The role of digital media consumption in sojourners' identification and adaptation abroad

Student name: Ditte Walhof

Student number: 450311

Supervisor: Dr. Joep Hofhuis

Master Media & Business

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

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Abstract

The global sojourner population is continuously growing. Previously, this population has been the focus of primarily adaptation research. However, this body of research leaves many gaps, such as sojourner identity on a larger scale, and the influence of modern traditional media, being consumed online. The current thesis aims to explore the relationships between digital media consumption, different types of identities and adaptation, explored through the following research question: *To what extent does the consumption of digital media affect sojourners' identities and their psychological and sociocultural adaptation?*

To answer the research question, a survey was distributed online. The gathered data showed that strong home identities resulted in less psychological adaptation, while strong host identities lead to more psychological adaptation as well as sociocultural adaptation. Moreover, increased consumption of digital media from one's home country encouraged stronger home identification, international identification, and IWAH. More specifically, the consumption of host entertainment and news media showed a positive relationship with increasing home identification. Moreover, more media consumption from one's host country found an increase in host identification and international identity. Again, host entertainment and news media consumption specifically were found to correlate positively to host identification. Meanwhile, host news consumption found a positive relationship with sojourners' international identity. Lastly, consuming more global media lead to stronger international identities and IWAH for sojourners, where global entertainment media consumption showed a positive relationship with international identity.

The present research contributes to the existing body of literature in various ways. Firstly, it helps expand the current knowledge regarding two newer identity types: international identity and IWAH. Moreover, it fills in a research gap regarding media and sojourners, which has previously disregarded digital media consumption while not focusing on social media. This exploration paves the way for future research to expand on. contribution Suggestions for future research are proposed, including an alternative way to measure sojourners' connection to countries and cultures through media consumption.

Keywords: sojourner, digital media, identity, IWAH, adaptation

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1. Introduction

Throughout the last decades, people worldwide have become more connected than ever before, and global mobility is ever increasing (Finaccord, 2018). Research by Finaccord (2018) found that in 2017 there was a global sojourner population of 66.2 million people, consisting primarily of employees and international students. A sojourn can serve many advantages for both professional and personal development, such as the transferring of knowledge, obtaining knowledge and skills necessary for entering a new market, expanding one's personal and professional network, and learning about new, foreign cultures (Dwyer & Peters, 2004; MacLachlan, 2018; Milian, Birnbaum, Cardona & Nicholson, 2015). On a personal level, a sojourn can foster better intercultural competency and generate feelings of global citizenship, influencing sojourners' identity (Roller, 2015). Regarding identity, a sojourn as short as one year can significantly increase one's identification with both the home and host culture (Arant, Kühn & Boehnke, 2016). Aside from real-life experience, consuming media from one's host country can also significantly influence sojourners' identity, their host identification with the host culture in particular (Raman & Harwood, 2008; Reece & Palmgreen, 2000).

However, despite the size of the sojourner population, one cannot assume that living abroad goes smoothly for all sojourners. Over a third of expatriate managers fail to perform optimally during a sojourn, despite predeparture screenings and training (Stroh, Black, Mendenhall & Gregersen, 2005). Similarly, international students are at increased risk of experiencing adverse health outcomes and are less likely to seek help than their fellow students (Skromanis, Cooling, Rodgers, Purton, Fan, Bridgman, Harris, Presser & Mond, 2018). Part of why sojourners fail to perform or experience hardship while living abroad can be attributed to identity and acculturative stress. Such stress can lead to identity conflicts, which can affect expatriates' emotional and physical wellbeing. This is problematic since good mental and physical health are essential drivers for employees' satisfaction and productivity (Brown & Brown, 2013; Oswald, Proto & Sgroi, 2015). Ultimately, research regarding sojourners' identification, media consumption, and adaptation is important to create a better understanding of these underlying relationships. If newfound knowledge would be applied well, sojourners' struggles could be (partly) alleviated, and sojourns may become more successful overall. This would save time, money, and energy, ultimately benefiting sojourners themselves, their employers, educational facilities and sojourners' personal networks.

Previous research regarding sojourners has primarily been about acculturation processes. In doing so, the primary identity types recognized were sojourners' identification with the home and host country. Later, the overall identity spectrum was expanded to include international identity and identification with all humanity (IWAH for short), which transcend the notion of nationality (Bierwiaczonek, Waldzus & van der Zee, 2017). Aside from different types of sojourner identity, two main types of adaptation have been distinguished: psychological and sociocultural adaptation. These reflect sojourners' ability to adapt to a new country by changing their behavior, and their mental health

while living and adapting abroad (Berry, 2005). These two types of adaptation have also been researched in relation to media, both social and traditional. A few functions of media were to offer support to sojourners and help maintain their home identities, while consumption of specifically host media also reflected sojourners' desires for adaptation (sources; Callahan, 2011; Raman & Harwood, 2008; Reece & Palmgreen, 2000). However, the underlying relationships between these four identity types, more in-depth media types and adaptation have not been explored extensively yet, leaving gaps in the research body.

In the past, research has primarily focused on immigrants and consumption of traditional media from the home or host country, or on international students and the role of social media during their adaptation process. In doing so, research has skipped over the influence of 'modern' traditional media, or 'digital media'. Here, digital media refers to traditional media types that are now available or even especially produced for consumption online, as the consumption of media online continues to grow (Joshi, 2015). Besides, due to globalization, it has become increasingly easy to consume media originating from outside one's home or host country due to the many available streaming services. However, the consumption of such media has been neglected in research. Furthermore, there has been a lack of research regarding the relationship between different media types, such as entertainment and news media or sports, and adaptation and identity. Media consumption habits can vary greatly per person, however media consumption is usually compiled into one variable, meaning that the individual influence of different media types is not explored (Raman & Harwood, 2008). Lastly, there is a research gap regarding identity. Previous research predominantly focused on the concepts of home and host identities. However, the spectrum of identification can be broadened by including international identity and IWAH (Bierwiaczonek et al., 2017; Nickerson & Louis, 2008; McFarland, Webb & Brown, 2012). These two manifestations of identity have not been researched enough in relation to sojourners and their adaptation abroad, and neither has the relationship between these two identity types and media consumption.

This thesis aims to fill in these research gaps and look at the relationship between digital media and sojourners' identities, and the relationship between identities and sojourners' adaptation abroad, using quantitative survey research. The research question for this thesis is: *"To what extent is there a relationship between the consumption of digital media, sojourners' identities and their psychological and sociocultural adaptation?"* The body and focus of research regarding sojourners' identities will be broadened to surpass the limits of acculturation research with home versus host identity as the primary types of sojourner identity. Instead, this research includes a broader spectrum of both media and identification, including global media consumption, different media types, and international identity and IWAH, and looks into the relationship between these identities and media consumption.

2. Theoretical framework and previous research

2.1 Psychological and sociocultural adaptation for sojourners

This research focuses on sojourners specifically. A sojourner can be defined as somebody who moves to a different country with the intention of staying there for a limited amount of time. In accordance with previous research, one is considered a sojourner if they have moved abroad for work or study, therefore excluding those traveling for leisure or permanent settlement (Berry, 1997; Hofhuis, Hanke, & Rutten, 2019). The temporary stay of sojourners, and their prospect of returning home afterward, has made them an interesting research population for decades when it comes to adaptation abroad (for example Church, 1982; Demes & Geeraert, 2015; Pitts, 2009; Ward & Rana-Deuba, 2000).

Upon living in a new country, sojourners need to get used to the host country's surroundings, people, and culture. This is referred to as the adaptation process, which can be defined as the "development of cultural and social competencies, which allows individuals to interact effectively with both the ethnic group of reference and other ethnic groups." (Smith-Castro, 2003, p.84). This process suggests that people learn to understand the values, norms, and beliefs of a new culture (Smith-Castro, 2003). However, this specific definition does not explicitly state the mental aspect of adaptation, taking into account how people's mental wellbeing influences their adaptation abilities, rather than just the extent to which they collect the necessary information for effective cultural and social adaptation. The importance of sojourners' mental wellbeing while adapting is widely recognized throughout research and has resulted in the distinction between two types of adaptation. The first type of adaptation is 'psychological adaptation.' Psychological adaptation, in the sojourner context, refers to one's emotional wellbeing and feelings of satisfaction while living in the host country (Berry et al., 2006; Ward & Searle, 1991). According to Smith-Castro (2003), psychological adaptation refers to people having a "positive sense of personal identity, life satisfaction and "good" mental health" (p.84). The second type of adaptation is 'sociocultural adaptation,' which refers to someone's ability to fit in with the host culture, being able to perform activities that their daily life requires (Berry et al., 2006; Ward & Searle, 1991). This form of adaptation is displayed through people's possession of the social and cultural skills needed for everyday social situations (Smith-Castro, 2003).

