availability (Kellner, 2011). Moreover, national media primarily communicate content within the scope of the national collective memory, making national media highly relatable and easier to understand for the national audience which increases the motivation to consume it (Billings et. al., 2019; Schlesinger, 1991). Past research has already widely analysed existing relations between the consumption of national media and a relational positive increase in national identity as these relations have been widely confirmed (McLean et. al., 2018). For

example, research among black and white South Africans has shown that South African media exposure can lead to a higher South African ingroup identification among blacks and whites (Strelitz, 2002). Moreover, national media exposure increases the sense of national pride which also positively impacts national identification (Billings et. al., 2013; Schlesinger, 1991). Other emotions such as solidarity, superiority and empathy were measured when national media are consumed (Billings et. al., 2013). Research also found out that an increased NMC decreases positive sentiments towards internationalism (Billings et. al., 2013). As a result, national media create a sense of closeness that attract members of the given national culture. Since national media incorporate and communicate the national culture's concepts, a positive relation between NMC and NID development is highly expected. This also means that the social context is included in the first part of the analysis in order to confirm the theoretical conceptualisation for following, more relevant research approaches. Finally, the first hypothesis emerges from these revelations:

H1: National Media Consumption relates positively to National Identity

2.7. Foreign Media Consumption and Foreign Identity

As already elaborated, FMC as a subcategory of IMC indicates personal country connections that are linked to family, friends, education, profession or other reasons that indicate personal country connections. FMC is increasingly becoming part of mundane lifestyles due to globalisation and immigration as the need as well as desire to be internationally affiliated is rising. It seems thus, relevant, to measure and investigate how the cultural content that is transferred through FMC can relate to national cultural identity styles.

Previous chapters already highlighted that the cultural content of media can influence identities. The cultural impact might, however, be greater than previously suspected. In the past two decades, researchers increasingly discovered the power and cultural impact of media on immigrants. Various studies among immigrants have shown that the exposure of their new home countries' media correlates positively to their acculturation process (Miglietta & Tartaglia, 2009; Li & Tsai, 2015; Strelitz, 2002). As a result, the new home countries' media exposure impacts their national identity as immigrants who did consume the media content identified stronger with the new home countries' concepts, ideas and values compared to immigrants who did not (Li & Tsai, 2015; Miglietta & Tartaglia, 2009). This also confirms that national cultural identities are fluid and can be newly adapted (Cleveland et. al. 2009). Since positive relations between national identity and

media consumption have already been widely investigated and proven, it seems crucial to take those relations further to fill research gaps.

As already mentioned, various scholars already highlighted that the media consumption of the new national home culture lead to an improved acculturation and new national identity creation process among *immigrants*. Given analysis therefore aims to focus on a *different target group*. Since previous research heavily focused on immigrants and their cultural identity, this thesis targets individuals that do live in their home country as their environment is already embedded in their native national culture. The target group does, however, consume foreign media content that originates from a different national culture other than their home culture. As already highlighted, this includes consuming media in the native language of the given foreign national culture due to the strong ties to sentiments of cultural belonginess.

Since the introduced concept of FID entails that national cultural ingroup sentiments can occur without physically living in the given foreign national culture, intended research aims to combine it with FMC as it also entails the consumption of international media the individual is not from. As a result, given research predicts that FMC positively relates to FID. This indicates that foreign cultural adaptation is possible by *solely* practicing FMC. Moreover, this also implies that the introduced FID concept can represent an extension to the social identity theory the since no physical foreign cultural environment is given and could thus represent an academic contribution that invites for further investigation.

As previously mentioned, NID and FID together can cause some form of bicultural development due to the existence of two national cultural identities. The scope of the study understands biculturality as an alternating style it is assumed that media consumption can trigger such dimensions instead of socialisation processes. Schlesinger (1991) reflected as well as concluded profoundly on the impact of FMC on NID, highlighting that FMC can lead to a cultural identity crisis since it can cause a weakened identification with the native national culture (NID) (Schlesinger, 1991). Contrarily, this could be seen as an additional indicator that FID increases when FMC is practiced. Everything combined, intended analysis aims to prove positive relations between FMC and FID development exist. Following these concepts, the second hypothesis is as followed:

H2: Foreign Media Consumption relates positively to Foreign Identity

2.8. Global Media Consumption and Global Identity

Previous hypotheses have already accentuated that media consumption and national cultural identity are heavily intertwined and might be more impactful than previously assumed. As already profoundly elaborated, GMC occurs when no personal connections to the foreign national culture of the media content exist. Regarding this, national cultures that give direction for globalisation are often countries of origin for GMC. A splendid example for such a national culture is the United States.

Up until recently, US American media were undoubtedly the most powerful and dominant media power worldwide which heavily contributed to the US American soft power (Chatin & Gallarotti, 2019). Soft power entails that national cultures can heavily influence foreign principles and assimilate foreign values and opinions closer to their own on a global scale (Nye, 1990), (Kroenig et. al., 2016). As a result, positive sentiments on US American principles are triggered among the global audience (Nye, 1990). This highlights that soft power can impact one's identity due to the transferred cultural concepts. Consequently, GMC is improbable linked to personal motivations as GMC can even occur unintentionally (Collins, 2002).

It must, however, be mentioned that globalising national cultures are shifting. Recent scholars highlight the upcoming importance and rise of the Global South (often mentioning China, India and Brazil), pointing out an increased relevance in the global media (Arora, 2019). As a result, the origin of globally accessed and consumed media is shifting away from the United States as the soft power of the Global South is expected to grow (Arora, 2019; Chatin & Gallarotti, 2019).

Nevertheless, the United States still represent a very strong media global player as people generally consume their media content for mere entertainment due to the broad foreign availability and ownership of media conglomerates (Jenkins, 2004; Kellner, 2011; Kraidy, 2002). As a result, US American content is spreading values of the US American national cultural identity on a global scale. Due to the global impact of globally spread cultural values and concepts, an expected sense of global belonginess is expected to be triggered when GMC is practiced. Since emerging research on global (or superordinate) identities is promising yet still in its footsteps, it seems crucial to combine it with given research intentions. The introduced concept of GID is therefore the expected outcome of GMC. Due to the global spread of homogenous cultural values and concepts from national cultures that give direction for globalisation, a global ingroup sentiment is expected to positively relate to such media consumption. The specific national cultural identity of the

GMC origin (e.g. US American values) are, due to the lack of personal connections, not expected to be related. This implies that an adaptation of an US American identity (when GMC relation is depicted) does not represent the expected national cultural identity outcome. Since GMC indicates no personal national cultural connection, the incorporated values translate to GID creation. In short, GMC is expected to relate to sentiments of global belonginess due to the global spread of similar values that are linked to global empathy and solidarity which are crucial for developing ingroup sentiments. As already explained, GID does not necessary emerge from socialisation processes as GMC is expected to lead to such an identity outcome. Similar to the second hypothesis, a social embedment is not necessary to adapt GID while it is expected to relate to GMC. Following third hypothesis emerges from these reflections:

H3: Global Media Consumption relates positively to Global Identity

2.9. Foreign and International Media and Intercultural Competence

Further reflections focus on factors that could possibly impact given hypotheses. As previous hypotheses expect cultural adaptation processes caused by foreign media, the overall it seems crucial to investigate possible factors that can influence these expected relations. In order to do so, intended thesis includes the investigation of Intercultural Competence (ICC) and its impact on predicted relations proposed in the second and third hypothesis as further provide a reasonable conceptualisation for this moderator.

In order to provide a profound and relevant understanding of ICC for the intended analysis, it must be mentioned that there is no consensus towards a founded definition for Intercultural Competence as this study bases itself on the revelations by Van Oudenhoven and Van der Zee. According to them (2001), Intercultural Competence determines the evaluation of intercultural contexts as it also influences individual behaviour when facing such situations (Van der Zee & Van Oudenhoven, 2001). In general, ICC is often described as the individual's skill set on a cognitive, social as well as behavioural basis that enables successful communication in an intercultural setting (Deardorff & Jones, 2009; Van der Zee et. al., 2013). It is therefore based on knowledge, attitudes and skills that are differently developed among individuals that give direction for their ICC. These aspects are reflected in their understanding, evaluation and behaviour in cross-cultural situations (Van Oudenhoven & Van der Zee, 2001). According to Van der Zee & Van Oudenhoven (2001), strong ICC traits are associated with individuals that excel and grow in intercultural situations. Characteristics such as cross-cultural empathy and sensitivity, general flexibility

as well as openness and tolerance to change and deviant opinions are often mentioned as crucial ICC traits (Van der Zee & Van Oudenhoven, 2001).

The Multicultural Personality Questionnaire (MPQ) by Van der Zee & Van Oudenhoven (introduced in 2000) is used as an instrument that measures crucial ICC traits as it covers dimensions on cultural empathy, open-mindedness, social initiative, emotional stability, and flexibility (Van Oudenhoven & Van der Zee, 2001). As already mentioned, the covered dimensions of the MPQ align to crucial and relevant ICC traits as the introduced MPQ serves as a fitting foundation to measure and define ICC accordingly. ICC is thus characterised by traits of cultural empathy, open-mindedness, social initiative, emotional stability and flexibility. Since a very inclusive investigation of ICC is not possible due to the scope of the applied methodology (See chapter 3), given thesis aims to focus on the most crucial aspects of the *short form* of the MPQ (introduced in 2013) in order to measure the impact of ICC. As a result, the dimensions on cultural empathy and open-mindedness aim to appropriate provide results for ICC. Cultural empathy is judged as the most reliable trait for ICC as this reasons its focus for intended analysis (Van der Zee et. al., 2013). Moreover, items measuring open-mindedness strongly accentuate the measurement of behaviour in new situations. Open-mindedness is thus judged as more relevant than investigating flexibility, social initiative and emotional stability for ICC since open-mindedness specifically focusses on how new and unknown situations are handled and reflected on while also mentioning behaviour in intercultural settings. The remaining three dimensions (social initiative, emotional stability and flexibility) do not specifically focus on interculturality and are thus more seen as crucial characteristic traits for ICC while investigating the specific behaviour in new/intercultural situations seems more relevant (i.e. open-mindedness). As a result, open-mindedness and cultural empathy are the most relevant traits for ICC.

In order to combine and highlight the importance of ICC with given research intentions, it must be mentioned that ICC in general is gaining increased relevance among cross-cultural scholars as it is widely considered as a crucial skill set in a globalising world (Van der Zee & Van Oudenhoven, 2001; Deardorff, 2011). ICC research, has, however, also not exhausted all dimensions since ICC in combination with media consumption and identity have so far only been widely separately analysed. Studies have shown that immigrants with strong ICC skills show a more positive and stronger adaptation to the new home national culture than immigrants with weak ICC skills (Ni et. al., 2018). This could be seen as an indicator that ICC could be linked to an improved FID adaptation even among an audience that is not made of immigrants. Moreover, recent research revealed that

strong ICC skills also contribute to a better understanding and easier identification with humans in general which helps such individuals to navigate more appropriately in new situations and are often able to depict universal values more easily (Hart et. al., 2020). This describes a clear impact of ICC on GID adaptation and thus shows that ICC can influence GID. Recent research has also shown that ICC can be attained and improved through the usage and consumption of international media (Ngai et. al., 2020). It has, however, not been analysed how national and/or international media consumption relates to national cultural and/or superordinate identity development while measuring a moderating impact of ICC on these relations. Everything combined, it seems relevant to combine given research intentions described in H2 and H3 with ICC as ICC could have a moderating impact on these expected relations.

Coming from there, intended research aims to investigate the impact on ICC on the expected positive relations between FMC and GMC and their relations to FID and GID. Based on previous conceptualisations, a high score on ICC predicts an easier adaptation to a foreign national culture and global ingroup perception, resulting in the expectation that high ICC scores relate to stronger relations between FMC and FID as well as GMC and GID. This means that the positive relations that are predicted in H2 as well as H3 are even stronger when ICC scores are high. The fourth hypothesis is therefore as followed:

H4: When scores on Intercultural Competence are high, the relationship between Foreign Media Consumption and Foreign as well as Global Media Consumption and Global Identity are stronger

Everything combined, it becomes clear that intended research focuses on three independent variables NMC, FMC and GMC. The three dependent variables represent NID, FID, and GID while ICC serves as moderator variable for the relations between GMC and GID as well as FMC and FID. Following table illustrates these elaborations:

Table 1: *Research Model*
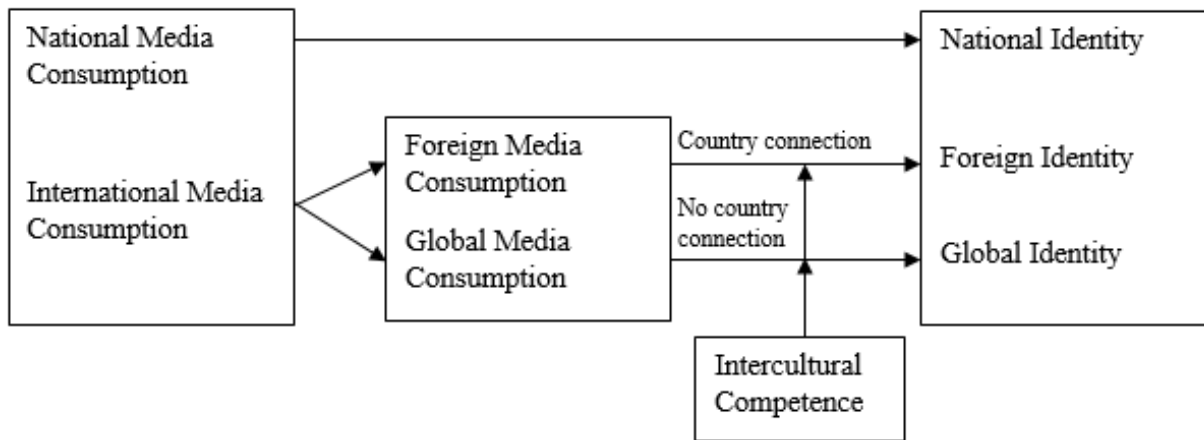
As already explained in the introduction, intended thesis aims to provide numerous scientific contributions which mainly revolve around investigating existing research among a new target audience, i.e. international media consumption leads to national cultural and superordinate identity adaptation among non-migrants or internationals. Moreover, the clear differentiation of the consumption of international media (FMC and GMC) has also not yet been applied and could thus represent a novel way to perceive and categorize international media consumption behaviours. This also applies to the concepts of FID as well as GID since they describe unique identity styles that do not require socialisation in order to be attained. Moreover, given thesis also adds a new contribution to superordinate identity research in general as it is still in its footsteps as a novel combination with media could provide more crucial insights into the phenomena and its adaptation. Lastly, the addition and research combination with ICC is also novel and could contribute to ICC research. As already elaborated, multiple social and corporate consequences could consequently follow which focus on the prevalence of biculturality, the spread of soft power, multiculturalism and connected preferences in global as well local marketing strategies which are linked to national identification.

3. Methodology

Given methodological approach provides an in-depth and transparent understanding for all intended analyses and presents all necessary preparations in order to ensure a valid as well as representative study.

3.1. Research design

In order to reach intended research goals and provide appropriate results for the research question *To what extent does the consumption of National and International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence?* a self-administered online survey was conducted. Quantitative data is generally considered as the most reliable method for precise and generalizable results (Babbie, 2013). This is crucial as given study aims to provide answers for a broad target audience as results can be generalised and thus applied to that audience. In the end, a clear answer can be provided that applies for the general population which aligns to crucial research goals. Moreover, quantitative research is the most suitable tool to analyse a large sample as this data-centred approach can depict patterns that provide clear answers for expected correlations which highlights that a quantitative analysis is a fitting method for intended research question. When focusing more on the specific research intentions, it becomes clear that all intended analyses were derived from a deductive approach which indicates the need to apply a quantitative method (Babbie, 2013). This implies that a quantitative method enables to provide precise and valid answers that were derived from generalizable concepts which is reflected in the theoretical framework. Lastly, the overall nature of the research question reveals that it aims to measure a relation between two subjects which implies that only a quantitative approach can thoroughly analyse relations as qualitative methods are more suitable to measure explorative and descriptive research questions (Babbie, 2013). After all, it becomes clear that the nature of given research strongly accentuates the application of a quantitative study. More precisely, a self-administered survey was performed. The overall nature of the study did indicate that a survey was a more suitable option than other quantitative approaches (experiments) since the specific goals could be attained without any randomization or manipulation. Moreover, experiments are more useful to depict causations rather than relations (Babbie, 2013).

In general, a successful and reliable data collection consists of at least 150 observations (Pallant, 2012). Common disadvantages are linked to validity, untruthful observations and high dropout rates (Babbie, 2013; Pallant, 2012). In addition, intended

analysis covered repetitive measurements that extended the length and the number of analyses as this indicated the need for an extensive data collection for accurate and sufficient results. Such repetitive characteristics could be seen as an indicator for a high dropout rate due to the monotone nature of the questions. In order to avoid high dropout rates while ensuring reliable analyses, intended data collection aimed to gather at least 200 respondents.

3.2. Procedure

The survey was created with Qualtrics due to its wide programming options as intended research required personalised questions as further elaborations concerning the scales and design conceptualise these aspects. The survey included a consent form that provided superficial information on the project as only respondents who gave their consent could continue the survey. Moreover, a draft was shared with 8 voluntary respondents of different cultural, educational and professional backgrounds in order to pilot test the survey for its final version. This followed the purpose of understanding how the items of the questionnaire were perceived by evaluating all possible individual views of all items. The received feedback was valuable which led to adjustments in the operationalization for the final version of the questionnaire. The self-administered online survey was spread through the personal network as well as on social media. The sampling method followed a purposive sampling method as the researcher specifically focused on an audience that likely consumes international media without living in the national culture the media content originates from. This indicates that the survey was shared in Facebook groups for students studying in internationally focused tracks and/or foreign languages as well as culturally centred tracks since such individuals are likely to consume foreign media. In addition, further Facebook groups for foreign language enthusiasts were exhausted to potentially cover data based on FMC caused by personal and/or professional motivations that lead to FID since this type of media consumption was expected to be the most difficult to cover for data collection. Moreover, the personal network consists of a great number of individuals working in translation, linguistics and in communications as this contributed to the overall demographics of the sample. The main goal was to cover a significant number of observations that frequently consume international media while having various connections to the national cultures. In addition, the selective sampling method increased the chances of collecting data of individuals who do speak multiple languages that enable IMC for both FMC and GMC. What is more, the applied survey distribution assumed that NMC and GMC represent an overall common occurrence in the general population as the

purposive method thus specifically focused on gathering data from an audience who likely practice FMC. Lastly, the distribution served for an appropriate foundation to measure various ICC scores for further analysis as selected demographics could indicate rather high scores on ICC. In sum, the applied sampling method and procedure indicated a great foundation to measure various demographic backgrounds and international media consumption behaviours that serve for all intended hypotheses.

The biggest flaw in the applied sampling method lied in the strong likelihood of collecting an above average number of respondents who did live a significant time abroad (i.e. longer than 3 years), highlighting the possibility that FID could be measured based on the traditional understanding of social acculturation rather than FMC. Moreover, the intended study facilitated a rather complex topic on national cultural identity as the applied sampling method could likely indicate the existence of strong bicultural identity styles *in first place*. After all, it could indicate that FID could also be measured based on existing bicultural identity styles attained through various possibilities rather than FMC. In the end, the applied sampling method could indicate that the intended measurement of relations are likely influenced and caused by other factors.

3.2.1. Sample and demographic description

A total of 238 responses where gathered out of which 158 observations were used for the final valid sample. The sample included all responses will a completion rate of at least 75% indicating that all necessary variables were fulfilled. This indicates a rather high dropout rate which is, as already explained, a common disadvantage when conducting studies. This might be the result of the overall repetitive nature of the questionnaire as further chapters reveal. This implies that the questionnaire became very extensive as well as monotone in some cases which lowers the overall motivation to complete the survey, especially when items were repeated. In addition, no reward (or similar) was assigned to the respondents as this could also explain the lack of motivation to complete the survey. In general, factors linked to motivation are the most striking reasons linked to high dropout rates (Babbie, 2013). Nevertheless, all data that was used for the final sample implied that the respondent met the minimum requirements of being at least 18 years old and agreed to the confidential use of their data. Moreover, all responses had a completion time of at least 5 minutes as no completed response needed to be excluded.

To provide crucial demographic information, the sample was mostly made of respondents from Germany (47.5%), the Netherlands (10.1%) and the United States (6.3%). In general, 32 different national cultures could be depicted while more than 85% of

the respondents were broadly from Europe. The collected sample was also highly multilingual, indicating that most observations listed at least three language options. The most spoken languages were English, German, Dutch, French and Spanish followed by Arabic, Turkish and Chinese. 78.5% of the respondents never lived abroad for longer than three years which can be explained by the above-mentioned sampling method. Intended thesis aimed to avoid high numbers of individuals who did live abroad to enable accurate measurements as this goal could not be entirely reached with a rather high percentage of 21.5%. Based on this, the overall demographic makeup was likely more multicultural/internationally oriented and thus confirms the initial reflections on the disadvantages of the applied sampling method. Moreover, 43.7% of all observations stated to have foreign family connections that are linked to their FMC consumption which was an indicator for biculturality (indicator for 2nd generation immigrants). This implied a rather high percentage of people who likely identified with more than just one national culture as their home national culture due to their family background. This finding was highly unexpected which led to adjustments in the applied control variables.

The mean age of the respondents was young with a mean of 28.2. The minimum age was 18 and the maximum age measured 66. 52.2% of the respondents were students from broad fields while transcultural, communication, media and internationally related study tracks were especially common. Moreover, 34.7 % of the sample identified as working professionals. In general, striking professional fields revolved around the social sectors, various IT professions and a noticeable number of translators and other foreign language/internationally focused professions. Overall, 31.6% of the respondents have obtained or were following a Bachelor's degree or Master's degree (31.6% as well). 17,1 % have followed a high school degree whereas 15.2% have obtained or followed a vocational degree.

Concerning the gender, 37.3% of the respondents identified as male. 60.1% identified as female while the remaining 1.9% identified as non-binary. An overall Standard Deviation (SD=.519) was reached. This indicates a rather unbalanced gender distribution with a higher number of women than men. Following table illustrates the most crucial demographic information.

Table 2: *Descriptive information of the sample (N=158)*

Variable	Value	Count	Percent
Gender	Male	59	37.3
	Female	95	60.1
	Other	3	1.9
Education	Primary School	1	0.6
	Secondary school or high school	27	17.1
	Vocational degree after high school	24	15.3
	Bachelor's degree	50	31.8
	Master's degree	50	31.8
	PhD, MBA or other equivalent	1	0.6
	Other	4	2.5
National Home Culture	Germany	75	47.5
	The Netherlands	16	10.1
	Other Europeans	41	25.9
	USA	10	6.3
	China	6	3.8
	Other	10	6.4
Occupation	Working Professional	54	34.7
	Student	85	53.8
	Currently no occupation	18	11.4
Age	18-30	124	75.9
	31-45	19	14.6
	45 +	15	9.5
Time spent abroad	Yes	34	21.5
	No	124	78.5
Biculturality	Yes	69	43.7
	No	89	56.3

3.3. Scales, Design and Measurement

In total, the survey consisted of minimally 75 items (one IMC choice) and could go up to 134 items (max. 4 IMC options) and needed an estimated 10-15 minutes to complete as further elaborations will provide a profound understanding of the measurements and data preparation.

3.3.1. Assessed Normality

All variables were tested for normality by checking their distribution in histograms as no striking outlier was found. This means that all variables had a normal distribution which enabled further analysis and preparation without any adjustments. In order to

provide two examples with an accurately distributed normality, two widely used variables on (e.g. NMC and FIDHigh) are presented (Appendix E).

3.3.1. Measurement of National Cultural belonginess

The questionnaire started with the data collection of the respondents' National cultural belonginess with a country drop-down list as this served as a foundation for numerous follow-up measurements. Since nationality does not necessarily align to the individual sentiment of national cultural belonginess, the first item focuses on the country where the respondent has spent most of his/her time in order to capture more accurate information for national cultural identity. In general, scholars point out that the national culture the individual has lived in for most of his/her life often represents the national culture for identity (Padilla & Perez, 2003). The respondents were followingly asked "*Where have you lived most of your life*?" in order to measure national cultural belonginess which aimed to align to NID sentiment for upcoming analyses. NID was therefore based on the chosen country option for national cultural belonginess.

3.3.2. Measurement of National and International Media Consumption

All variables measuring media consumption (NMC and IMC) were profoundly analysed by using an adapted subscale of the MTUAS (The Media and Technology Usage and Attitudes Scale) which originally consists of 66 items and was introduced by Rosen et.al. in 2013 and has been proven as valid and reliable (Sigerson & Cheng, 2018). It has a total of 15 subscales as only two subscales were chosen for further use. Since intended research does not aim to focus on one specific type of media but rather focuses on the frequency of the general media use of a broad range of media, the chosen subscales were heavily adapted in order to align to intended research goals. In general, it can be stated that the MTUAS subscales solely served for initial inspiration. As a result, the "television viewing subscale" and the "media usage subscale" (items 19 to 24 in the original MTUAS) were used as a basis. The adapted scale for the independent variable covered a broad range of media and consisted of 9 items (See Appendix B1 to view all scale items). The original 10-point frequency scale was adapted to a 7-point frequency scale, leaving out the frequency of usage per hour as it could not be seen as appropriate measurement for certain media types (e.g. newspapers). As a consequence, the 7-point frequency scale consisted of 1; never, 2; once a month, 3; several times a month, 4; once a week, 5; several times a week, 6; once a day, 7; several times a day. As already mentioned, all media consumption

(NMC and IMC which included FMC and GMC) were measured with the adapted MTUAS scale served as a fitting foundation to accurately compare and apply the results accordingly.

The overall reliability of NMC was expected to be low due to the attempt to cover a broad range of media in one scale which could be seen as an indicator of varying results depending on each media type. Despite these expectations, the NMC scale had a Cronbach's Alpha of .739 (See Appendix D), indicating an appropriate score for reliability. Item-deletion was not applied since it would have not improved the overall reliability. As a result, all items were computed into one NMC variable.