However, adapting to a new country does not always go smoothly, and sojourners can experience feelings of culture shock in the process. Culture shock can be defined as the feelings and manifestations of anxiety experienced due to a loss of familiar signs and symbols upon moving abroad (Oberg, 1960). According to Oberg (1960), people go through a U-curve of shock when they first move to a new country. He divides this curve into different phases. At first, people experience what he calls 'the honeymoon phase' upon the arrival in a new place, where everything a country or culture has to offer is new and exciting. The next phase is marked by internal crises, starting with the rejection of

the new environment due to discomfort, later transgressing into the next phase: regression. In the regression stage, one responds to the experienced discomfort by glorifying one's home environment, during which only the positive memories of one's home environment are acknowledged. The last phase consists of people accepting the new environment and adjusting to it. The extent to which people will experience culture shock, or go through these different stages, can differ per person (Oberg, 1960). However, this way of thinking regarding culture shock and adaptation curves is considered rather old-fashioned. Throughout the years, this notion of a culture shock U-curve has been retested, with varying results (Ward, Okura, Kennedy, and Kojima, 1998). More recently, Demes and Geeraert (2015) found there to be many kinds of reactions and curves, and one could not generalize sojourners' adaptation process and reactions to moving abroad.

2.2 Identity

During the adaptation process, a factor not to be overlooked is identity. Through identity, people make sense of themselves, everything around them, and their place in the world. Stets and Burke (2000) define identity as "the categorization of the self as an occupant of a role, and the incorporation, into the self, of the meanings and expectations associated with that role and its performance" (p. 225). As highlighted by Benwell (2006), people's identity can be made up of multiple components, such as age, gender, race, country of birth, and an infinite array of other labels or categories. Common ways of expressing one's identity are through fashion, vernacular, frequented (leisure) places, to name a few (Benwell, 2006). In addition to identities being made up of various components, people can also report having multiple identities, dependent on the setting (Berry et al., 2006). Upon arriving in a new country and culture, newcomers are to decide to what extent they choose to maintain their culture and identity from their home country, and to what extent they are willing to participate in the host country culture, which would directly influence the formation or alteration of their (host) identity (Arant, Kühn & Boenke, 2016).

When discussing identity, the notion of groups cannot be left out, for they are of high importance when it comes to identity (Chen & Li, 2006; Stets & Burke, 2000; Trepte, 2006). In this context, groups can be defined as a collection of people that consider themselves members of the same social category, feel an emotional bond with belonging to a category and have some consensus about this group and who its members are (Tajfel & Turner, 1979). The social identity theory by Tajfel and Turner (1979) elaborates on the interplay between identity and groups by describing three underlying components that constitute and connect groups with identity. The first component, categorization, is the process of labeling people and putting them into categories, including oneself. Like included in the definition of identity overall, categorization also assigns people specific roles, which provide guidelines for how people should or are expected to behave (Nickerson & Louis, 2008). The second component, identification, determines who one associates themselves with, being the ingroups, and

then also determining the ones one does not associate with, being the outgroups. Lastly, through comparison, people compare the ingroup with the outgroup, creating a favorable bias towards the ingroup (Chen & Li, 2016; Smith & Smith, 2012). Group membership diminishes the perceived differences between the members of that group and the individual (Nickerson & Louis, 2008).

After the social identity theory, the self-categorization theory was developed by Turner, Hogg, Oakes, Reicher, and Wetherell (1987). This theory builds on the social identity theory and the idea of categories differentiating between people, and is often labeled as the 'social identity approach' in combination with the social identity theory (Abrams & Hogg, 2004; Hornsey, 2008). In their research, they state that identity can be divided into three different levels. In the lowest level of self-categorization, people's identity is based around them being different from the rest of their ingroup, being identity on a personal level. The second level states that people base their identity on the similarities and differences between their ingroup and the outgroup(s), constituting what they call the social identity level. The last level is human self-categorization, where people consider themselves primarily as human beings and, therefore, a part of all humanity, where there appears to be no outgroup (Hornsey, 2008; McFarland et al., 2012; Nickerson & Louis, 2008). These three levels reflect the inclusiveness that people can portray through their identity (Hornsey, 2008; Trepte, 2006). These categorizations are relevant in that they shed light on people's attitudes towards people based on their group membership, essentially their identity. However, as this theory mainly focuses on individuals' positions within groups, this theory has been criticized for being too reductionist and focuses too much on the individual (Farr, 1996). In addition, Hogg and Williams (2000) critiqued both this theory and the social identity theory for being so broad and oversimplified that it is difficult to falsify these theories.

Besides group memberships, an important influence on people's identity formation is culture, which is especially relevant in the case of sojourners as they find themselves directly exposed to a different culture (Pratt, 2005). Especially if this new host culture is considerably different from one's home culture, adapting can be experienced as difficult. One's home culture plays an influential part in one's identity formation, and if this culture is actively attacked or opposed, this can cause emotional distress, which harms one's adaptation (Brown & Brown, 2013). One way in which both culture and identity are formed and influenced is through imitation, which is the central premise of the social learning theory (Bandura, 1969). This theory describes how people learn and change their behavior in and due to social surroundings and is often referred to in crime research (Peteraf & Shanley, 1997). Initially, Bandura (1969) has also acknowledged and elaborated on the links between social learning, behavior, and identity. According to him, identification can encourage the imitation of behavior, and vice versa, meaning that learned behavior can also influence people's identity (Bandura, 1969). The latter functions similarly to how culture forms itself and how culture changes, as new ideas, practices, and changes are introduced and learned by people over time (Flinn, 1997). Identifying with groups

also helps people with this social learning, as group identity teaches people which attitudes, emotions, and behavior are appropriate for group members to portray in specific contexts (Hornsey, 2008).

Throughout the years, there has been more discussion surrounding identity in relation to globalization. Moving abroad and being exposed to new cultures can significantly affect people's identity or identities (Pratt, 2005). Distinctions have been made between different types of identities in the global playing field, such as one's home and host identity. 'Home identity' refers to people identifying with the culture from their country of origin and the people from there. While living in one's country of birth, home identity is often not given much thought as it is in accordance with one's surroundings. However, upon moving abroad, exposure to new cultures creates more awareness regarding one's home culture and home identity (Arant et al., 2016). In a sojourner context, strong identification with one's home country generally results in less intercultural competence (Lee, 2010). On the other hand, 'host identity,' which is relevant to migrants and sojourners, refers to the extent to which people can identify with the culture and people from the country one sojourns in or has migrated to (Lee, 2010). Strong host identities typically portray more psychological and sociocultural adaptation, while stronger home identities can harm the adaptation process, as they can lead to distress and rejection of the host culture (Lee, 2010; Ward & Kennedy, 1994). However, one must note that these two types are not exclusive, and people can portray both types of identity. For example, longitudinal research by Arant, Kühn, and Boehnke (2016) found that a sojourn of a little as one year can strengthen both the home and host identity.

However, more recently, the spectrum of identity typology has broadened beyond the home and host identity types, expanding to international identity and identification with all humanity (IWAH). With people being more connected and mobile due to globalization, there is more information available regarding different cultures and groups, which shapes people's identities. While living abroad, the international identity captures the feeling of group identity and connectedness that forms a bond between sojourners, all being non-natives living in a foreign country, and therefore transcends individual nationalities (Bierwiaczonek et al., 2017; Brown & Brown, 2013). Besides that, one can experience 'identification with all of humanity' (IWAH). Those whose identity is built on this notion consider everyone to be connected through merely being a part of humanity. This suggests that people who are said to have or portray IWAH consider there to be no such thing as an outgroup (McFarland et al., 2012). Hamer, McFarland, and Penczek (2019) found that IWAH could be predicted by people's openness to experience and empathy, of which they portray higher levels. Alongside the aforementioned home and host identity, these different types of identities are interesting as they can create a more profound understanding of the adaptation process of sojourners and why adapting to a new country could be easier for some compared to others. For example, international students with stronger international identities showed better psychological adaptation abroad, while international

students with strong home identities experienced more difficulty with sociocultural adaptation (Bierwiaczonek et al., 2017).

Based on the previous research, hypotheses can be created to test the relationship between the four identity types and sojourners' psychological and sociocultural adaptation. As Lee (2010) states, strong home identification can harm sojourners' overall adaptation process. The present research will retest these findings for hypotheses H1A and H2A. Contrastingly, strong host identities have been found to correlate with more psychological and sociocultural adaptation (Ward & Kennedy, 1994). These findings will also be tested again through hypotheses H1B and H2B. Regarding strong international identity, findings suggest that this encourages more psychological adaptation (Bierwiaczonek et al., 2017). No significant support was found for the relationship between international identity and sociocultural adaptation. However, this relationship will also be retested since the present research uses a different, broader sample (Bierwiaczonek et al., 2017). Hypotheses H1C and H2C will test the relationships between international identity and psychological and sociocultural adaptation. Compared to the other identity types, relatively little is known about IWAH. Based on the general open-mindedness of those with IWAH (Hamer, McFarland & Penczek, 2019), one could expect them to experience better psychological and sociocultural adaptation. This prediction is will be tested for hypotheses H1D and H2D. Below, an overview of the mentioned hypotheses is presented.