The measurement of IMC included both FMC and GMC. This means that no separation was applied based on specific foreign country connection that give direction for FMC and GMC measurement as the next chapter profoundly describes how FMC and GMC were assessed based on specific country connections. All respondents had the choice to name up to four foreign country options that served for IMC. All 158 observations ($N=$ 158) provided information for at least one foreign country option for IMC. Initial descriptive analyses revealed notable information on numerous observations on IMC. The applied IMC scale (measuring both FMC and GMC) was, as already mentioned, identical to the NMC scale to ensure validity. This means that it was composed of 9 items on a 7-point frequency scale and measured a relatively high mean ($M=3.79$) (See Appendix A1). The only difference lies in the country option as the home country option was replaced by the name of the chosen foreign country option. IMC was measured up to 4 times which indicates 4 different scale measurements which also lead to measuring FID up to four times. To provide one IMC example for reliability, the first IMC measurement had a Cronbach's Alpha of .65 (See Appendix D). This indicates a rather moderate internal validity. After reflecting on this, it is likely due to the fact that IMC consisted of both FMC and GMC measurement which lowers the internal validity. Most observations included two IMC choices with a number of 120, indicating a percentage of 75.9%. Only 31 observations completed all IMC options (up to four) which represented 19.6 %.

3.3.2.1. Country Connection and Foreign/Global Media Consumption categorization

The applied measurement for the foreign country connections served the purpose to point out whether FMC or GMC were practiced that were linked to either FID or GID as further elaborations in the chapters. All non-national media consumption and foreign identity measurements started with the data collection on the foreign country connections.

The respondent was asked to provide an answer to the statements in order to measure the variable on *country connection* which were "1*; personal through friends and/or fascination, 2; professional through my job and/ or education, 3; Connections through my family (i.e. my family's background is different to where I have lived for most of my life), 4; No specific connection, I consume foreign media for other reasons, e.g. entertainment, 5; other, please specify and evaluate*". The variable on *country connection* was measured on a 5-point Likert Scale ranging from 1; Strongly Disagree to 5; Strongly Agree. This variable was repeated for every foreign country option for IMC in order to depict whether GMC or FMC for each country option occurred. As already highlighted in the provided theory, no specific country connection (likely GMC) was often chosen when the foreign country option was a globalising national culture while personal connections (FMC) were predominantly linked to other, specific national cultures without a great global impact.

If high scores on personal relations (see variable country connection, items 1-33) existed, the given IMC choice was considered as FMC. In total, 135 (*N*=135) observations included at least one option that could be considered as FMC. In order to compute a new independent variable on FMC for the intended analysis, all 158 observations were individually and separately categorized in order to provide an accurate FMC categorization. As already mentioned, the respondents had the choice to name up to four IMC options. For each individual observation, the IMC option with the closest personal country option and the highest corresponding IMC score was chosen for FMC. Then, the IMC score of that specific observation was added to the newly computed variable FMCHigh, implying that each observations' best score for FMC was chosen in order to compute a FMC variable. The vast majority of all observations solely included two or even one foreign country option which means that there was often no choice in choosing the best suitable FMC result due to only one option being applicable. The average score on FMCHigh was in comparison low with (*M*=2.99) on the 7-point frequency scale (See Appendix A1).

Similar to the described process for FMC, a new GMC variable was computed accordingly to the individual country connection. When the given IMC choice revealed a high score on "no specific country connection" (see variable "country connection", item 4) the corresponding IMC score was added to the computed GMC variable in order to categorize IMC accordingly. As a result, the IMC choice with the highest score on no specific country connection and highest corresponding IMC score served for the individual's score on GMC. The newly computed independent variable was named GMChigh and was used for further GMC analyses. As already mentioned, many observations only covered one or two foreign country options as a selection out of several

GMC options was often not possible. In total, 142 (*N*=142) out of 158 responses provided data for GMC categorization. This means that the provided data collected more observations suitable for GMC than for FMC. The mean score on GMCHigh was 3.33 on the 7-point frequency scale (See Appendix A1).

3.3.3. Measurement of National, Foreign and Global Identity

All three identity types represented dependent variables for intended research. The "group-level self-definition and self-investment" scale introduced by Leach et. al. (2008) was followingly applied. It is made of 14 items in total as only 5 items were chosen for given analysis. The scale as a whole was judged as too extensive for intended measurements which resulted in a shortened version for the questionnaire. "Centrality" and "Satisfaction" items were mostly intentionally left out to avoid confusion. These both subscales highly emphasized the fact that "I am *already* part of this group" as a matter of *fact*. Intended analysis, however, aims to capture whether the respondents *feel* an ingroup or outgroup sentiment towards their home national country. Based on this, the following chosen 5 items for all identity measurements (NID, FID, GID) were based on the solidarity subscale, individual self-stereotyping subscale and ingroup homogeneity subscale as only two items were left out due to their strong resemblance in order to shorten the overall questionnaire (See Appendix B2 to view all items for all identity measurements). The items were measured on a 5-point Likert Scale ranging from 1; Strongly Disagree to 5; Strongly Agree. Concerning NID, the chosen national cultural belonginess option was programmed into the items. The internal consistency for NID measurement was satisfying with a Cronbach's Alpha of .83 (See Appendix D), indicating consistent observations within the measurement. The mean score of NID was (*M*=3.33) (See Appendix A2).

FID measurement was thus almost identical to the already introduced NID scale with the exception that the home country option (national cultural belonginess) was replaced by the first foreign country option for IMC (See Appendix B2). Like for NID, FID was also measured on a 5 Point Likert scale ranging from 1; Strongly Disagree to 5; Strongly Agree. Like IMC, FID was measured up to four times, indicating different scale results for each FID measurement. Since several options for FID were possible, given research computed a new variable called FIDHigh by individually assessing each observation's highest score one of the four FID options that corresponds to the aligning FMC consumption (i.e. personal connection) to prepare this variable accordingly for the analysis. As a result, FIDHigh represented an appropriate foundation to measure FID. The mean score of FIDHigh was moderate (*M*=3.40) on the 5-point Likert scale (See Appendix

A2). A reliability analysis on FIDHigh was not possible since FIDHigh only included a selection of observations of FID (when FMC country connection was given) and when the score was comparatively high compared to other FID options that also had a FMC connection. A reliability analysis that only consisted of the FIDHigh option was thus not possible. What must be mentioned is that all respondents had to provide answers for FID even when no FMC connection was existent, which indicates that many FID values were more useful for GID rather than FID which also only accentuates that the newly computed variable FIDHigh was crucial to eliminate all GMC country connections for FID measurement. After all, the newly computed FIDHigh variable was used to accurately run all analyses for FID.

The applied scale for the dependent GID variable aligns to the scale used for FID and NID in order to provide valid as well as reliable results that are comparable. The country options were replaced by "global citizen" to use it as an ingroup designation for GID. Moreover, information was provided in order to highlight the definition of the intended measurement. As a result, "global citizen" was shortly defined as a feeling of all humans being part of one community (ingroup). The dependent variable was measured with a 5 Point Likert scale ranging from 1; Strongly Disagree to 5; Strongly Agree and consisted of the same 5 items applied for NID and FID. The mean score was the highest among all identity measurements ($M=3$.67) (See Appendix A2). The scale's Cronbach's Alpha reached .87 and collected thus consistent observations (See Appendix D). Like for FID measurement, GID measurement also included all observations who were more suitable for FID only since every respondent provided data for FMC, GMC, FID and GID without any separation (See Appendix B2 for scale).

3.3.4. Measurement of Intercultural Competence

As already briefly mentioned, the measurement and understanding of Intercultural Competence was based on the Multicultural Personality Questionnaire (MPQ) which was first introduced by Van der Zee & Van Oudenhoven in 2000 (Van der Zee & Van Oudenhoven, 2000). It has already been widely used in research and has been proven as reliable (Leone et.al., 2005). The moderator variable was measured with the short form of the MPQ to avoid an overall extensive length of the survey. The short form consisted of subscales measuring cultural empathy, open-mindedness, social initiative, emotional stability, and flexibility (Van der Zee & Van Oudenhoven, 2012). Each subscale included 8 items. For ICC measurement, however, only cultural empathy and open-mindedness were chosen as provided theory justified their relevance. As a result, ICC was measured with 16

items (see Appendix B3 to view all items) on a 5-point Likert Scale ranging from 1;
Strongly Disagree to 5; Strongly Agree. The scales' Cronbach's Alpha was reliable with a
score of .87 (See Appendix D), confirming reliable observations within the ICC
measurement. Moreover, the measurement revealed a high mean (M=3.93) (Appendix A3).
The nature of the corresponding fourth hypothesis indicated that ICC was used for
moderation which needed further preparation in order to perform an analysis.

3.3.5. Measurement of the General Demographics

The survey ended with the collection of demographic data. This included variables
on gender, foreign languages, current occupation and age. None of these general
demographics served for any further analyses since other more specific demographic
information (on multiculturalism/internationalism, see chapter 3.3.6.) were judged as more
crucial for analytical purposes.

3.3.6. Measurement of the Control variables

Several demographic variables were chosen as control variables to measure their
impact on most hypotheses. In general, most control variables aimed to capture
multicultural/international individual characteristics since such a demographic background
could have significantly impacted the relations as the goal was to avoid identity
development based on acculturation/existing biculturality rather than national/international
media consumption.

One intended control variable thus focused on time spent abroad. The survey was
programmed in a way that the chosen country option for National cultural belonginess
(served for NID) was programmed into the corresponding question, highlighting whether
the individual has lived in another country for longer than three years. The question
consisting of one item was as followed "*Have you ever lived in another country other than
national cultural option for longer than 3 years?*". Initially, given analysis aimed to only
use observations who have not lived abroad for longer than 3 years since further FID
measurement could be linked to the social acculturation process rather than FMC. Due to a
rather large number of observations who did live a significant time abroad, given thesis
intended to apply time spent abroad as control variable.

Moreover, as already explained, one striking flaw of the survey lied in its
assumption that the chosen home national culture aligns to the (only) national identity as
previous demographic information already highlighted that 43.7% of all respondents are

likely to be bicultural which was unexpected based on the applied sampling method. The control variable biculturality was thus newly computed for the intended analysis and was composed of all observations who either indicated to "Strongly Agree" or to "Agree" when asked if their family background is causing their FMC. In short, family background connection (country connection option 3) that is linked to FMC was therefore used to depict a bicultural background. In the end, all data was then categorized as "yes" or "no" for biculturality (43.7% yes for biculturality). After all, given data provided information for a strong likelihood that a great number of respondents were likely 2nd generation immigrants or similar as it could indicate that FID could be the result of the family's values and concepts that align to their national culture of the respondent's ethnic and cultural origin that was different to the national home culture the respondent was also identifying with since family background is a strong indicator for bicultural identity styles (Van Laer & Janssens, 2014). In the end, bicultural identities could impact NID in a negative direction while also enabling an easier adaptation process for superordinate identity styles (Koc & Vignoles, 2012; Strelitz, 2002). The provided theory also implied that biculturality is an important factor for both NID and FID adaptation and thus underlines its importance for all investigations. Everything combined, it seemed crucial to apply a control variable focussing on biculturality in order to measure its impact on expected outcomes for all hypotheses.

The next control variables focused on the overall media consumption frequency for both IMC (applied for both GMC and FMC) and NMC by using a 5-point frequency scale from 1; Never - 5; Very often. The aligning questions (NMC option) were *"How often do you consume media that is from *National Cultural Belonginess*? This includes your nationally produced TV, Books, Movies, Series, Radio, Music, Internet platforms or (online) Newspapers/Magazines).?"* which represented the *overall NMC frequency.* The same question was applied for IMC frequency by changing the item into: *"How often do you consume media content that does **not** originate from *National Cultural belonginess*? This includes internationally produced TV, Books, Movies, Series, Radio, Music, Internet platforms or (online) Newspapers/Magazines). Note: This also means that you consume the foreign media in the language of the foreign country, e.g. US American content is consumed in English."*. By computing the chosen *national cultural belonginess* individually into the questions, the survey aimed to ensure that the respondent only sees his/her chosen option as his/her national home culture since it could not be assumed that sentiments towards only one national culture existed. Both the *overall NMC /IMC frequency* were judged as crucial control variables to measure expected outcomes as the

overall frequency was expected to have relevant impacts on expected outcomes. Previous scholars indicated significant influence on outcomes when controlling for media consumption frequency (Timmermanns, 2018).

Further analyses (see chapter 4.2.) revealed which control variables were indeed applied in the overall analysis for the hypotheses by directly measuring whether they have an impact on the outcome variable.

3.4. Analysis

Finally, all data preparation was applied in order to perform numerous multiple regression analyses. Multiple regression was the only analytical tool that served for the investigation for all hypotheses as this measurement was necessary to not only analyse a correlation but enabled a more in-depth investigation of the relations between the variables while also enabling a moderation analysis (Pallant, 2012). Moreover, the presence of several independent as well as dependent variables highlighted the need for multiple regression for all hypotheses including their control variables. This implies that the newly computed variables FMCHigh, GMCHigh and FIDHigh could be appropriately applied to measure FMC, GMC and FID in multiple regression. As the fourth hypothesis already predicted, one part of the overall analysis dealt with moderation. In order to prepare the intended moderation analyses accordingly, the variables FMCHigh, GMCHigh and ICC were saved as standardized variables. ICC was then computed into a moderator variable by multiplying it with the corresponding independent variables FMCHigh and GMCHigh. As a result, ICC was computed into two moderator variables in order to test the fourth hypothesis appropriately in two steps. Lastly, the control variable biculturality was added into all regression models since it had shown significant relations to FID and GID.

4. Results

In order to provide answers for all four hypotheses, multiple regression analyses were run in order to answer the research question: *To what extent does the consumption of National And International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence*? Further analyses concerning relevant demographic information on media consumption as well as the application for the control variables are provided as well. Moreover, all hypotheses were tested for all assumptions (probability plot, collinearity, multicollinearity, homodescacity) in order to depict whether the independent and dependent variables are suitable for further interpretations as all variables approved all necessary conditions for further analysis without any further adjustments. After all, this ensured that all measurements were based on accurate distributions. All regression models can be viewed in Appendix G. All hierarchical regression analyses including the control variables are presented as tables in Appendix H.