> *H1A: There is a negative relationship between home identity and psychological adaptation*
>
> *H1: There is a positive relationship between host identity (B)/international identity (C)/IWAH (D) and psychological adaptation*
>
> *H2A: There is a negative relationship between home identity and sociocultural adaptation*
>
> *H2: There is a positive relationship between host identity (B)/international identity (C)/IWAH (D) and sociocultural adaptation*

2.3 The impact of media on identity and adaptation

When discussing identity formation, the influence of media cannot be forgotten. In the last ten years, the global daily time spent with media has increased with nearly a hundred minutes, increasing to an average of 473 minutes in 2018, or nearly eight hours (Watson, 2019). With that much time spent with media, it raises the question regarding the power of media on people's lives. A theory elaborating on the influence of media is the cultivation theory, developed by Gerbner in the 1960s. This theory claims that beliefs and meanings spread through media messages influence consumers to the extent that they cannot distinguish reality from 'television reality' and will adopt the depicted beliefs and meanings (Raman & Harwood, 2008). The effect of these widespread messages is that they

can create a culture of shared beliefs and meanings, if they were copied by the public as Gerbner argues (Potter, 2014). According to Gerbner (1973), since media messages are produced by institutions, analyzing cultivation is about the effects of media messages on culture and identity formation and change. This information is said to influence how people make sense of the world and themselves, influencing their attitudes, knowledge, and behavior (Potter, 2014). However, to assume that people would readily adopt the media's ideas and meanings would assign the media too much power, and Gerbner's theory has received much criticism throughout the years. For example, while there is empirical support for this theory, most studies have only found very small effects (Raman & Harwood, 2008). Besides that, two limitations of Gerbner's research are that it only included commercial television to measure exposure through the media, and using the frequency at which messaging appeared on television to define meaning portrayed on television as a whole (Potter, 2014). Moreover, a key characteristic of this theory is that it approaches television viewing from a macrolevel, disregarding that on a micro-level people have different media consumption preferences, such as specific programs or genres. These preferences were found to predict cultivation more strongly than overall television viewing (Grabe & Drew, 2007; Hawkins & Pingree, 1980; Potter, 1988; Potter, 2014). In addition, people do not interpret all messages the same way, and the cultivation theory only focuses on the dominant interpretations, presenting an incomplete overview (Potter, 2014). In Potter's (2014) critical analysis of the theory, he disagrees with the idea that the cultivation effect is cumulative as time passes (Shanahan & Morgan, 1999). So, while the notion that media can influence people's beliefs, knowledge, attitudes, and behavior is interesting for identity research related to media, and not entirely wrong, one must be mindful of the criticism the cultivation theory has received throughout the years.

However, there are more theories that can shed light on the relationship between identity and the media. Again, the social learning theory offers an interesting perspective on the potential power of the media (Bandura, 1969). Harnessing the power to distribute information about cultural practices, values, and beliefs to a wider audience, the media can be considered another source for people to base behavior and beliefs on, influencing their identity (Harrison & Cantor, 1997). A critical component of the social learning theory is the notion of prevalence, which refers to the frequency with which something is depicted or discussed (Bandura, 1977). The more prevalent an idea, ideal, behavior and so forth is, the likelihood of this becoming engrained in the audience or consumers increases due to high exposure (Harrison & Cantor, 1997). Relating the notion of prevalence to identity, this theory suggests that those who frequently consume a particular media type could start modeling themselves after what is depicted, affecting their identity. Arnett (1995) already argued that with increasing media consumption at the time, media functioned as a new source for socialization, especially for adolescents. Since the influence of the family typically declines during adolescence, the (potential) influence of media increased. Gerbner, Gross, Morgan, Signorielli, and Shanahan (2002) have also

stated that television functions explicitly as an important socializing agent through its storytelling function.

Thus far most media, acculturation and identity-related research has focused on the influence of television and movies, predominantly originating from one's home and host country (Raman & Harwood, 2008; Reece & Palmgreen, 2000; Strelitz, 2002). Research on sojourners in the United States showed a strong positive relationship between host television watching habits and sojourners' need and desire to adapt (Raman & Harwood 2008; Reece & Palmgreen, 2000). Another study found that the collective consumption of local television programs had dual effects on African students' identity: it reflected part of their identity, while is also influenced the further development of said identity. In addition, it influenced how they experienced their time at university, and the activity of watching and discussing the programs together gave them a better understanding of themselves as a group (Strelitz, 2002). Entertainment media consumption allows people to form their identity, decide which groups they (want to) associate themselves with, and how strongly. At the same time, entertainment media can help people determine their group's status, the social rules of this group and how important this group is to them (Trepte, 2006; Reid, Giles & Abrams, 2004). Ultimately, entertainment media is not only selected by people according to their identity, it is also an important source of information regarding group culture and behavior, aiding people in their identity formation (Reid, Giles & Abrams, 2004).

Another interesting medium with regards to identity is news media. News media have been found to play a significant part in identity formation, as news media are a source of information regarding the world. This helps people not only gain knowledge about the world, but also helps them determine their own place in it (Olausson, 2010). Research regarding the Latino immigrant community in the United States found that those that identify strongly as Latino preferred to consume news in Spanish, motivated not solely by language preferences and skills, but since Spanish-spoken news focused on issues more relevant to the Latino community (Salzman, 2014). Despite immigrants being the focus rather than sojourners, the overall finding suggests that identification with a group results in a preference towards news that deals with issues regarding that group. On the contrary, while identity can determine news preferences, news consumption can also strengthen or help form identity (Olausson, 2010). With regards to adaptation, watching news from one's host country was found to reflect the desire to gain knowledge about the host country to encourage smoother adaptation (Reece & Palmgreen, 2000).

Lastly, besides entertainment and news media, sports can also influence identity, with one's team or athlete of preference and its supporters as the ingroup (Smith & Smith, 2012; Tajfel & Turner, 1979). Sports fans show a clear positive bias and preference towards fellow supporters of one's favorite team or athlete (Wann & Grieve, 2005). Sports can become an important part of people's identity, as fans can become incredibly involved, to the extent that some see (their support for) a sports

team or athlete as an extension of themselves (Wann, Melnick, Russell & Pease, 2001). New ways of consuming sports events online transcend traditional borders, so now people can follow international sports teams and events through different types of media, during which the audience is exposed to people from different cultures, with different values and beliefs (Billings & Hundley, 2010; Smith & Smith, 2012). While Billings and Hundley (2010) do not claim that this exposure through sports directly changes people's perceptions or identity, they state that people who keep up with international sports are exposed to different cultures, people and groups, which provides them with new information and perspectives. The question remains whether this exposure to new groups and cultures is enough to have a substantial influence on people's identity.

All in all, based on previous research, there likely is a relationship between people's identity and their consumption of media, and even their needs for adaptation. Still, there are gaps in the research body regarding sojourners' media consumption and identity, and their underlying relationships. Based on previous research and the cultivation and social learning theory, there could be relationships between media consumption from different countries and sojourners' identification. This thesis aims to explore these potential relationships. For example, the relationship between home identity and the consumption of home media has not received enough attention thus far. Based on research such as Strelitz's (2002), hypothesis H3 expects a positive relationship between home media consumption and home identity. In terms of host media consumption, research has elaborated on its positive correlation with adaptation desires (Raman & Harwood, 2008; Reece & Palmgreen, 2000), however little is known about its specific relationship with identification. Based on the previously mentioned findings and the cultivation and social learning theory, hypothesis H4 predicts a positive relationship between host media consumption and sojourners' host identification. Similarly, media consumption from neither the home nor host country is underrepresented in sojourner adaptation and identity formation research. Due to globalization, people need to position their identities in a global cultural frame (Choi, 2002). The rise of non-western media in the global media market offers more diverse exposure to cultures, beliefs, behavior and so forth (Thussu, 2006). Considering the diverse media landscape and discussed media theories, a positive relationship between global media consumption and international identity (H5A) and IWAH (H5B) is expected. Due to the lack of research regarding the topics included in this study, no causality can be determined for the proposed relationships.

In addition to the presented research gaps and proposed hypotheses, not enough is known about the relationship between the consumption of specific media types and sojourners' identity formation. To provide further insights, this research will investigate the relationship between identity, adaptation, and three different types of media: entertainment media (television, film and series), sports media and news media. For hypotheses 3 to 5, these subcategories for media will be tested per media origin to deepen the present research further. Below, an overview of the hypotheses is presented.