4.1. Initial Analyses on National and International Media Consumption

Initial analyses on IMC revealed important information that could reason connected outcomes. Based on this, IMC measurement highlighted that 84.4% of all respondents chose the United States as foreign country option (See Appendix A1), indicating that GMC is likely more practiced and common than FMC due to the strong likelihood that the consumption of foreign media from the United States are linked to no personal country connections. Moreover, a striking part of all NMC consumption originated from Germany. This is based on the provided data for national cultural belonginess which served for NID and thus also NMC. As a result, this indicates that 47.5% of all NMC consumption originated from Germany. After all, such striking distributions are relevant to note since specific NMC/IMC national cultures can impact results.

4.2. Application of Control Variables

All introduced control variables (time spent abroad, overall NMC/IMC frequency as well as biculturality) were tested for existing relations on all outcome variables (NID, FID, GID) for all assigned hypotheses in multiple regression. Results have shown, however, that only biculturality had a significant impact on FID as well as GID and was thus included as control variable whereas time spent abroad, and the overall NMC/IMC frequency were excluded from all hypotheses to provide continuity within all analyses.

Biculturality was consequently adapted as control variable for all analyses. (See Appendix F for all outcome analyses on biculturality). For the hypotheses, a hierarchical regression was conducted in order to specifically point out the change in the regression model caused by the control variable.

4.3. National Media Consumption relates positively to National Identity

A linear regression analysis with the dependent variable *National Identity* (NID) and the independent variable *National Media Consumption* (NMC) was conducted. Intended hypothesis (H1) predicted that NMC positively relates to scores on NID. A significant regression equation was calculated, indicating $F(1,156) = 5.274$, $p =.023$ with an R^2 of .033. NMC had a significant influence on NID (b* =.18, $p = .023$). As already indicated in chapter 4.2., the applied control variable biculturality did not predicted significant outcomes on NID as no further analyses were conducted.

The first hypothesis (H1) National *Media Consumption relates positively to National Identity* could followingly be confirmed as biculturality did not impact the outcome.

4.4. Foreign Media Consumption relates positively to Foreign Identity

In order to provide results for the second hypothesis, another multiple regression analysis with the dependent variable *Foreign Identity* (FID) and the predictor *Foreign Media Consumption* (FMC) was conducted by applying a linear regression. The regression model revealed R^2=.000, $F(1, 133)= .017$, $p=.896$ and was thus not suitable to predict intended outcomes. As a consequence, the fit indicates a rejection of the second hypothesis.

The regression model, however, changed when controlling the relations for biculturality. Concerning biculturality, a hierarchical regression model was conducted and revealed R^2=.085, $F(2, 132)=3.748$, $p=.003$ and was therefore an appropriate fit to measure intended outcomes when controlling for biculturality. The results showed a negative significant relation (b*=-478, $p=.001$.).

In conclusion, the hypothesis *Foreign Media Consumption relates positively to Foreign Identity* was rejected while biculturality significantly impacted outcomes in a negative direction.

4.5. Global Media Consumption relates positively to Global Identity

The provided explanation on data preparation for the dependent variable on *Global Identity* (GID) and the independent variable *Global Media Consumption* (GMC) in order to perform a multiple regression analysis via a linear regression. The regression model

revealed R²=.015, F(1,140)= 2.187,*p*=.141 and could therefore not predict intended outcomes as this led to the rejection of the given hypothesis.

The applied control variable bicultural*y* was added via a hierarchical regression analysis in order to investigate its contribution to the regression model. The regression model was significant R²=.079, F(2, 139) =5.932, *p*=.003. Results revealed that biculturality did significantly impact the outcome (b*=-.411, *p*=.002). It therefore had a significant negative influence on the relations.

In conclusion, the third hypothesis *Global Media Consumption relates positively to Global Identity* was rejected while biculturality did significantly impact the relations.

4.6. Intercultural Competence as moderator

The fourth hypothesis indicated that the moderator variable *Intercultural Communication* (ICC) had a positive moderating effect on the relations between GMC and GID and FMC and FID. This indicated that two moderation analyses were necessary in order to provide results for each expected outcome. The independent variables for the first analysis were therefore *Foreign Media Consumption, Intercultural Competenc*e and their interaction variable in order to measure the moderating impact on the dependent variable on *Foreign Identity.*

The second moderation analysis for intended fourth hypothesis included the independent variables *Global Media Consumption, Intercultural Competence* and their mediator variable that measured the impact on the dependent variable *Global Identity*.

4.6.1. Intercultural Competence, Foreign Media Consumption and Foreign Identity

In order to accurately measure the first part of the fourth hypothesis, a multiple regression analysis was conducted via a linear regression to provide results on whether the individual score on ICC strengthened the positive relation between FMC and FID. As already mentioned, ICC was computed accordingly into a moderator variable in order to measure its interaction effect on intended relations. The regression model indicated a significant fit with R²=.155, F(3,131)=8.006,*p*=.000. Given moderation analysis highlighted that the moderator variable for ICC did not have a significant impact on the expected strengthened positive relation between FMC and FID (b*=-0.53, *p*= .517). In addition, contrary to expected relations, given results revealed a slight negative relation. ICC as an independent variable, however, showed a positive significant relation to FID (*b*=.392, *p*=.000).

When adding biculturality to the regression model (hierarchical regression), a significant fit was calculated R²=.220, F(4,130)=9.116, p=.000. Similar to the second and third hypothesis, biculturality significantly predicted outcomes in a negative direction b*=-.417, p= .001.

In conclusion, the first part of the fourth hypothesis could not be confirmed. ICC as moderator variable did not strengthen the relation between FMC and FID. ICC as an independent variable, however, had a significant positive relation to FID while biculturality did significantly impact outcomes as well.

4.6.2. Intercultural Competence, Global Media Consumption and Global Identity

Conducted mediation analysis concerning the second part of the fourth hypothesis was performed via a multiple regression analysis in order to depict whether individual high scores on ICC have an impact on the expected positive relation between GMC and GID. In short, given analysis expected the relations between GMC and GID to be stronger when scores on ICC were high. Conducted regression analysis revealed R²=.242, F(3,138)=14.706, p=.000, implying that the overall regression model indicated a significant fit.

When specifically evaluating the moderation analysis, the moderator variable ICC had a non-significant impact on GMC and GID, (b*= -.003, p= .973), as it even revealed a slight negative relation. This is similar to the first part of the moderation analysis, ICC as independent variable had a significant positive relation to GID, (b*=.477, p=.000).

When adding the control variable biculturality to the regression model (hierarchical regression), a significant fit was calculated R²=.274, F(4,137)=12.918, p=.000. Biculturality had a negative significant impact on the outcome variable GID, b*=-.295, p=.016. This indicates similar results to the first part of the analysis for the fourth hypothesis as biculturality significantly affects the relation into a negative direction.

In conclusion, the fourth hypothesis *When scores on ICC are high, relations between IMC and GID and FID are stronger* was rejected while biculturality did significantly impact the relations. Nonetheless, ICC as independent variable alone indicated significant positive relations to both FID and GID.

5. Conclusion

This thesis pursued one main goal which was accompanied by various ambitious research approaches in order to shed new light into non-national ingroup identity creation and its relation to non-national media consumption. The designed research question *To what extent does the consumption of National and International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence*? was thus The main research goal based itself on the cultural impact of national media and its confirmed positive relation to national cultural identity. It had already been widely approved that the cultural values, ideas and concepts can be transferred through media and shape as well as strengthen national cultural ingroup sentiments. This served as foundation for the first hypothesis which analysed the assumed positive relation between national media and national identity. More recent research took these concepts a step further as many scholars concluded that immigrants experience an improved acculturation process when they consume media from their new home national culture. As a result, the cultural impact of media strengthens sentiments towards the new home national culture among immigrants. This served as basis to go even further in order to analyse these relations among a target group that was yet ignored in given research.

Based on this, the main research focus lied on the general population (i.e. no immigrants or long-term internationals). Given analysis aimed to investigate whether a foreign national cultural ingroup sentiment is possible to adapt by solely consuming foreign media among the general population (i.e. no focus on immigrants). This hypothesis included that personal connections to the given foreign national culture must be given in order to adapt a Foreign Identity. On the other side, global media and their possible impact on identity were also investigated. Provided theory argued that the introduced concept of global media consumption is often linked to non-personal connections to the national culture of origin, hence a different identity outcome was expected which was referred to Global Identity. Lastly, given theory also argued the importance of intercultural skills that might impact the outcomes on Global and Foreign Identity, thus Intercultural Competence was added as moderator in order to measure its influence, accentuating that Intercultural Competence strengthens the expected positive relations. After all, the main foundation for the most crucial academic contribution represented the analysis among a target group that represented individuals who lived most of their lives in their home national culture in order to possibly reveal the powerful cultural impact of international media, enabling superordinate and poly national identity styles.

5.1. Discussion of the results

Given results highlight that some intended research goals could be confirmed, whereas other more crucial goals had to be rejected. Nonetheless, provided results give direction for a relevant and concise conclusion.

5.1.1. Discussion of the first hypothesis

As expected, the first hypothesis that predicted that NMC relates positively to NID (*National Media Consumption relates positively to National Identity*) was confirmed. Since this hypothesis has already been investigated numerous of times and was also continuously approved, the confirmation in this study was highly expected. After all, it implies and emphasizes the cultural impact of national media and their positive relation to national sentiments of belonginess. The national cultural content of national media strengthens ingroup sentiments towards the own national culture (Brookes, 1999). Moreover, this also included that the first hypothesis investigated national identity in regards of living in the native national culture already which was not the main aspect of investigation for the intended thesis. The confirmed positive relation was therefore expected but did also not contribute to major research goals as the confirmed first hypothesis solely aimed to provide a foundation to introduce new possibilities that build on the expected and confirmed relations between NMC and NID.

In addition, the controlled variable biculturality did not significantly impact the outcomes. Studies have shown that individuals with a foreign national cultural background tend to identify stronger with the national culture they live in (NID) than their culture of origin as it could indicate that there is indeed no significant impact of biculturality on NID (Padilla & Perez, 2003). As a result, their scores on NID might be similar to non-biculturals. After all, the first hypothesis measured relations among respondents who were physically present in their native national culture as the national media consumption positively related to their national identity. The hypothesis was thus *strongly* expected to be confirmed due to extensive past research that came to similar conclusions.

In conclusion, the first hypothesis could be confirmed as the results align to previous research conclusions, indicating that the cultural national impact of national media do relate to national cultural ingroup sentiment. This includes that the respondents were physically present in their native natural culture.

5.1.2. Discussion of the second hypothesis

The second hypothesis represented a more relevant investigation for the conducted study due to its intention to provide an academic contribution while aiming to add a meaningful contribution to existing perceptions on ingroup identity creation. The hypothesis *Foreign Media Consumption relates positively to Foreign Identity* expected positive relations between FMC and FID which were based on the provided theoretical background that aligned to the concepts of NMC and NID. Previous results on H1 were confirmed and therefore point out that the cultural concepts that are embedded in media content can impact national cultural ingroup sentiments. The goal for the second hypothesis was to highlight that the cultural impact of media can be great enough to positively relate to sentiments of belonginess to national cultures the individual is not physically surrounded by to *eliminate* the factor of social acculturation that lead to national cultural ingroup sentiments when connections to that specific national culture exist. Since this was the given foundation for the second hypothesis, given analysis expected that FMC leads to FID.

Results, however, revealed that this expected positive relation could not be confirmed. After all, this could be seen as an indicator that a physical presence needs to be given in order to develop ingroup sentiments towards a foreign national culture. The applied control variable on biculturality, however, did have a significant negative impact on the relation which is to be elaborated.

All regression models highlighted that FMC and FID did not positively relate as the consumption of foreign media does relate to the adaptation of the foreign cultures' identity. This overall result can be seen as an indicator that a physical social environment is *necessary* in order to also feel ingroup sentiments towards a foreign national culture. Moreover, these non-significant results align to the implications investigated by Padilla & Perez (2003) who concluded that cross-cultural interaction and exchange is the greatest contributor that drives acculturation (Padilla & Perez, 2003). Other research came to similar results and specifically pointed out that an ingroup designation is directly dependent on the social context as it represents the strongest contributor to it (Hopkins & Murdoch, 1999). In addition, the individual evaluation of the self in the social context is often considered as a striking factor when it comes to the self-categorization process (Tropp & Wright, 2001). This means that self-categorization is driven by the evaluation of the social context as this aspect speaks against provided research goals and was intentionally left out but could also reveal and underline the need to be socially embedded in order to adapt ingroup sentiments. Since this factor was non-existent in the analysis, it

seems relevant to evaluate it as the main driving force to adapt foreign cultural ingroup sentiments.

After all, it seems evident that the existing concepts of the social identity theory could possibly not be extended/ adapted when it comes to ingroup identities. FMC alone cannot replace social embedment. When reflecting on existing research, FMC should be analysed as a moderator to investigate its moderating impact on already existing relations. This statement is based on recent research which highlights that the foreign media consumption (or new home media consumption in the case of immigrants) is described as an effective contributor to already existing acculturation processes that are triggered by the social environment and interaction (Timmermans, 2018).

Nonetheless, the control variable biculturality had a significant impact on FID. Surprisingly, a negative significant impact was measured, indicating that biculturality as control variable did impact the outcomes in a negative direction. This could be linked to the likelihood of FID not representing a suitable option for bicultural individuals. Scholars have defined various dimensions of bicultural identities where it is indeed likely for biculturals to reject a profound identification with their national culture of origin as they prefer to be fluid or hybrid, indicating the preference of a mixture of their home national culture and national culture of origin (Van Laer & Janssens, 2014). As a result, FID could be considered as a non-suitable option for biculturals since many might be in favour of combining national cultural concepts in their identity and thus reject FID identification which was introduced as a more alternating style for an additional national cultural identity adaptation next to NID.

In conclusion, it can be said that the social environment is likely very important when it comes to the relations between foreign media consumption and foreign identity adaptation which lead to the rejection of the second hypothesis. Results could even accentuate and emphasize the relevance of the cultural social environment and its role in ingroup identity creation.

5.1.3. Discussion of the third hypothesis

Similar to the second hypothesis, the third hypothesis *Global Media Consumption relates positively to Global Identity* also indicated positive relations between GMC and GID among a target group that lives in their home national culture. The third hypothesis focused on a more global ingroup perspective. Contrary to the second hypothesis, GMC implied no personal connections to the foreign national culture the media content originated from. As a consequence, GMC lead to the exposure of cultural concepts of

globalising national cultures (like the United States), leading to the expectation of a global ingroup sentiment adaptation called GID. Results revealed that no significant positive relation between GMC and GID was existent which led to the rejection of the hypothesis. Biculturality as control variable, however, did have a negative significant influence on the relations.

Due to the novelty of the investigation of superordinate identity styles, no comparable research was already conducted in combination with the consumption of global media. What is referential as well as fundamental for the hypothesis is that global media conglomerates do have a certain global soft power that can impact identity creation processes (Nye, 2004). Nye (2004) emphasizes that the United States has a tremendous global media soft power as this could be confirmed. 84.4% of all respondents indicated to consume US American content out of which most observations had a GMC relationship to US American media. After all, the US American soft power was reflected in the results. The expected positive relationship between GMC and GID was based on the theoretical conceptualisations which highlighted that soft power entails the spread and adaptation of universal values that originate from the globalising power (Nye, 1990). As a result, given study expected a global ingroup sentiment when GMC is practiced.

More recent research, however, concludes that more factors flow into these relationships. Kiesevela (2015) stated that the self-evident attraction to US American values (or other nations that give direction for globalisation) is not necessarily the case when being exposed to them. The adaptation and acceptance of these values highly depends on the native cultural values that are already internalized (Kieseleva, 2015). In short, in order to adapt the described homogenous global identity style, a certain alignment to the native cultural values needs to be given (Kieseleva, 2015). This means that the expected GID development could be highly dependent on how the GMC's cultural values that are exhibited align to the values that are already implemented in the native culture (foundation for NID) which was not investigated in given research. Moreover, since the most striking GMC option represented the United States, it seems crucial to specifically conceptualise global sentiments towards the US as the overall attitude towards them can heavily influence global ingroup sentiments that are triggered via media soft power consumption. In recent years, a strong anti-American sentiment arose in Europe, indicating an emerging negative view on US American society (Jedinger & Schoen, 2018. One main contributor represents the perception of an aggressive US American foreign policy that caused anti-American sentiments (Berman, 2005). Especially Germans developed specifically high anti-American sentiments in the past decade (Jedinger & Schoen, 2018).

Since almost half of the respondents were from Germany, GMC from the United States could therefore hinder GID relations due to existing negative evaluations of the USA. What seems also crucial to reflect is the non-existent social embedment. Previous theoretical conceptualisations highlighted that superordinate identity styles are predominantly found among individuals who have experience in living in different national cultures and are generally affiliated with multicultural settings that trigger the perception of universally shared values (McFarland et. al., 2012). After all, most observations (>70%) did not live abroad for longer than 3 years as this could thus explain and support previous statement that a social environment is necessary for any ingroup identity creation. In the end, the non-existent relation between GMC and GID could be based on the lack of social processes that enable GID development as GMC alone cannot trigger such a direct relation.

When reflecting on the applied control variable biculturality, results have shown a negative significant impact on the relations. As already explained, the concept of biculturality is very differently defined and also highly individually adapted, making it a difficult phenomenon to conceptualize which likely impacted the results. For example, the degree of bicultural identification impacts all cognitive processes for ingroup sentiments including sentiments towards universal perceptions and evaluations of humanity in general (Benet-Martínez et. al., 2006). Since the degree of bicultural identification was not measured at all, it seems relevant to see this as one factor that might reason given outcomes. Moreover, predominant research highlights that certain conditions need to be met in order for biculturality to relate positively to global ingroup sentiments which could explain its negative significant influence. Based on this, biculturals only experience global ingroup sentiments when they are living in a diverse, multicultural environment with numerous minorities (Der-Karabetian & Ruiz, 1997). As a result, biculturals who live in a rather homogenous environment with little diversity are strongly aware of their (often ethnic) difference and thus show no great global ingroup sentiments due to the perceptions of deviant values (Der Karabetian & Ruiz, 1997). In addition, the same study has also shown great differences between 2nd and 3rd generation immigrants and their global identity as global identity development is stronger in later generations starting from the 3rd (Der Karabetian & Ruiz, 1997). Since such environmental and generational dimensions were not captured, it can be said that such factors likely impacted the negative significant relation.

In conclusion, the third hypothesis had to be rejected. The rejection of the hypothesis is therefore likely linked to the lack of alignment of NID values and the values of the GMC national culture. Moreover, the overall distribution of the sample in its NMC and GMC consumption indicates that GID development was hindered due to negative

evaluations of the USA among Germans. Moreover, results also support conclusions provided for the first and second hypothesis, highlighting the importance of the social environment to adapt ingroup identities. Lastly, the negative significant influence of biculturality could likely be caused by environmental and generational factors and the degree of biculturality.

5.1.4. Discussion of the fourth hypothesis

The fourth hypothesis *When scores on Intercultural Competence are high, the relationship between Foreign Media Consumption and Foreign as well as Global Media Consumption and Global Identity are stronger* investigated the impact of ICC on the expected positive relations between GMC and GID and FMC and FID. ICC was applied as moderator variable that aimed to strengthen relations between FMC and FID as well as GMC and GID. Two moderation analyses were run which revealed that ICC as moderator had to be rejected. Both regression models did not reveal a significant impact. What was interesting, however, was that ICC as independent variable had a positive, significant relation to GID as well as to FID. In other words, when scores on ICC were high, scores on GID as well as FID were high as well. The applied control variable biculturality had a significant negative impact on the relations in both moderation analyses.

To discuss the principal research result of the fourth hypothesis, it can be said that even a moderator like ICC cannot impact the relations that were measured in H2 and H3. When taking the previous conceptualisations into account, it can be strongly assumed that ICC cannot compensate for a lacking social environment when it comes to FID and GID development caused by FMC and GMC. As already discussed for the second hypothesis, the international media consumption is more likely to strengthen already existing relations but did not relate to the expected identity outcome on its own. After all, it seems that positive relations between FMC and FID as well as between GMC and GID need to be already existent in order to measure *any* moderating effect. This underlines previous conclusions and emphasize the importance of a social environment for any identity adaptation. What strengthens this statement is the interesting result which focused on ICC as independent variable. ICC was indeed positively related to FID and GID. After all, it seems that other outlying factors contributed to this result. As already highlighted, past research continuously accentuates the positive effect of ICC on acculturation and adaptation processes (Fantini, 2009). This could explain that ICC relates to FID. In addition, it was also verified that individuals who identify as global citizens or similar are more likely to adapt easier and deal better in intercultural settings which is linked to

gaining skills for intercultural competence as this could explain the positive relation between ICC and GID (Pike & Sillem, 2018). This shows that ICC is indeed a great indicator to predict FID and GID. Nonetheless, it was a non-significant moderator for FMC/GMC and FID/GID which only highlights the importance of the social environment as ICC could possibly only moderate the relations when the individuals are living in the social context of the national culture of the media origin.

The negative significant impact of the control variable biculturality can be explained by previous discussions on the negative impact of the variable. In general, the complexity of biculturality likely impacted the results. The negative impact was thus likely influenced by individual rejections of the applied alternating style which hinder FID adaptations (Van Laer & Janssens, 2014). Moreover, the degree of biculturality, the predominant cultural environment as well was generational factors could have led to a negative impact of biculturality (Benet-Martínez et. al., 2006; Der-Karabetian & Ruiz, 1997).

In conclusion, the fourth hypothesis had to be rejected. FMC and GMC alone did not relate to FID and GID while ICC did not contribute to the expected outcome as moderator.
After all, given results could prove as well as strengthen the statement that a cultural social environment is needed in order to measure the influence of FMC and GMC as they do not relate to non-national identity styles on their own as ICC could possibly only moderate the relation when a relation between FMC/GMC and FID/GID already exists. The negative impact of biculturality was likely caused by its complexity and surrounding factors which were not analysed.

5.1.5. Social, Academic and Corporate Implications

To highlight the social, corporate as well as academic relevance of these findings, it must be stated that the most poignant and promising contribution had to be rejected which implies that expected implications (see Introduction, chapter 1) had to be rejected as well. If given outcomes would have been confirmed, it could have meant that ingroup identity creation and adaptation caused by media consumption relate more strongly than previously assumed, indicating that the cultural impact of international media is strong enough to relate to non-national identities. This would have meant that a social environment is not necessary to trigger such relations.

As already extensively discussed, the contrary is likely the case. To focus on the social relevance, given results do point out a possible crucial importance of the social

environment when it comes to adapting non-national identity styles. In short, given thesis could be seen as a confirmation that international media consumption can only relate positively to multinational and / or superordinate identity styles when social exchange is practiced as it could be stated that the international media consumption might only impact already existing relations but do not directly relate to such identity outcomes. Media could therefore be considered as a contributing *asset* when it comes to acculturation or the adaptation of superordinate identity styles. Overall, the social importance of the results accentuate and underline the relevance of culture being *taught, learned and adapted through society* while it could be seen as the most important and fundamental factor for any identity creation. Given results also reveal the complexity of biculturality and show that biculturality is created in a highly individual manner in society which is linked to numerous outcomes for identity creation as given research accentuates the need to perceive biculturals and their corresponding identity from a more diversified and individual perspective.

Given thesis also provided crucial academic contributions concerning the adaptation of foreign national and superordinate identities and their moderating factors. Firstly, since research on superordinate identities is still very new and undisclosed, given research can be seen as a striking contribution to a new branch in identity research as future research is invited to build on these revelations. Moreover, given thesis is one of the first attempts to measure relations between media consumption and superordinate identities which creates a relevant referential framework for future research. Another academic contribution represents the investigation of FMC/GMC and their relation to FID/GID among a new target group. Since the results were rejected, future academics could see this as a "limit" for identity adaptation research and are thus not encouraged to eliminate social contexts in their measurement.

Lastly, from a corporate perspective, confirmed results could have contributed to the general perception of global and local marketing strategies. Confirmed results could have been a strong indicator for a broad, cross-national acceptance of global strategies based on the expected outcomes which predicted that bicultural and superordinate identities are more widespread than previously assumed. Contrarily, given results could indicate that local cultures are deeply rooted and national cultural ingroup sentiments can only be adapted when the traditional understanding of acculturation is practiced. Based on this, results can highlight to avoid globalised strategies in order to align more appropriately to the local taste and cultural values.

5.2. Limitations and Recommendations

The conducted study revealed numerous limitations which are reflected in flawed as well as missing variables while given research also shows problems with the applied sampling and research method which are furtherly elaborated in this chapter. The overall goal is to provide recommendations for improved future research.

5.2.1. Investigation of Causations

Firstly, it must be brought forward that the study investigated expected relations and no causation as this represents one crucial limitation. Given this, an explicit causation for the relations was not provided. Conceptualised theory did state that the embedded cultural concepts in media content are said to cause an impact on cultural identities. This does not, however, necessarily explain a positive relation. Relations measured in multiple regression do show a great possibility of causation but do not necessary imply it. Since relevant research goals were rejected, it is recommended to also analyse media consumption as clear causation for the expected outcomes which could help to understand relations more appropriately. In order to do this, a similar study could be conducted in form of an experiment which is more suitable to measure causations by applying control groups (Babbie, 2013). The nature of the study, however, implies a longitudinal and extensive experimental study (i.e. one control group does consume international media and one doesn't) as ingroup identification does not immediately develop and would thus require to be conducted over a certain amount of time. This method is thus recommended for very ambitious research goals while it does seem promising to fill missing gaps. This does not necessarily mean to replace the survey with an experiment as the experiment could be viewed as an initial first step that enables more accurate foundations for a survey.

5.2.2. Sample and Sampling Method

What also limited the study was the nature of the sample. Firstly, the sample was in numerous ways not equally distributed due to its applied sampling method. Due to the lack of global access, the survey was almost exclusively made of Europeans. This alone might have heavily influenced outcomes since both global and foreign media consumption behaviours do vary from greater global regions which are caused by economic, political as well as social spheres that show greater differences when comparing Western and non-Western national cultures (Arora, 2019). Moreover, demographics have shown that almost half of the respondents were from Germany as even the European sample itself was not

well distributed which impacts the overall result even more since every national culture has individual tendencies that refer to national identity, biculturalism, relations to foreign national cultures, national and international media consumption that can strongly impact expected outcomes as the discussion on the third hypothesis debated that such demographic shifts likely impacted the outcome. The same applies to age and gender which are often considered as crucial control variables. Given sample was rather young and predominantly female as these tendencies alone can influence given assumptions. For instance, global ingroup sentiments are more commonly found in the millennial generation (Chui & Leung, 2014). All these aspects did very likely influence expected outcomes.