H3: There is a positive relationship between home digital media consumption and sojourners' home identity

H4: There is a positive relationship between host digital media consumption and sojourners' host identity

H5: There is a positive relationship between global digital media consumption and sojourners' international identity (A)/ IWAH (B)

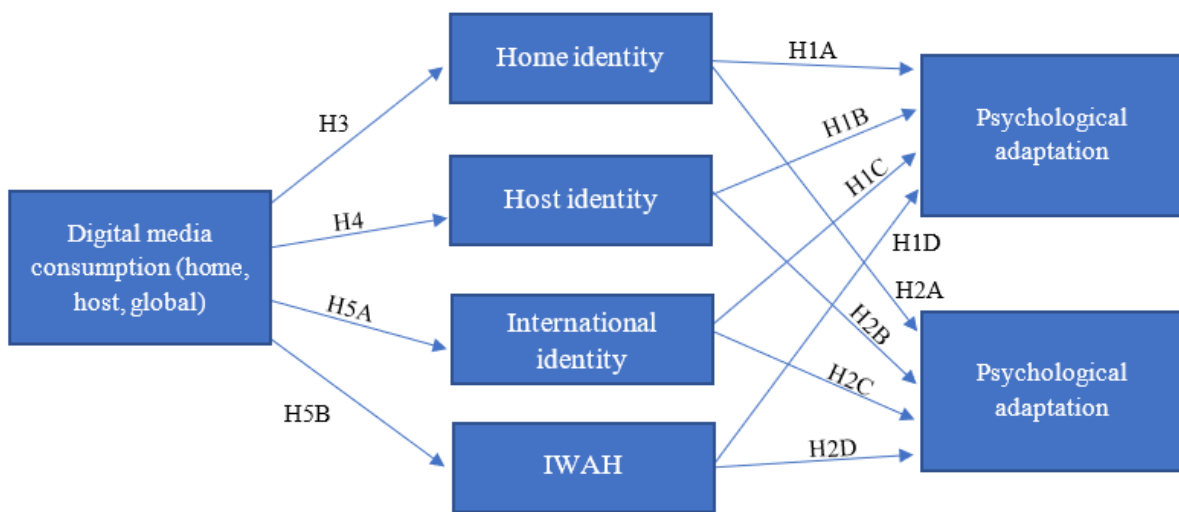These hypotheses create a research model that looks as follows (see Figure 1):

Figure 1: Research model

This model lends itself to additional mediation analyses. For this research, the potential mediating effects of identity on the relationship between media consumption and sojourner adaptation will be tested.

3. Methodology / Research design

3.1 Research design

This thesis used quantitative methods to collect data. The benefit of using quantitative methods is that they permit the researcher to obtain a larger sample, compared to qualitative analysis. Another advantage is that results found through quantitative methods are considered more generalizable, due to the large amounts of data gathered (Rahman, 2016). Moreover, since quantitative data are expressed numerically, statistical analyses can be used to test and interpret the data and the underlying relationships and correlations (Fallon, 2016). Using quantitatively collected data for analyses, these outcomes are often considered to have high reliability and validity, due to the lower subjectivity of the research (Matveev, 2002).

An online survey was created using Qualtrics for data collection and spread among sojourners globally. Further on in this section, the exact method of sampling will be described. There are various advantages of online survey research and reasons why this method was a good fit for the present study. Firstly, a practical advantage of online survey research is the ability to reach a larger (potential) sample. As the internet is increasingly available worldwide and the prices of computer hardware and software decrease, surveys can be spread quickly and are easily received by many (Clement, 2019; Wright, 2005). Secondly, online survey research has made it easier for researchers to reach groups that were difficult to reach otherwise (Wright, 2005). Another advantage is that this research method is time-efficient, allowing researchers to reach people in a short amount of time since geographic distance is easier to bridge (Wright, 2005). This is useful for research regarding sojourners, as it makes it easier to collect a sample of sojourners based all around the world. Moreover, online surveys are cost-efficient (Wright, 2005). While paper survey research is costly in general, it would be even costlier if respondents from all around the world ought to be included, due to paper and postage costs. However, the disadvantages of online survey research also need to be acknowledged. When sampling online, researchers are unsure about respondents' demographics, aside from those that are self-reported by participants. Moreover, drop-out and non-response rates can be a problem for online surveys, resulting in incomplete data. One inexpensive way of decreasing this problem is by offering a financial incentive, such as a lottery (Wright, 2005). However, this can in turn decrease the credibility of the research as it may attract people that are motivated by the odds of a financial reward, so the collected data needs to be carefully reviewed before analysis (Wright, 2005). In addition, by collecting respondents online, there is a systematic bias where certain people will respond to an invitation to participate in the research, while others ignore will the request (Wright, 2005). However, this is likely to be a problem for most research methods that require participation of people.

The present study was done in a cross-sectional manner, meaning that data collection occurred at one point in time. Since the study is cross-sectional, participants had the option to remain completely anonymous and were not required to provide their name or contact details (Neuman,

2014). However, as an incentive and to thank participants for their contribution, respondents could enter their email address at the end of the survey to enter an optional lottery to win a €20 gift card. Naturally, participating in the lottery was not a requirement. As the survey focused on sojourners globally, the survey was conducted in English.

3.2 Sampling

Participants

The target population for this research was sojourners who had moved abroad temporarily for work or study purposes. The data was collected from April 6th until April 23rd, 2020, constituting a total data collection period of 18 days. While participants had to be at least 18 years old for privacy reasons, there was no upper age limit. In terms of location and nationalities, the survey was open to all nationalities and countries of sojourn. However, with the developments of the COVID-19 virus and many countries having installed quarantine measures, many sojourners have returned home to be with family and friends. Naturally, this affects the present research in that the amount of people living abroad has momentarily decreased. To counter this problem, participants who had been living abroad up until March 2020 but had since left their host country due to the pandemic, were still invited to participate as though they were living abroad. Considering these people had only moved back home for a maximum of 30 days at that point, this exception was deemed acceptable given the current global circumstances.

Sampling procedure

Snowball sampling was employed to recruit participants, generating a nonprobability and convenience sample (Babbie, 2008). As this is a convenience sample, one needs to be careful when drawing conclusions, as they may not be as generalizable as they would have been using a random sample. However, the used sampling method was most applicable to reach the desired participants without it requiring financial compensation. The survey was posted online on the personal LinkedIn, Facebook, and Instagram pages of the researcher. At the end of the survey, respondents were asked to share the survey with other sojourners in their network, hoping to reach other sojourners that are likely in their close circles, as suggested by Hendrickson, Rosen, and Aune (2011) (Babbie, 2008). Moreover, the survey was shared in the WhatsApp group of an international student network (ESN) located in Rotterdam, and shared by nine close personal connections of the researcher on Facebook and LinkedIn. In addition, as pointed out by Wright (2005), there is an ever-growing amount of virtual communities online regarding a wide array of topics and participants. These communities were sought out to reach a more substantial sample audience. An invitation to the survey was posted on four pages on the social media platform Reddit.com, of which two were focused on expats (https://www.reddit.com/r/expats/ and https://www.reddit.com/r/expat/), one on students living abroad

(https://www.reddit.com/r/studyAbroad/) and one focused specifically on participant recruitment for surveys (https://www.reddit.com/r/samplesize/). The leading social media platform that the survey was distributed through was Facebook. Facebook was deemed useful as it reports high levels of usage and has broad reach in terms of geographical locations and age groups (Clement, 2020a; Clement, 2020b). Another interesting feature of Facebook is the large number of group pages, including groups aimed specifically at expatriates and international students. To reach these expatriates and international students, such Facebook groups were entered by the researcher. As most groups were private, one had to request admission and fill out several questions, often explaining one's motivation for joining a group. For the sake of transparency and adhering to the rules set by each group, a message was crafted to reflect the student status of the researcher, mentioned the need to reach expats and international students for research purposes and stated that the researcher planned on posting the survey in the group, if allowed. Moreover, any messages posted in such groups had to be accepted by administrators prior to them showing up on the group page, so the researcher obtained double permission to spread the survey in Facebook groups. Ultimately, the survey was posted in nine groups focused on expatriates, in two groups focused on international students and two groups aimed towards both expatriates and international students. In terms of geographical diversity, the groups were aimed towards people sojourning in Brisbane, Buenos Aires, Ho Chi Min City, Hong Kong, Kuala Lumpur, Milan, Moscow, Porto, the Netherlands (of which two members re-shared the message on their personal Facebook pages), Singapore and Seoul.