In addition, the targeted population for the data collection was expected to be widely monocultural as the distribution targeted individuals who live in their home national culture. Given results, however, did indicate the possibility of *notable* numbers of biculturals and individuals who lived a significant amount of time abroad which was rather unexpected since the survey was not shared among networks for internationals/immigrants. Such striking multicultural demographic dimensions were generally undesired for the intended target population due to the existence of possible acculturation processes that are not related to media consumption. As a result, given study included such demographics as control variables. One very crucial recommendation is thus to *always* include multicultural/international demographics as *at least* as control variables due to their strong prevalence in the general public as shown in the conducted study.

An alternative recommendation for this would be to exclude such individuals from the sample completely. In order to reach this, it is strongly recommended to go *beyond* the minimum amount of observations for future replications since the data has shown a likely prevalence of bicultural and international lifestyles in contemporary times which seem very hard to eliminate. An exclusion of people with multicultural/ international backgrounds would have led to a purely monocultural sample which fulfils the perfect mandatory condition for the target audience (i.e. no immigrants or similar). Since biculturality did influence the outcomes to a certain extent, it can only be highlighted that such dimensions should either be excluded or (at least) controlled for all relations. It must be mentioned that an exclusion of such demographics would also mean that family connection for FMC consumption should also be excluded since it's an indicator for biculturality.

Everything combined, it is recommended that the data collection should gather a representative sample which is globally well balanced as future replications should ensure a diverse (and yet monocultural) sample which shows differences in the national cultural belonginess, age and gender.

5.2.3. Measurement of Biculturality

Going deeper, the applied control variable biculturality was also strongly flawed in its measurement and represents another limitation. The variable was based on family background for specific country connections without explicitly asking the respondents whether they consider themselves as bicultural or not. Previous theoretical background pointed out the dimensions that can occur when it comes to national and foreign identification since such individual preferences and identity styles should be more profoundly analysed. As a result, many might not feel as bicultural despite having a foreign family background or might be in favour of hybrid identity styles instead of the applied alternating style. Since biculturality was likely very predominant, it was decided to include it as control variable. As already mentioned earlier, it seems very important to include such demographics as control variables as results have shown that they do have a significant impact. It is consequently recommended to not only measure biculturality more precisely but to also at least include such demographics as control variables. As already mentioned earlier, some researchers may fully exclude such demographics from the overall sample to only work with monocultural observations. This would also mean that family connection for FMC consumption would also not be recommended to apply since it is still an indicator for biculturality.

5.2.4. Media Types and Motivations

One relevant limitation that most likely affected results was the attempt to measure a very broad spectrum of media types in one scale for identity outcomes. The reason for this was the overall scope for the analysis. If the study included a clear measurement and analysis for different media types and their specific relations to identity outcomes, the thesis would have exceeded its appropriate length. Moreover, given study represents a novel investigational path as the overall analyses are thus more general.

Existing research, however, emphasizes the need to measure media consumption based on the specific type since the specific media type relates individually to specific identity outcomes. In the end, newspapers might affect identity differently than social media. Previous research did indicate differences in identity measurement when distinctive media types are consumed (Clément et. al., 2005). For example, Clément et. al. (2005), concluded that newspapers and TV have a stronger impact on identity than radio, books or music (Clément et. al., 2005). One main reason for this was that newspapers and TV cover more specific information of national interest and thus have a stronger impact (Clément et.

al., 2005). This could reason a strong possibility for differentiated identity adaptation based on the specific media type. As a result, a separation would require a very exhaustive study. It is, however, still necessary to measure identity outcomes more profoundly and accurately as it is recommended to perform further research for specific media types and their identity outcomes. This could, for example, mean that media that are more specifically focused on national occurrences (newspapers and TV) could relate stronger to identity adaptation.

Moreover, one relevant variable was left out in the NMC, GMC and FMC measurement that could have given direction for more factors that could have impacted expected relations. Referring to this, another crucial limitation was the measurement of individual *motivations* to consume media. Given study investigated the national cultural connection but left out what exactly drives individuals to consume the specific type of (international) media. After all, given study solely provided a rather superficial insight into what motivations could have led to the media consumption by only measuring country connections. As a consequence, possible individual motivations could have been a great indicator to point out outlying factors that provide more insights into the expected relations. It is necessary to consider the individual intentions to consume national, foreign and global media in order to depict possible differences based on motivations. The country connection alone is not extensive and is therefore a clear limitation that flawed and limited the conducted study. As a result, a further recommendation would be to precisely measure individual motivations to consume media. For example, research has shown that different motivations to consume media trigger different corresponding cognitive processes (Lee, 2003). This could be seen as an indicator to include specific motivations as moderating or controlling factors for identity outcomes for future research.

5.2.5. Factors for Identity measurement

As the provided theory already accentuated, *language* plays a crucial factor when it comes to identity (Charadeau, 2001). The specific foreign language skills were only superficially analysed which limited possible investigations as it seems crucial to investigate the corresponding language skills more profoundly for future research. This implies that the level of language proficiency is likely impacting the results. After all, it could not be ensured to which extent international media were consumed in the corresponding native language. It this thus recommended to consequently put greater importance and attention to this matter and measure language proficiency. This means that language proficiency could be accordingly assessed to individual identity development, i.e. high language proficiency is expected to relate stronger to foreign identity development in

a positive direction than low language proficiency as past research suggests such dimensions (Schlesinger, 1999).

And lastly, the measurement of (foreign) national cultural identity also represents a common issue that is linked to many factors which were not extensively captured. Concerning this measurement, past research strongly emphasizes the importance of *ethnicity* when it comes to (foreign) national cultural identity. In other words, identification with a (foreign) national culture does partly depend on ethnicity as a distinctive ethnicity from the majority does lead to lower levels of national cultural identification (Froehlich et. al., 2018). In the end, the clash of various ethnicities could represent a crucial factor which was not captured and thus limited research. As a result, it is recommended for future research to consider ethnicity as an impacting factor for identity as should be included in measurement. Based on this, lower identification is expected when the individual's ethnicity is different to the majority of the (foreign) national culture for identity measurement and vice versa.

In addition, there are numerous other factors that influence concepts of national identity and sentiments of belonginess. *Multilingual national spheres and varying political behaviours* do have a strong impact on individual national cultural classification (Melich, 1986). A striking example for this would be Spain as Spaniards show a greater identification with their regional cultures than Spain as a whole (Melich, 1986). This indicates that national cultures should not be exclusively seen as the best suitable option to measure cultural identity. After all, this represents a certain limitation that could have impacted measurements for all identity types. It is consequently recommended to also measure *regional preferences* in identity measurement. For example, respondents should always be asked if they prefer their regional identity over their national cultural identity since high scores on regional identity could negatively relate to both NID as well as NMC (Melich, 1986).

After all, the complexity of involved factors becomes clear as given results can only roughly depict vague directions to what might have caused/influenced identity adaptation.

5.2.6. Consequences for Research Method

When reflecting on all recommendations and limitations, it becomes clear that an improvement would lead to a very ambitious and extensive data collection. A last and yet important recommendation is thus to combine the quantitative method with a qualitative approach. This means that in-depth interviews could be appropriately applied in order to depict further underlying factors and variables. Given study has shown that it cannot

capture the complex reality behind all factors that flow into media consumption and identity. Interviews could consequently be useful to narrow down the scope and provide a clear perspective for future directions. Since given research intended to measure a relatively new branch in identity research, it does seem promising to first gather overall impressions and information via interviews as they could reveal approaches that go beyond the provided limitations and recommendations. Moreover, the conducted study was already very extensive in its data collection as the recommendations would require a survey that exceeds the appropriate length for a questionnaire or similar. Interviews could depict clear aspects and factors to focus on as those specific variables which could then be measured in a survey.

5.3. Final Conclusion

Provided results and elaborated discussions create an appropriate foundation to answer the following research question: *To what extent does the consumption of National and International Media relate to the development of National, Foreign and Global Identities and how is the development affected by Intercultural Competence*?

When following the overall red thread, it can be said that National Media Consumption does indeed positively relate to National Identity. Such relations are, however, non-existent when the social cultural context is not provided. As a result, Foreign/Global Media Consumption do not directly positively relate to Foreign/Global Identity. Overall, the results strongly emphasize that the cultural social context is indeed crucial when it comes to identifying with national cultures and superordinate ingroups. This implies that an identification with a national culture that is distinctive from the home national culture and/or identifying with superordinate identity styles could only be possible when the individual is physically surrounded by the corresponding social context as this result was reflected in every single analysis. Not even Intercultural Competence had a moderating influence which only accentuates that a positive relation between Foreign/Global Media Consumption and Foreign/Global Identity needs to be given in first place in order to measure any moderating impact as past research indicates such results. Since previous research already concluded that non-national media impact foreign and global identity styles among immigrants and internationals, it can be stated that foreign and global media are more likely to have a moderating effect on *already* existing relations rather than relating *directly* to the ingroup identity outcome. As a consequence, the transfer of cultural values through media consumption only relates to the corresponding national cultural identity development when the social context is provided as well. The relation is

thus limited to the social context as foreign and global identity styles cannot be adapted through foreign and global media consumption only. In the end, national cultural values that give direction for national cultural or superordinate identity development are clearly taught and adapted through socialisation processes. In the end, values are deeply rooted into society as the transferred concepts in media content cannot replace a social environment.

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Appendix

Appendix A: Additional Demographic Tables on Identity, Media Consumption and Intercultural Competence

1) Media Consumption

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GMC	142	1.11	6.44	3.3342	1.02850
FMC	135	1.33	6.11	2.9961	.99321
NMC	158	1.00	6.22	3.7947	1.09286
Valid N (listwise)	120				

IMC_USA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no_global_choice	25	15.8	15.8	15.8
	United States	133	84.2	84.2	100.0
	Total	158	100.0	100.0	

2) Identity

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
FID	135	1.20	5.00	3.4076	.80329
GID	158	1.40	5.00	3.6722	.84045
NID	158	1.20	5.00	3.3392	.84748
Valid N (listwise)	135				

3) Intercultural Competence

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ICC	158	1.75	4.94	3.9395	.51950
Valid N (listwise)	158				

Appendix B: Scale items for Media Consumption, Identity and Intercultural Competence

1) Media Consumption Scale (NMC example):

1; Watch TV from (home country option*), 2; Watch movies and/or series from (NID option*), 3; Check news from (home country option), 4:, Read (online) newspapers from (home country option*), 4; Read (online) magazines from (home country option*), 5; Read books from (home country option*), 6; Listen to radio from (home country option), 7; Listen to music from (home country option*), 8; Use Internet platforms (e.g. social media platforms) from (home country option*).

*FMC= Foreign country option (Includes IMC measurement as subcategory of FMC)

2) Identity Scale (NID example):

1; I think that people from (home country option *) have a lot to be proud of, 2; I feel a bond with all people from (home country option*) around the world, 3; I feel solidarity with all people from (home country option*) around the world, 4; I have a lot in common with the average person from (home country option*), 5; All people from (home country option*) have a lot in common with each other.

*FID = Foreign country

*GID= Global citizens

3) Intercultural Competence Scale:

1; I pay attention to the emotions of others, 2; I am a good listener, 3;I sense when others get irritated, 4; I get to know others profoundly, 5; I enjoy other people's stories, 6;I notice when someone is in trouble, 7; I sympathize with others, 8; I set others at ease, 9; I try out various approaches, 10; I look for various ways to attain my goal, 11; I start a new life easily, 12; I like to imagine solutions to problems, 13; I am a trendsetter in societal developments, 14; I have a feeling for what is appropriate in culture, 15; I seek people from different backgrounds, 16; I have a broad range of interests

Appendix C: Questionnaire including Confidentiality

Q1 Welcome to the research study!

This survey is used for a Master's Thesis at Erasmus University Rotterdam that explores a new branch in identity research! You will be presented with information relevant for the intended project and you are kindly asked to answer some questions about it. Please be assured that your responses will be kept completely confidential.

The study should take you around 10 to 15 minutes to complete.

Your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. If you would like to contact the Principal Investigator in the study to discuss this research, please e-mail 540293rt@student.eur.nl.

By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.

Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device.

Thank you very much!

○ I consent, begin the study

○ I do not consent, I do not wish to participate

Q2 In which country have you lived for most of your life?

▼ Afghanistan (1) ... Zimbabwe (1357)

Q3 Have you ever lived in another country other than ${Q34/ChoiceGroup/SelectedChoices} for longer than 3 years?

○ Yes

○ No

Q4 How often do you consume media that is from ${Q34/ChoiceGroup/SelectedChoices}? This includes your nationally produced TV, Books, Movies, Series, Radio, Music, Internet platforms or (online) Newspapers/Magazines).

○ Very often

○ Often

○ Sometimes

○ Rarely

○ Almost never

Q5 How often do you consume media content that does **not** originate from ${Q34/ChoiceGroup/SelectedChoices}? This includes internationally produced TV, Books, Movies, Series, Radio, Music, Internet platforms or (online) Newspapers/Magazines).

Note: This also means that you consume the foreign media in the language of the foreign country, e.g. US American content is consumed in English.

○ Very often

○ Often

○ Sometimes

○ Rarely

○ Almost never

Q6 Well done! I would like to know more about the media that you consume which were produced in your home country, ${Q34/ChoiceGroup/SelectedChoices}.