Response

The online survey gathered a total of 468 respondents. However, of these respondents, not all completed the survey, and some did not fit the target sample description. The data were cleaned to exclude those that stated not to be living abroad, those that did not move for work or study purposes, those whose intended stay was 'permanent', and those that failed to complete the main survey items. 'Main survey items' are the items referring to media habits, media consumption, identity, adaptation and their intended stay (Items "On average, how often do you watch media for entertainment, such as movies and/or series? (online or on television)" up to "How long is your intended stay"). After cleaning the data, a sample of 233 respondents was left (N=233) that fit all the criteria and managed to answer all the main survey items.

Respondent descriptive statistics

After the collected data were cleaned, a sample of $n = 233$ remained. Among these respondents, 30% ($n = 70$) identified a male, 69.5% ($n = 162$) identified as female and 0.4% ($n = 1$) identified as 'other'. As for age, 33.5% ($n = 78$) of the respondents were between the ages of 18 and 24, 49.8% ($n = 116$) between the ages of 25 and 34, 10.7% ($n = 25$) between the ages of 35 and 44,

4.7% (*n* = 11) between the ages of 45 and 54, and 0.9% (*n*= 2) between the ages of 55 and 64, and one respondent's age was unknown (0.4%). Age was measured in exact years, making it a continuous variable, which found a final mean of *m* ≈ 29 (28.58). Furthermore, of this sample, 16.3% (*n* = 38) reported that high school was their highest completed level of education. 42.9% (*n* = 100) reported to have completed a bachelor's degree, 39.1% (*n* = 91) had completed a master's degree and 1.7% (*n* = 4) had obtained a Doctorate degree.

As this research focused on sojourners worldwide, a great variety of nationalities was represented in this sample. In terms of nationalities given at birth, the five most prominent responses were the following: 16.7% (*n* = 39) American (US), 6% (*n* = 14) Indian, 6.0% (*n* = 14) British, 5.2% (*n* = 12) Dutch, and 4.3% (*n* = 10) Italian. As these numbers reflect, there was a high level of diversity in the respondents. In total, 62 nationalities were included in this sample. The five host countries that were most represented in this sample were the following: 34.8% (*n*= 81) sojourned in The Netherlands, 10.3% (*n* = 24) in Singapore, 9.4% (*n* = 22) in Russia, 6% (*n* = 14) in Italy and 5.2% (*n* = 12) sojourned in South Korea. In total, the respondents resided in 37 different countries. The prominence of sojourners in The Netherlands is not surprising, considering the researcher is Dutch and resides in The Netherlands, so most of the personal network also lives in The Netherlands. A more elaborate overview of the represented countries of birth and host countries can be found in appendices B and C.

3.3 Normality distribution of items

An initial analysis was conducted to determine whether the data was normally distributed. All items used to measure the hypotheses were analyzed. A histogram with a normality plot was created for every item to determine whether they were normally distributed.

The items referring to home and host identity were slightly skewed to the right, with the top of the normal curve positioned at value five (out of seven), but still showed normal distributions. The items referring to international identity and IWAH also showed a normal distribution which was slightly more skewed to the right, with the top of the normal curve positioned between points five and six.

For the home and host entertainment items, nearly all showed good normal distribution curves, with the item "When looking for entertainment, I prefer something that features people from my host country" being a bit skewed to the left. However, the global entertainment-related items showed to be more skewed to the right. This can be accounted for referring to the demographics of this research. Of the 233 participants, 39 were American, and only two respondents were on a sojourn in the United States. It is generally known that American entertainment products, being movies, series, and music, are widely consumed all around the world. Considering the United States was not the home or host country for 192 respondents, this means that American media products qualified as being from

'[an]other country', and could explain the curves' skew to the right for global entertainment products, indicating high consumption of global media products.

The responses to sports-related media items were skewed to the left, despite the origin of the sports media. However, this can be explained by the finding that 29.2% of the responses ($n = 68$) stated to very rarely keep up with sports, and 19.7% of the responses ($n = 46$) stated to never keep up with sports. This watching behavior would result in low scores on the sports-related media items.

The items referring to psychological adaptation did not show a perfect normal distribution, with six items showing a normal distribution with one or two outliers. However, the items were still deemed usable due to the overall variety of the items. The items for sociocultural adaptation showed a little skew to left or right, depending on the item. However, the items and their distribution curves were still deemed fit for regression.

Despite the skewed curves of some items, all were still deemed usable enough due to the variety of the items overall. Combined, the variety was deemed high enough for regression analyses.

3.4 Operationalization

Scales from previous research were used and adapted where possible to measure the variables. Using established scales is desirable, as they have already been proven to be reliable through previous research. Since the scales had been reliable in previous research, there is a higher chance of these scales also being reliable in the present research. This increases the reliability of the collected data, and any results found later.

Before conducting the further analyses to test the hypotheses, it is essential to establish how reliable the used scales are. The widely used Cronbach's alpha was employed to measure the internal consistency of the used scales (Pallant, 2013). For a scale to be considered reliable, the Cronbach's alpha needs to be at least 0.7 (DeVellis, 2012). To ensure the Cronbach's alpha is determined correctly, several items will need to be reverse-coded, so all items are recorded in the same way or direction. Besides the Cronbach's alpha, factor analyses give further insight into the relationships between scale items. For factor analyses, the factor loadings should be .3 or higher to indicate that there is indeed a correlation between an item and the other items that make up a factor or (sub)scale, the KMO value to be at least 0.6 and the Bartlett's test of sphericity should be significant, with a significance level of at least $p < .05$ (Pallant, 2013). After performing the reliability analyses, aggregated scale variables were created per scale to use for the hypotheses testing.

(Global) media consumption

For this research, a scale was needed that measures digital media consumption. Unfortunately, such a scale could not be found and therefore needed to be developed. To measure people's

consumption of digital media, this was be measured in different steps. First, participants were asked to share which media types they consume and how often (on average). Participants were presented with three such questions, focused on entertainment, news, and sports media. The responses were formatted in intervals to measure how often a person consumes a type of media, for this subscale is based on the MTUAS scale (Rosen, Whaling, Carrier, Cheever & Rokkum, 2013). There were six answer categories, ranging from "I watch entertainment media several times a week" to "I never watch entertainment media", in the case of entertainment media. Thereafter, participants were presented with scales measuring their consumption of media from their home country, host country, and from countries other than the home or host country. Each scale consisted of twelve items, reflecting subscales of four statements for each media type (being entertainment, news, and sports). Since three different media origins were included in this research, this scale was repeated three times, once for media from the home country, once for the host country and once for media from different countries, being global media. The statements were slightly modified to reflect the different origins. The statements were accompanied by a 7-point Likert scale ranging from "strongly disagree" to "strongly agree".

The first scale measured home media consumption. These items reported Cronbach's alpha of $\alpha = .84$, indicating a reliable scale, and could not be improved any further by removing one of the items. A factor analysis was conducted using principal components extraction with Varimax rotation based on Eigenvalues (>1), resulting in KMO = .78, $\chi2$ (N = 233, 66) = 1595.49, $p < .001$. The Eigenvalues showed that this scale contains three factors, or three subscales. These subscales can be labeled as *home country entertainment, home country news,* and *home country sports*, reflecting the three different media types in this research. The factor loadings per item can be found in an overview in appendix D, also reflecting which items correspond to which component. Factor analysis showed that these subscales account for 70.8 percent of the explained variance in total. Subscales per media type were created. Since the overall scale had a strong Cronbach's alpha, another new variable was created to represent the average scores per person for all the items in this scale, combined into one variable measuring the consumption of home media.

The next media consumption scale revolved around media from the host country. These items had a Cronbach's alpha of $\alpha = .858$. The most this value could be improved is to $\alpha = .859$ if either the items "I enjoy listening to music from artists from my host country" and/or "I use news outlets from my host country to know what is happening there" were to be excluded. However, since this improvement is minimal and the scale already had a strong alpha, no items were excluded. Through factor analysis, it was further established that this is a reliable scale, based on KMO = .83, $\chi2$ (N = 233, 66) = 1961.29, $p < .001$. As was the case with the first scale, this media scale also consists of three subscales, referring to *host country entertainment, host country news,* and *host country sports*. These three subscales explained 76.2 percent of the overall variance. The factor loadings per item per

factor can be found in appendix E, reflecting which items correspond to which component. Subscales were created to reflect the different media types. Since the overall scale had a strong Cronbach's alpha, a new variable was created to represent the average scores per person for all the items in this scale, combined into one variable measuring the consumption of host media.

The last media consumption scale revolved around media from countries other than the home and host country, or global media. This scale had a Cronbach's alpha of $\alpha = .870$, which could not be improved by deleting any items. As done for all previous factor analyses, again a factor analysis using Principle Components extraction with Varimax rotation based on Eigenvalues (>1) was performed, finding KMO = .83, χ^2 (N = 233, 66) = 2277.03, $p < .001$. Again, three factors were found, which can be labeled as *global entertainment, global news,* and *global sports,* reflecting the three types of media measured in this study. The individual factor loadings per item per factor are displayed in appendix F. These three factors accounted for 79.3 percent of the explained variance. For the factor *global entertainment*, the Cronbach's alpha could be improved from $\alpha = .869$ to $\alpha = .909$ if the item " When looking for entertainment, I prefer something that features people from other countries" were to be excluded. However, since the alpha for this factor is considered strong, the item shows a strong enough correlation with the three remaining items (factor loading = .670), and deleting this item would result in data loss, the item was retained in this subscale. Subscales per media type were then created. Since the overall scale had a strong Cronbach's alpha, another new variable was created to represent the average scores per person for all the items in this scale, combined into one variable measuring the consumption of global media.

Home, host, international identity and IWAH

To measure identity, Bierwiaczonek, Waldzus and van der Zee (2017) used an adapted version of the scale by Leach et al. (2008), which consists of five items, instead of the original fourteen items. This new, shorter scale was used then to measure home and international identity. This revised scale lent itself well for the present research, as it drastically decreases the size of the survey, while still maintaining a reliable scale to measure identity. As Bierwiaczonek, Waldzus and van der Zee (2017) only used this adapted scale to measure home and international identity, the wording of this scale was adapted so it could also be used to measure host identity and IWAH, in order to measure all identities using the same set of questions.

Home identity was the first type of identity that respondents were asked to reflect on, for example, through items like "I feel a bond with my home country." Reliability analysis showed that this scale had a Cronbach's alpha of $\alpha = .90$, indicating a reliable scale, which could not be improved if one the items were to be excluded. The factor analysis showed that KMO = .85, χ^2 (N = 233, 10) = 719.06, p < .001. Overall, these items explained 71.8 percent of the total variance.

The next identity-related scale measured one's host identity, through items such as "I feel solidarity with my host country." For this scale, a Cronbach's alpha was found of α = .845, which indicates this to be a reliable scale. Again, the Cronbach's alpha could not be further improved if an item were to be excluded. Factor analysis found the following: KMO = .80, χ2 (N = 233, 10) = 500.43, p < .001. These items had an explained variance of 62.4 percent.

The third type of identity scale is international identity, measured with items such as "I am glad to be an expat/international student." This scale had a Cronbach's alpha of α = .834, and could not be improved by excluding any of the items. Factor analysis found that the KMO = .73, χ2 (N = 233, 10) = 556.23, p < .001. Unlike the home and host identity scales, the rotated component matrix and Eigenvalues for international identity showed two components, however since the overall Cronbach's alpha is strong enough, it was not deemed necessary to test these subscales.

The seventh scale was used to measure IWAH and found a Cronbach's alpha of α = .832, which could not be further improved. This scale measured IWAH with items like "I think that humanity has a lot to be proud of." A factor analysis was conducted, which showed the following results: KMO = .80, χ2 (N = 233, 10) = 456.86, p < .001. This scale consisted of one component, which accounted for 60.3 percent of the explained variance.

Psychological adaptation

To measure sojourners' psychological adaptation, Demes and Geeraert (2014) have developed a scale, the Brief Psychological Adaptation Scale, containing ten items, using a seven-point Likert scale. This scale asks respondents to reflect on their feelings regarding being away from home and being in a different country, such as sadness, loneliness, happiness, feelings of fitting in, and more. The scale contains items that are to be reversed later, containing items regarding positive and negative feelings.

Demes and Geeraert (2014) tested the scale's reliability per sample, consisting of a student and migrant sample. The conclusion for both samples was that the scales were reliable, but item "A sense of freedom being away from [home country]" and "Curious about things that are different in [host country]" were to be removed to improve scale reliability further (Demes & Geeraert, 2014). Bierwiaczonek, Waldzus, and van der Zee (2017) later employed this scale, also deleting the items as mentioned earlier. Based on these findings, for the present research, the scale used by Bierwiaczonek, Waldzus, and van der Zee (2017) will be employed, creating a final scale with eight items to measure psychological adaptation.

For this scale, several items had to be reversed to ensure that the directionality of the scores for these items was the same. This scale contained items such as "I am excited to be in the country I live in now," and had a Cronbach's alpha of α = .824, which could not be improved by excluding any of the items. A factor analysis was conducted, which reported the following: KMO = .79, χ2 (N = 233,

28) = 684.12, $p < .001$. Furthermore, the Eigenvalues reported two components or factors, which accounted for 61.2 percent of the total explained variance. These two factors showed a significant correlation of .358, $p < .001$. Considering the overall scale had a strong Cronbach's alpha and the two subscales were correlated, the decision was made to create one aggregated variable to measure psychological adaptation using all items, rather than dividing it into subscales. This new overall variable represented the average scores per person for this scale.

Sociocultural adaptation

In the past, the Sociocultural Adaptation Scale, or SCAS, developed by Searle and Ward (1991), has been widely used to measure behavioral adaptation in new settings. However, more recently, Wilson (2013) has analyzed this scale and proposed that it needed revision, introducing the SCAS-R, or Sociocultural Adaptation Scale Revised. This new, adapted scale was found to be reliable and was deemed suitable for the present research. Of this scale, eight items were selected that fit this research best. Eight items were selected specifically to make sure the two types of adaptation, psychological and sociocultural, were equally represented. Moreover, limiting both scales to eight items helped ensure that the survey would not become too long.

This last scale also required some items to be reversed to ensure that all scores were recorded portraying the same directionality. This scale was made up of items such as "I can easily adapt to the pace of life". A Cronbach's alpha of $\alpha = .701$ was found, which could be improved to $\alpha = .726$ if the reversed item for "I struggle with understanding the local language" was excluded. Considering that the original scale just surpassed the reliability requirements (since the Cronbach's alpha needs to be at least .7), for further analyses, this item was excluded from the scale. The factor analysis for this scale found the following: KMO = .78, $\chi 2$ (N = 233, 21) = 318.67, $p < .001$. Furthermore, two components with an Eigenvalue over one were found, which had an explained total variance of 55.9 percent. Considering the overall scale had a strong enough Cronbach's alpha, and the two components found a correlation of .402, $p < .001$, the components were not translated into subscales. A new variable was created to represent the average scores per person for this overall scale, combining all items into one scale measuring sociocultural adaptation.

To conclude the reliability tests and factor analyses, all used scales met the criteria as mentioned earlier and were therefore found to be reliable. This means that the items and scales used for this research showed overall consistency and correlated enough to be group and labeled as a scale. The corresponding items per scale were then aggregated and divided by the number of items a scale contained, to determine the average score per scale per respondent, which could then be used for further analysis.

3.5 Validity and reliability

When it comes to research, two especially important terms are validity and reliability. Validity refers to the extent to which a concept has been accurately measured, while reliability relates to how consistent measurement is (Heale & Twycross, 2015). In terms of validity, this is enhanced through using other researchers' scales. The scales for home identity, international identity, psychological and sociocultural adaptation have all been used previously to measure exactly those phenomena and did so successfully. The remaining scales, regarding media preferences, host identity, and IWAH, the latter two are modified versions of the other identity scales. Since they are not based on a previous successful scale, this enhances the chances of successfully valid data collection. As for media preferences, this scale was developed specifically for this research. Much attention was dedicated to making the statements in this scale as clear as possible to enhance the scales' validity, to minimize the complexity of the scale and ensure items are interpreted as what the item intends measure.

When it comes to reliability, using established scales helps ensure the reliability of this research, as all scales have been tested and proven as valid and reliable by previous research. This minimizes the chances of gathering unreliable results. However, no scale could be found to measure global media consumption, which was a risk as the reliability of these scales was unknown before gathering the data. However, reliability tests were conducted for all scales included in this research, and all scales (and subscales) proved to be reliable. Most items displayed strong correlations, with ten items even displaying very strong correlations, and only four items finding moderate correlations.

3.6 Correlations

After all scales were translated into variables, a bivariate correlation analysis was run including the all scale variables. This way, underlying correlations could be determined prior to specific hypothesis testing. An overview of the correlations can be found in tables 3.1 and 3.2. All found p-values are two-tailed.