How often do you do each of the following activities?

	Never	Once a month	Several times a month	Once a week	Several times a week	Once a day	Several times a day
Watch TV from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○

Watch movies and/ or series from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Check news from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Read (online) newspapers from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Read (online) magazines from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Read books from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Listen to radio from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Listen to music from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Use Internet platforms (e.g. social media platforms) from ${Q34/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○

Q7 To which extent do you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I think that people from ${Q34/ChoiceGroup/SelectedChoices} have a lot to be proud of.	○	○	○	○	○
I feel a bond with all people from ${Q34/ChoiceGroup/SelectedChoices} around the world.	○	○	○	○	○
I feel solidarity with all people from ${Q34/ChoiceGroup/SelectedChoices} around the world.	○	○	○	○	○
I have a lot in common with the average person from ${Q34/ChoiceGroup/SelectedChoices}.	○	○	○	○	○
All people from ${Q34/ChoiceGroup/SelectedChoices} have a lot in common with each other.	○	○	○	○	○

Q8 From which **foreign** countries do you consume foreign media? **Please write them down in full words. You may choose as many as you want (4 max).**

Note: This includes consuming the media in the native language of the foreign country, e.g. you consume media content that originates from the United States in English and **do not** consume dubbed versions or translations.

☐ First country: _____

☐ Second country: _____

☐ Third country: _____

☐ Fourth country: _____

Q9 What kind of connection do you have to ${Q20/ChoiceTextEntryValue/8}?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Personal connection through **friends and/or fascination**	○	○	○	○	○
Professional connection through my **job and/or education**	○	○	○	○	○

Connections through my **family** (i.e. my family's background is different to where I have lived for most of my life)	○	○	○	○	○
No specific connection, I consume foreign media for other reasons (e.g. entertainment)	○	○	○	○	○
Other, please specify and evaluate:	○	○	○	○	○

Q10 You are halfway through. Next, I would like to know more about your chosen countries. Your first choice was media that originate from ${Q20/ChoiceTextEntryValue/8}

Please give an answer to the following statements:

Note: This includes consuming the content in the native language(s) of ${Q20/ChoiceTextEntryValue/8}.

	Never	Once a month	Several times a month	Once a week	Several times a week	Once a day	Several times a day
Watch TV from ${Q20/ChoiceTextEntryValue/8}	○	○	○	○	○	○	○
Watch movies and/or series from	○	○	○	○	○	○	○

${Q20/ChoiceTextEntryValue/8}

Check news from ${Q20/ChoiceTextEntryValue/8}	○	○	○	○	○	○	○
Read (online) newspapers from ${Q20/ChoiceTextEntryValue/8}.	○	○	○	○	○	○	○
Read (online) magazines from ${Q20/ChoiceTextEntryValue/8}.	○	○	○	○	○	○	○
Read books from ${Q20/ChoiceTextEntryValue/8}.	○	○	○	○	○	○	○
Listen to radio from ${Q20/ChoiceTextEntryValue/8}.	○	○	○	○	○	○	○
Listen to music from ${Q20/ChoiceTextEntryValue/8}.	○	○	○	○	○	○	○
Use Internet platforms (e.g. social media platforms) from ${Q20/ChoiceTextEntryValue/8}.	○	○	○	○	○	○	○

Q11 To which extent to you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I think that people from ${Q20/ChoiceTextEntryValue/8} have a lot to be proud of.	○	○	○	○	○
I feel a bond with all people from ${Q20/ChoiceTextEntryValue/8} around the world.	○	○	○	○	○
I feel solidarity with all people from ${Q20/ChoiceTextEntryValue/8} around the world.	○	○	○	○	○
I have a lot in common with people from ${Q20/ChoiceTextEntryValue/8}	○	○	○	○	○
All people from ${Q20/ChoiceTextEntryValue/8} have a lot in common with each other.	○	○	○	○	○

Display This Question:

If List of Countries Second country: Is Not Empty

Q12 Let's have a look at your second choice. What kind of connection do you have to ${Q20/ChoiceTextEntryValue/10}?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Personal connection through **friends and/or fascination**	○	○	○	○	○
Professional connection through my **job and/or education**	○	○	○	○	○
Connections through my **family** (i.e. my family's background is different to where I have lived for most of my life)	○	○	○	○	○
No specific connection, I consume foreign media for other reasons (e.g. entertainment) (4)	○	○	○	○	○
Other, please specify and evaluate: (5)	○	○	○	○	○

Display This Question:

If List of Countries Second country: Is Not Empty

Q13 And again, please give answers about the media that you consume which originate from ${Q20/ChoiceTextEntryValue/10}.

Please give an answer to the following statements:

Note: This includes consuming the content in the native language(s) of ${Q20/ChoiceTextEntryValue/10}.

	Never	Once a month	Several times a month	Once a week	Several times a week	Once a day	Several times a day
Watch TV from ${Q20/ChoiceTextEntryValue/10}	○	○	○	○	○	○	○
Watch movies and/or series from ${Q20/ChoiceTextEntryValue/10}	○	○	○	○	○	○	○
Check news from ${Q20/ChoiceTextEntryValue/10}	○	○	○	○	○	○	○
Read (online) newspapers from ${Q20/ChoiceTextEntryValue/10}.	○	○	○	○	○	○	○
Read (online) magazines from ${Q20/ChoiceTextEntryValue/10}.	○	○	○	○	○	○	○
Read books from ${Q20/ChoiceTextEntryValue/10}.	○	○	○	○	○	○	○

Listen to radio from ${Q20/ChoiceTextEntryValue/10}.	○	○	○	○	○	○	○
Listen to music from ${Q20/ChoiceTextEntryValue/10}.	○	○	○	○	○	○	○
Use Internet platforms (e.g. social media platforms) from ${Q20/ChoiceTextEntryValue/10}.	○	○	○	○	○	○	○

Display This Question:

If List of Countries Second country: Is Not Empty

Q14 To which extent to you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I think that people from ${Q20/ChoiceTextEntryValue/10} have a lot to be proud of.	○	○	○	○	○
I feel a bond with all people from ${Q20/ChoiceTextEntryValue/10} around the world.	○	○	○	○	○

I feel solidarity with all people from ${Q20/ChoiceTextEntryValue/10} around the world.	○	○	○	○	○
I have a lot in common with people from ${Q20/ChoiceTextEntryValue/10}	○	○	○	○	○
All people from ${Q20/ChoiceTextEntryValue/10} have a lot in common with each other.	○	○	○	○	○

Display This Question:

If List of Countries Third country: Is Not Empty

Q15 Let's have a look at your third choice. What kind of connection do you have to ${Q20/ChoiceTextEntryValue/11}?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Personal connection through **friends and/or fascination**	○	○	○	○	○

	Never	Once a month	Several times a month	Once a week	Several times a week	Once a day	Several times a day
Professional connection through my **job and/or education**	○	○	○	○	○		
Connections through my **family** (i.e. my family's background is different to where I have lived for most of my life)	○	○	○	○	○		
No specific connection, I consume foreign media for other reasons (e.g. entertainment)	○	○	○	○	○		
Other, please specify and evaluate:	○	○	○	○	○		

Display This Question:

If List of Countries Third country: Is Not Empty

Q16 And again, please give answers about the media that you consume which originate from ${Q20/ChoiceTextEntryValue/11}.

Please give an answer to the following statements:

Note: This includes consuming the content in the native language(s) of ${Q20/ChoiceTextEntryValue/11}.

	Never	Once a month	Several times a month	Once a week	Several times a week	Once a day	Several times a day

Watch TV from ${Q20/ChoiceTextEntryValue/11}	○	○	○	○	○	○	○
Watch movies and/or series from ${Q20/ChoiceTextEntryValue/11}	○	○	○	○	○	○	○
Check news from ${Q20/ChoiceTextEntryValue/11}	○	○	○	○	○	○	○
Read (online) newspapers from ${Q20/ChoiceTextEntryValue/11}.	○	○	○	○	○	○	○
Read (online) magazines from ${Q20/ChoiceTextEntryValue/11}.	○	○	○	○	○	○	○
Read books from ${Q20/ChoiceTextEntryValue/11}.	○	○	○	○	○	○	○
Listen to radio from ${Q20/ChoiceTextEntryValue/11}.	○	○	○	○	○	○	○

Listen to music from ${Q20/ChoiceTextEntryValue/11}.	○	○	○	○	○	○	○
Use Internet platforms (e.g. social media platforms) from ${Q20/ChoiceTextEntryValue/11}.	○	○	○	○	○	○	○

Display This Question:

If List of Countries Third country: Is Not Empty

Q17 To which extent to you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I think that people from ${Q20/ChoiceTextEntryValue/11} have a lot to be proud of.	○	○	○	○	○
I feel a bond with all people from ${Q20/ChoiceTextEntryValue/11} around the world.	○	○	○	○	○

I feel solidarity with all people from ${Q20/ChoiceTextEntryValue/11} around the world.	○	○	○	○	○
I have a lot in common with people from ${Q20/ChoiceTextEntryValue/11}	○	○	○	○	○
All people from ${Q20/ChoiceTextEntryValue/11} have a lot in common with each other.	○	○	○	○	○

Display This Question:

If List of Countries Fourth country: Is Not Empty

Q18 Wow, you consume quite a lot of foreign media! What kind of connection do you have to ${Q20/ChoiceTextEntryValue/19}?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Personal connection through **friends and/or fascination**	○	○	○	○	○
Professional connection through my **job and/or education**	○	○	○	○	○

Connections through my **family** (i.e. my family's background is different to where I have lived for most of my life)	○	○	○	○	○
No specific connection, I consume foreign media for other reasons (e.g. entertainment)	○	○	○	○	○
Other, please specify and evaluate:	○	○	○	○	○

Display This Question:

If List of Countries Fourth country: Is Not Empty

Q19 And for the last time, please give answers about the media which you consume that originate from ${Q20/ChoiceTextEntryValue/19}.

Please give an answer to the following statements:

Note: This includes consuming the content in the native language(s) of ${Q20/ChoiceTextEntryValue/19}.

	Never	Once a month	Several times a month	Once a week	Several times a week	Once a day	Several times a day
Watch TV from ${Q20/ChoiceTextEntryValue/19}	○	○	○	○	○	○	○

Watch movies and/or series from ${Q20/ChoiceTextEntryValue/19}	○	○	○	○	○	○	○
Check news from ${Q20/ChoiceTextEntryValue/19}	○	○	○	○	○	○	○
Read (online) newspapers from ${Q20/ChoiceTextEntryValue/19}.	○	○	○	○	○	○	○
Read (online) magazines from ${Q20/ChoiceTextEntryValue/19}.	○	○	○	○	○	○	○
Read books from ${Q20/ChoiceTextEntryValue/19}.	○	○	○	○	○	○	○
Listen to radio from ${Q20/ChoiceTextEntryValue/19}.	○	○	○	○	○	○	○
Listen to music from ${Q20/ChoiceT	○	○	○	○	○	○	○

Use Internet plaforms (e.g. social media platforms) from ${Q20/ChoiceTextEntryValue/19}.	○	○	○	○	○	○	○

Display This Question:

If List of Countries Fourth country: Is Not Empty

Q20 Almost there! To which extent to you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I think that people from ${Q20/ChoiceTextEntryValue/19} have a lot to be proud of.	○	○	○	○	○
I feel a bond with all people from ${Q20/ChoiceTextEntryValue/19} around the world.	○	○	○	○	○

I feel solidarity with all people from ${Q20/ChoiceTextEntryValue/19} around the world.	○	○	○	○	○
I have a lot in common with people from ${Q20/ChoiceTextEntryValue/19}	○	○	○	○	○
All people from ${Q20/ChoiceTextEntryValue/19} have a lot in common with each other.	○	○	○	○	○

Q21 Please give an answer to the following statements.

For your information:

In this study, "global citizens" refer to individuals that look beyond national borders as they see all humans as part of one community.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I think that global citizens have a lot to be proud of.	○	○	○	○	○

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I feel a bond with all global citizens around the world.	○	○	○	○	○
I feel solidarity with all global citizens around the world.	○	○	○	○	○
I have a lot in common with global citizens.	○	○	○	○	○
All global citizens have a lot in common with each other.	○	○	○	○	○

Q22 To which extent do you agree with these statements?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I pay attention to the emotions of others	○	○	○	○	○
I am a good listener	○	○	○	○	○
I sense when others get irritated	○	○	○	○	○

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I get to know others profoundly	○	○	○	○	○
I enjoy other people's stories	○	○	○	○	○

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I try out various approaches	○	○	○	○	○
I look for various ways to attain my goal	○	○	○	○	○
I start a new life easily	○	○	○	○	○
I like to imagine solutions to problems	○	○	○	○	○
I am a trendsetter in societal developments	○	○	○	○	○
I have a feeling for what is appropriate in culture	○	○	○	○	○

	○	○	○	○	○
I seek people from different backgrounds	○	○	○	○	○
I have a broad range of interests	○	○	○	○	○

Q23 Now, I just need some more information about yourself and you are good to go.

What gender do you identify with?

○ Male

○ Female

○ Other

Q24 In which year were you born? Please type in your year of birth in full numbers, e.g. 1990.

_____

Q25 Which languages do you speak?

_____

Q26 What is the highest educational level that you have followed?

○ Primary school

○ Secondary school or high school

○ Vocational degree after high school

○ Bachelor degree

○ Master degree

○ PhD, MBA, or other equivalent

○ Other, namely...