Table 3.1: Correlation coefficients of the scale variables

	Home media consumption	Home entertainment media	Home news media consumption	Home sports media consumption	Host media consumption	Host entertainment media	Host news media consumption	Host sports media consumption	Global media consumption
Home media consumption	-								
Home entertainment	.708***	-							

media
consumption

Home news media consumption	.714***	.393***	-						
Home sports media consumption	.733***	.228***	.220*	-					
Host media consumption	.357***	.229***	.189**	.332***	-				
Host entertainment media consumption	.178**	.374***	.061	-.005	.714***	-			
Host news media consumption	.215**	.054	.325***	.097	.694***	.252***	-		
Host sports media consumption	.372***	.060	.054	.596***	.760***	.274***	.329***	-	
Global media consumption	.147*	-.127	-.081	.430***	.216**	-.089	.088	.448***	-
Global entertainment media consumption	-.120	-.157*	-.062	-.051	-.064	-.089	.019	-.059	.600***
Global news media consumption	-.040	-.087	-.171**	.128	.037	-.102	.017	.159*	.782***
Global sports media consumption	.357***	-.060	.030	.678***	.383***	-.021	.128	.688***	.771***
Home identity	.347***	.289***	.378***	.119	.033	.033	.032	.009	.058
Host identity	.066	.081	.034	.033	.300***	.314***	.213**	.127	.105
International identity	.170**	.149*	.159*	.072	.201**	.129*	.266***	.062	.136*
IWAH	.155*	.145*	.038	.143*	.122	.081	.025	.149*	.178**
Psychological adaptation	-.280***	-.245***	-.222**	-.152*	-.030	-.020	.049	-.083	-.086
Sociocultural adaptation	-.073	-.049	-.033	-.070	.025	-.006	.128	-.050	-.001

Note: significance levels: *$p < .05$, **$p < .01$, *** $p < .001$

Table 3.2: Correlation coefficients of the scale variables, continued

	Global entertainment media consumption	Global news media consumption	Global sports media consumption	Home identity	Host identity	International identity	IWAH	Psychological adaptation	Sociocultural adaptation
Global entertainment media consumption	-								
Global news media consumption	.407***	-							
Global sports media consumption	.140*	.329***	-						
Home identity	.121	.010	.023	-					
Host identity	.109	.004	.117	.207**	-				
International identity	.185**	.124	.029	.223**	.342***	-			
IWAH	.131*	.141*	.121	.169**	.189**	.403***	-		
Psychological adaptation	-.028	-.028	-.112	-.184**	.341***	.190**	.094	-	
Sociocultural adaptation	.053	.002	-.034	.013	.337***	.248***	.172**	.569***	-

Note: significance levels: *$p < .05$, **$p < .01$, *** $p < .001$

4. Results

In this section, the hypotheses, as proposed in chapter two, will be tested, and the results of the analyses will be presented. To ensure correct interpretation, one must note that all Likert scales range from 1 (strongly disagree) to 7 (strongly agree). The aggregated scale variables reflect the respondent's average score on the items attributed to a certain scale. The means and standard deviations for the variables of the included scales and subscales can be found in Appendix G.

4.1 Hypotheses testing

Hypothesis H1A: There is a negative relationship between home identity and psychological adaptation

Hypothesis H1A hypothesized a negative relationship between sojourners' home identification (independent variable, or IV) and their psychological adaptation (dependent variable, or DV). A multiple regression analysis was performed, including the three other identity types. This type of regression was opted for rather than individual regressions to control any overlap between the four independent variables and find more reliable results. A significant model was found, $F_{(4, 228)} = 14.263$, $p < 0.001$, $R^2 = 0.200$. Combined, the identity-related variables accounted for 20 percent of the total explained variance. A negative, significant relationship was found between home identity and psychological adaptation, like predicted ($\beta = -0.268$, $p < 0.001$).

Hypothesis H1: There is a positive relationship between host identity (B)/ international identity (C)/ IWAH (D) and psychological adaptation

To test hypothesis H1B to H1D, the three identity types were included in the multiple regression analysis as mentioned for hypothesis H1A. As predicted, host identity (IV, H2B) found a positive, significant relationship with psychological adaptation (DV) ($\beta = 0.377$, $p < -.001$). However, international identity (H1C) ($\beta = .152$, $p = .075$) and IWAH (H1D) ($\beta = 0.029$, $p = 0.686$) both did not find significant correlations.

Hypothesis H2A: There is a negative relationship between home identity and sociocultural adaptation

With regards to sociocultural adaptation (DV), hypothesis H2A predicted a negative relationship between this and home identity (IV). Again, a multiple regression analysis was performed, including the four scales for identity and the scale variable for sociocultural adaptation. This analysis was performed for the same reasons that this method was opted for regarding hypotheses H1A to H1D. A significant model was found, $F_{(4, 228)} = 9.679$, $p < 0.001$, $R^2 = 0.145$. Combined, the identity-related variables accounted for 14.5 percent of the total explained variance. However, no significant correlation was found for this hypothesis ($\beta = -0.066$, $p = 0.155$).

Hypothesis H2: There is a positive relationship between host identity (B)/ international identity (C)/ IWAH (D) and sociocultural adaptation

For hypothesis H2B to H2D, the three identity types (IV) were included in the multiple regression analysis as mentioned for hypothesis H2A. A significant, positive relationship was found for host identification ($\beta = 0.245$, $p < .001$), confirming hypothesis H2B. No significant relationships were found for international identification (H2C) ($\beta = 0.132$, $p = 0.055$) and IWAH (H2D) ($\beta = 0.067$, $p = 0.254$).

Hypothesis 3: There is a positive relationship between home digital media consumption and sojourners' home identity

After the hypotheses regarding the relationship between identity and sojourners' adaptation abroad, hypothesis followed testing the correlation between different types and origins of media and identity. The first hypothesis regarding this, H3, proposed a relationship between digital media consumption from one's home country (IV) and home identity (DV). A simple regression was conducted and found a significant relationship, $F (1, 231) = 31.663$, $p < 0.001$, $R^2 = 0.121$, stating that sojourners' preferences towards home media could accurately explain 12.1% of the variance of their home identity. A positive relationship was found, indicating that home media consumption was positively correlation with home identification ($\beta = .347$, $p < 0.001$). After that, a multiple regression analysis was performed using the subscales for home digital media, being entertainment media, news media, and sports media. An overview of the multiple regression results can be found in table 4.1.

Table 4.1: Multiple regression model predicting the relationship between home digital media consumption and home identity

Variable	b*	p
Home entertainment media	.164	.014
Home news media	.311	.000
Home sports media	.013	.837
R^2	.166	
F	15.226	.000

Based on the correlation matrix (see table 3.1) presented in section 3.6, significant correlations are found between home digital media consumption and international identity and IWAH. Two individual simple regressions were performed to further investigate the relationship between these variables. First, a significant relationship was found between home digital media consumption and international identity, $F (1, 231) = 6.876$, $p = 0.009$, $R^2 = 0.029$. One's consumption of digital media

from their home country can accurately explain 2.9% of the variance for sojourners' international identity. This was a positive correlation (β = 0.170, p = 0.009). A multiple regression analysis including the three media type subscales for home media consumption found a significant model (p = 0.043), but did not find any significant correlations for the individual media types. Table 4.2 presents an overview of the multiple regression results.

Table 4.2: Multiple regression model predicting the relationship between home digital media consumption and international identity

Variable	b*	p
Home entertainment media	.099	.169
Home news media	.115	.108
Home sports media	.025	.715
R^2	.035	
F	2.757	.043

Another significant relationship was found between home digital media consumption and IWAH, F (1, 231) = 5.659, p = 0.018, $R2$ = 0.024. Home media consumption could account for 2.4% of the explained variance of sojourners' IWAH. Again, a positive relationship was found (β = 0.155, p = 0.018). A multiple regression analysis including the three media type subscales for home media consumption resulted in a significant model (p = 0.041), however, it did not yield any significant results for the individual subscales. An overview of the correlations can be found in table 4.3.

Table 4.3: Multiple regression model predicting the relationship between home digital media consumption and IWAH

Variable	b*	p
Home entertainment media	.133	.064
Home news media	-.041	.567
Home sports media	.122	.071
R^2	.035	
F	2.789	.041

Hypothesis H4: There is a positive relationship between host digital media consumption and sojourners' host identity

Hypothesis 4 proposed a relationship between host digital media consumption (IV) and host identity (DV). A regression analysis was performed, which found a significant relationship between these two variables, $F(1, 231) = 22.805$, $p < 0.001$, $R^2 = 0.090$. The analysis showed that host media consumption could accurately predict 9% of the variance for sojourners' host identification. Consumption of host media was found to have a positive and significant relationship with host identity ($\beta = 0.300$, $p < 0.001$). Table 4.4 presents an overview of the multiple regression analysis including the host media consumption subscales per media type.

Table 4.4: Regression model for predicting the relationship between host digital media consumption and host identity

Variable	b*	p
Host entertainment media	.277	.000
Host news media	.142	.035
Host sports media	.004	.949
R^2	.118	
F	10.213	.000

The correlation matrix as presented in table 3.1 suggested that there is a significant relationship between host media consumption (IV) and international identity (DV). A simple regression was performed to further investigate this relationship. A significant relationship was found, with host media consumption accurately predicting 4% of the variance for sojourners' international identities, $F(1, 231) = 9.736$, $p = .002$, $R^2 = 0.040$. The relationship was positive ($\beta = 0.201$, $p = 0.002$). To explore this relationship further, the three media type subscales for host digital media consumption were used to run a multiple regression analysis. This model proved to be significant ($p < 0.001$). Of these three, only host news media consumption for a significant, positive relationship. Table 4.5 presents a table of the regression results.