_____

Q27 What is your current occupation?

○ Working professional, please
specify _____

○ Student, please specify your
track _____

○ Currently no occupation

Q28 You have now reached the end of the questionnaire. Thank you for your time and effort. Your help is highly appreciated! If you have questions or comments about this questionnaire, please list them below.

_____

Appendix D: Reliability Tests

1) Global Identity

Cronbach's Alpha	N of Items
.875	5

2) National Identity

Cronbach's Alpha	N of Items
.836	5

3) Foreign Identity first choice

Cronbach's Alpha	N of Items
.809	5

4) International Media Consumption first choice example

Cronbach's Alpha	N of Items
.659	9

5) National Media Consumption

Cronbach's Alpha	N of Items

Cronbach's Alpha	N of Items
.739	9

6) Intercultural Competence

Cronbach's Alpha	N of Items
.871	16

Appendix E: Normality Test Examples in Histogram
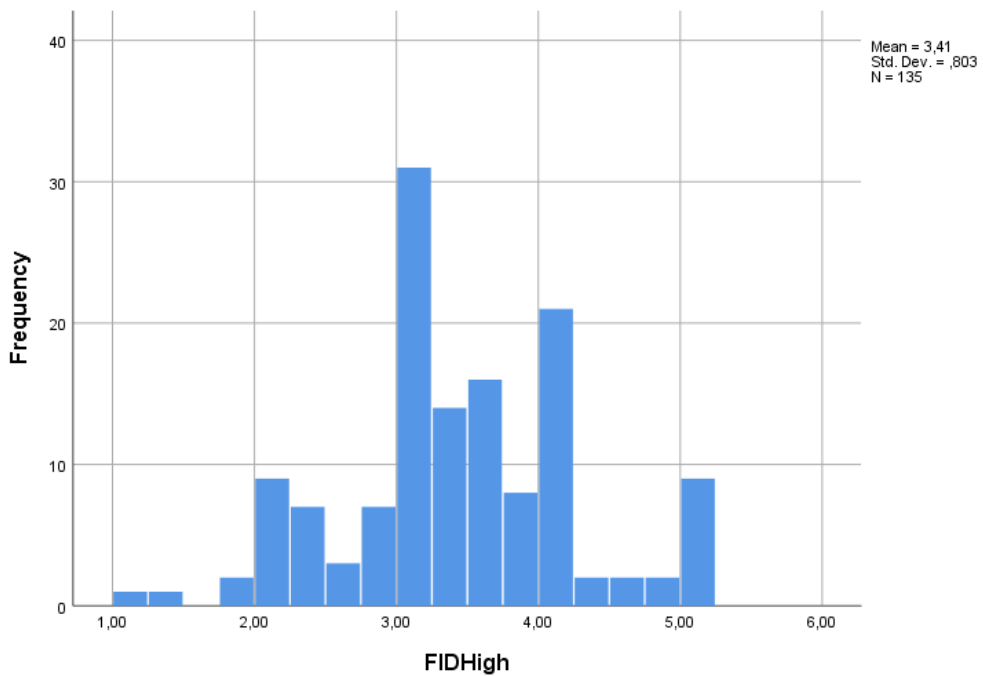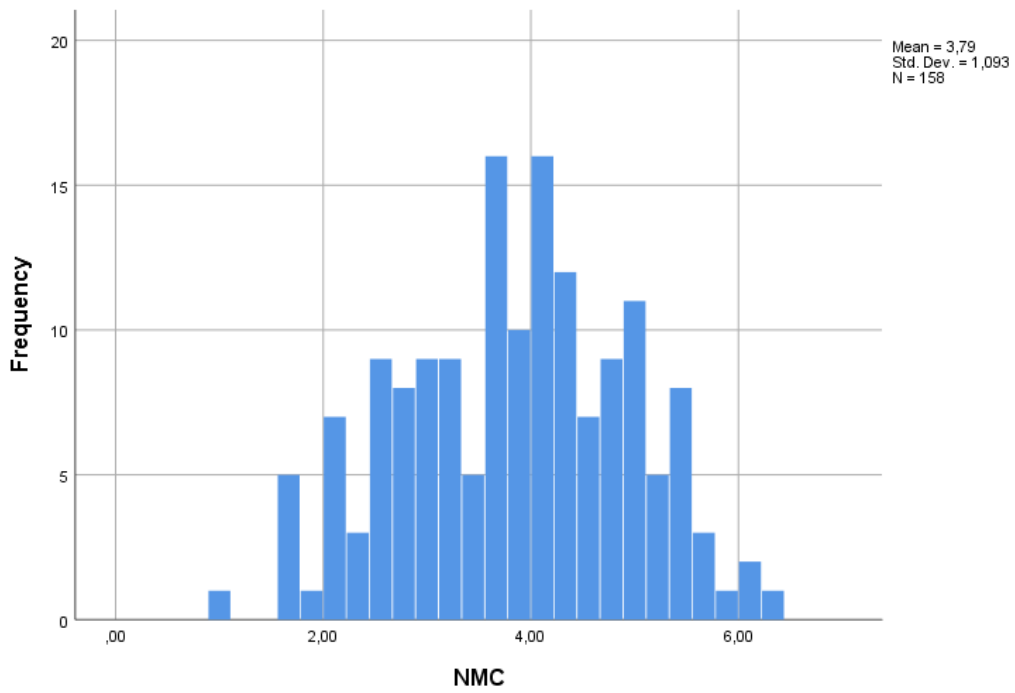
Appendix F: Applied Control Variables

1) NID outcome

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.006[a]	.000	-.006	.85018	.000	.005	1	156	.941

a. Predictors: (Constant), Biculturality

2) FID outcome

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.292[a]	.085	.078	.77115	.085	12.403	1	133	.001

a. Predictors: (Constant), Biculturality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.376	1	7.376	12.403	.001[b]
	Residual	79.091	133	.595		
	Total	86.467	134			

a. Dependent Variable: FID
b. Predictors: (Constant), Biculturality

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.104	.209		19.680	.000
	Biculturality	-.468	.133	-.292	-3.522	.001

a. Dependent Variable: FID

3) GID outcome

Model Summary

Model	R	R Square								Change Statistics

		Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.296ᵃ	.088	.082	.80540	.088	14.961	1	156	.000

a. Predictors: (Constant), Biculturality

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.705	1	9.705	14.961	.000ᵇ
	Residual	101.193	156	.649		
	Total	110.897	157			

a. Dependent Variable: GID
b. Predictors: (Constant), Biculturality

Coefficientsᵃ

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.453	.212		2.018	.000
	Biculturality	-.500	.129	-.296	-3.868	.000

a. Dependent Variable: GID

Appendix G: All Regression Analyses

1) National Media Consumption relates positively to National Identity

Dependent variable: NID

Model Summary

				Std. Error	Change Statistics				
Model	R	R Square	Adjusted R Square	of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.181[a]	.033	.027	.83618	.033	5.274	1	156	.023

a. Predictors: (Constant), NMC

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.688	1	3.688	5.274	.023[b]
	Residual	109.074	156	.699		
	Total	112.762	157			

a. Dependent Variable: NID
b. Predictors: (Constant), NMC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.807	.241		11.644	.000
	NMC	.140	.061	.181	2.297	.023

a. Dependent Variable: NID

2) Foreign Media Consumption relates positively to Foreign Identity

Dependent variable: FID

Model Summary

				Std. Error	Change Statistics				
Model	R	R Square	Adjusted R Square	of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.011[a]	.000	-.007	.80625	.000	.017	1	133	.896

a. Predictors: (Constant), FMC

3) Global Media Consumption relates positively to Global Identity

Dependent variable: GID

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
						Change Statistics			
1	.124[a]	.015	008	.80008	.015	2.187	1	140	.141

a. Predictors: (Constant), GMC

3) First part of H4: ICC as moderator for Foreign Media Consumption and Foreign Identity

Variable	B	Std. Error	Beta	t	p
ZFMChigh	.000	.082	.000	.005	.996
ZICC	.416	.085	.392	4.873	.000
MFMC_ICC	-.056	.086	-.053	-.649	.517

R²=.000

Appendix H: Hierarchical Regression Analyses with Control variables

1) Control variables on H1

Dependent variable : NID

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.181[a]	.033	.027	.83618	.033	5.274	1	156	.023
2	.181[b]	.033	.020	.83883	.000	.015	1	155	.901

a. Predictors: (Constant), NMC

b. Predictors: (Constant), NMC, Biculturality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.688	1	3.688	5.274	.023[b]
	Residual	109.074	156	.699		
	Total	112.762	157			
2	Regression	3.698	2	1.849	2.628	.075[c]
	Residual	109.063	155	.704		
	Total	112.762	157			

a. Dependent Variable: NID

b. Predictors: (Constant), NMC

c. Predictors: (Constant), NMC, Biculturality

2) Control Variables on H2

Dependent variable: FID

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.011[a]	.000	-.007	.80625	.000	.017	1	133	.896
2	.294[b]	.087	.073	.77347	.087	12.512	1	132	.001

a. Predictors: (Constant), FMC

b. Predictors: (Constant), FMC, Biculturality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.011	1	.011	.017	.896[b]
	Residual	86.456	133	.650		
	Total	86.467	134			
2	Regression	7.497	2	3.748	6.265	.003[c]
	Residual	78.970	132	.598		
	Total	86.467	134			

a. Dependent Variable: FID

b. Predictors: (Constant), FMC

c. Predictors: (Constant), FMC, Biculturality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.380	.221		15.276	.000
	FMC	.009	.070	.011	.131	.896
2	(Constant)	4.211	.317		13.301	.000
	FMC	.031	.068	.038	.450	.653
	Biculturality	.478	.135	.298	-3.537	.001

a. Dependent Variable: FID

3) Control variables on H3

Dependent variable: GID

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.124[a]	.015	.008	.80008	.015	2.187	1	140	.141
2	.280[b]	.079	.065	.77673	.063	9.543	1	139	.002

a. Predictors: (Constant), GMC

b. Predictors: (Constant), GMC, Biculturality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.400	1	1.400	2.187	.141[b]
	Residual	89.618	140	.640		
	Total	91.018	141			
2	Regression	7.157	2	3.579	5.932	.003[c]
	Residual	83.861	139	.603		

| | | Total | 91.018 | 141 | |

a. Dependent Variable: GID

b. Predictors: (Constant), GMC

c. Predictors: (Constant), GMC, Biculturality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.343	.229		14.630	.000
	GMC	.097	.066	.124	1.479	.141
2	(Constant)	4.049	.319		12.712	.000
	GMC	.081	.064	.104	1.273	.205
	Biculturality	-.411	.133	-.252	-3.089	.002

a. Dependent Variable: GID

4) Control variables on H4

Dependent variable: FID

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.394[a]	.155	.136	.74685	.155	8.006	3	131	.000
2	.469[b]	.220	.196	.72028	.065	10.844	1	130	.001

a. Predictors: (Constant), Moderator, ICC, FMC

b. Predictors: (Constant), Moderator, ICC, FMC, Biculturality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.396	3	4.465	8.006	.000[b]
	Residual	73.071	131	.558		
	Total	86.467	134			
2	Regression	19.022	4	4.756	9.166	.000[c]
	Residual	67.445	130	.519		
	Total	86.467	134			

a. Dependent Variable: FID

b. Predictors: (Constant), Moderator, ICC, FMC

c. Predictors: (Constant), Moderator, ICC, FMC, Biculturality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.379	.065		52.240	.000
	FMC	.000	.066	.000	.005	.996
	ICC	.334	.069	.392	4.873	.000
	Moderator	-.045	.069	-.053	-.649	.517
2	(Constant)	4.000	.199		20.118	.000
	FMC	-.035	.064	-.044	-.545	.587
	ICC	.312	.066	.367	4.701	.000
	Moderator	-.034	.066	-.040	-.510	.611
	Biculturality	-.417	.127	-.260	-3.293	.001

a. Dependent Variable: FID

Part 2

Dependent variable: GID

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.492[a]	.242	.226	.70695	.242	14.706	3	138	.000
2	.523[b]	.274	.253	.69456	.032	5.965	1	137	.016

a. Predictors: (Constant) Moderator, ICC, GMC
b. Predictors: (Constant), Moderator, ICC, GMC, Biculturality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.049	3	7.350	14.706	.000[b]
	Residual	68.969	138	.500		
	Total	91.018	141			
2	Regression	24.927	4	6.232	12.918	.000[c]
	Residual	66.091	137	.482		
	Total	91.018	141			

a. Dependent Variable: GID
b. Predictors: (Constant), Moderator, ICC, GMC
c. Predictors: (Constant), Moderator, ICC, GMC, Biculturality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.659	.059		61.615	.000
	GMC	.085	.060	.106	1.424	.157
	ICC	.412	.064	.477	6.424	.000
	Moderator	-.002	.065	-.003	-.034	.973
2	(Constant)	4.128	.201		20.551	.000
	GMC	.075	.059	.093	1.270	.206
	ICC	.387	.064	.448	6.069	.000
	Moderator	-.008	.064	-.010	-.131	.896
	Biculturality	-.295	.121	-.181	-2.442	.016

a. Dependent Variable: GID

4) Second part of H4: ICC as moderator for Global Media Consumption and Global Identity

Variable	B	Std. Error	Beta	t	p
ZGMChigh	.101	.071	.106	1.424	.157
ZICC	.490	.076	.477	6.424	.000
MGMC_ICC	-.003	.078	-.003	-.034	.973

$R^2 = .242$