Table 4.5: multiple regression model for predicting the relationship between host digital media consumption and international identity

Variable	b*	p
Host entertainment media	.075	.267

Host news media	.262	.000
Host sports media	-.045	.514
R^2	.077	
F	6.337	.000

Hypothesis H5A: Global digital media consumption affects sojourners' international identity

The next hypothesis, H5A, predicted a relationship between global digital media consumption (IV) and sojourners' international identity (DV). The regression analysis found a significant relationship, $F(1, 231) = 4.234$, $p = 0.039$, $R^2 = 0.018$. This model shows that global media consumption can accurately predict 1.8% of the variance for sojourners' international identity. Global digital media consumption had a positive, significant relationship with sojourners' international identity ($\beta = 0.136$, $p = 0.039$). A multiple regression analysis was performed again using the subscales for types of global media consumption. An overview can be found in table 4.6. Of these three subscales, only global entertainment media consumption found a positive, significant relationship.

Table 4.6: multiple regression model for predicting the relationship between global digital media consumption and international identity

Variable	b*	p
Global entertainment media	.161	.024
Global news media	.063	.396
Global sports media	-.014	.839
R^2	.037	
F	2.963	.033

Hypothesis H5B: Global digital media consumption affects sojourners' IWAH

Hypothesis 5B predicted a relationship between the consumption of global digital media (IV) and the IWAH (DV) of sojourners. A regression analysis was performed, which showed a positive relationship, $F(1, 231) = 7.554$, $p = 0.006$, $R2 = 0.032$. The consumption of digital media from other countries was found to be able to accurately explain 3.2% of the variance for IWAH. Global digital media consumption was found to have a positive relationship with IWAH, as predicted ($\beta = 0.178$, $p = 0.006$). An overview of the multiple regression analysis performed using the global media consumption subscales can be found in table 4.7, however, no significant relationships were found.

Table 4.7: multiple regression model for predicting the relationship between global digital media consumption and IWAH

Variable	b*	p
Global entertainment media	.087	.223
Global news media	.079	.292
Global sports media	.083	.227
R^2	.033	
F	2.573	.055

4.2 Mediation analyses

To test for mediation, a variable was created to measure overall media consumption, combining the scales measuring home media, host media, and global media consumption. This new variable was then used to perform mediation analyses. The analyses looked at the relationship between overall media consumption and psychological and sociological adaptation, mediated by the four different types of identity, resulting in eight mediation analyses.

Using these variables, one potential case of partial mediation was found and warranted further testing, including the variables for overall media consumption (IV), home identity (mediator) and psychological adaptation (DV). First, the relationship between media consumption and psychological adaptation was tested using a simple regression, which found a negative significant relationship (β = -0.191, p = 0.003), F (1, 231) = 8.759, p = 0.003, R^2 = 0.032. Next, the relationship between media consumption and home identity was tested with another simple regression, which found a significant, positive relationship (β = 0.212, p = 0.001), F (1, 231) = 10.890, p = 0.001, $R2$ = 0.041. Lastly, the relationship between the mediator, being overall media consumption, and the DV, being psychological adaptation, found a negative and significant relationship (β = -0.184, p = 0.005), F (1, 231) = 8.138, p = 0.005, R^2 = 0.03. As these relationships were significant, mediation analysis was performed, testing the assumption that the relationship between media consumption and psychological adaptation is mediated by home identity. This presented a significant model, p = 0.001, and the mediator variable also found a significant relationship with psychological adaptation (β = -0.151, p = 0.022). While the relationship between media consumption and psychological adaptation did not become insignificant, its negative effect did decrease (β = -0.159, p = 0.016). This would suggest partial mediation. A Sobel's Z test was performed to find the significance of this potential mediation. This test turned out not to be significant (c = -0.171, p = 0.005; c' = -0.140, p = 0.022; *Sobel's Z* = -1.89, *ns*), therefore it is concluded that neither partial nor full mediation was found.

Thereafter, for further insight, the mediation analyses were performed again, replacing the mediator variable with the previously created scale variables for media consumption from different origins, being from the home country, host country, or global media, as presented in section 3.4. However, these variables did not find any significant mediation effects either.

Even though no further mediation was found, five examples of a buffer effect were found, where adding the mediator variable increases the strength of the relationship between the IV and DV. Here, the buffer effects will be discussed. However, one must keep in mind that these findings do not support the mediation hypotheses. The first buffer effect was found for the variables overall media consumption (IV), host identity (mediator, or M), and psychological adaptation (DV). The strength of the relationship between media consumption and psychological adaptation increased from $c = -0.285$ ($p = 0.003$) to $c' = -0.419$ ($p < 0.001$) when the mediator variable was added. The second buffer effect was found for overall media consumption (IV), international identity (M), and psychological adaptation (DV). The strength of the relationship between media consumption and psychological adaptation increased from $c = -0.285$ ($p = 0.003$) to $c' = -0.375$ ($p < 0.001$) when the mediator variable was added. The third buffer effect was found including the variables for overall media effect (IV), IWAH (M), and psychological adaptation (DV). The strength of the relationship between media consumption and psychological adaptation increased from $c = -0.285$ ($p = 0.003$) to $c' = -0.330$ ($p = 0.001$) when the mediator variable was added. The fourth buffer effect was found for home media consumption (IV), international identity (M), and psychological adaptation (DV). The strength of the relationship between media consumption and psychological adaptation increased from $c = -0.285$ ($p < 0.001$) to $c' = -0.327$ ($p < 0.001$) when the mediator variable was added. The last buffer effect was found for home media consumption (IV), IWAH (M), and psychological adaptation (DV). The strength of the relationship between media consumption and psychological adaptation increased from $c = -0.285$ ($p < 0.001$) to $c' = -0.307$ ($p < 0.001$) when the mediator variable was added.

5. Discussion & conclusion

5.1 Discussion

This thesis aimed to answer the following research question: "*To what extent does the consumption of digital media affect sojourners' identities and their psychological and sociocultural adaptation?*" Through quantitative data collection using surveys, sojourners were approached, and their responses were analyzed to create a deeper understanding of this question. In doing so, not only the relationship between media and identity was researched, but between identity and sojourners' adaptation abroad. The data suggested that different types of identity do indeed correlate with sojourners' psychological and sociocultural adaptation, and relationships were found between media consumption and the four different types of identification. Moreover, this research found no mediation effects, suggesting that identity could not explain any relationships between media consumption and adaptation abroad.

When it comes to sojourners' psychological adaptation abroad, it was found that home identity (H1A) affected this negatively, while host (H1B) identity had a positive relationship with this form of adaptation. These findings indicate that those who identified more strongly with their home country experience less psychological adaptation. This confirms previous research, stating that strong home identification may inhibit sojourners' ability to adjust to the host culture (Hofhuis et al., 2019). As home culture has a significant relationship with one's identity, if this home culture is strongly opposed, this can harm sojourners' emotional wellbeing (Brown & Brown, 2013), which could explain the negative relationship between home identity and psychological adaptation. On the other hand, host identity positively correlated with sojourners' psychological adaptation, meaning that stronger identification with the host country goes hand in hand with better psychological adaptation, resulting in better mental well-being while living abroad. Reflecting on previous findings that suggested that strong home identities can lead to more distress when living abroad (Brown & Brown, 2013; Lee, 2010; Ward & Kennedy, 1994), one would expect that stronger identification with their host culture would make sojourners feel more at ease and portray better psychological adaptation. The relationship between international identity and sojourners' psychological adaptation was insignificant. Previous research did find a significant relationship between these variables, however, the sample then consisted of only international students (Bierwiaczonek et al., 2017). Potentially, these findings could not be extended to expatriates. The last hypothesis regarding psychological adaptation used IWAH (H1D) as the independent variable, however, this relationship turned out not to be significant. It was expected that individuals that portray IWAH, most likely experiencing higher levels of empathy and openness to experience (Hamer et al., 2019), would adjust better psychologically. Potentially, this research did not find a significant relationship as a result of IWAH or psychological adaptation not being measured optimally, or perhaps the sample size being too small as this is not a large-scale research. Future research will need to determine whether one of these two reasons is applicable.

Moreover, sojourners' host identity (H2B) was found to have a positive relationship with their sociocultural adaptation. It was therefore concluded that sojourners that portray high levels of host identification will portray less difficulty with adapting their behavior to fit in in their host country. As was the case with psychological adaptation, those that identify more strongly with the host culture can be expected to experience less difficulty adapting their behavior to fit in with this new culture due to their affinity with the host culture. Contrastingly, home media consumption did not find a significant relationship with sociocultural adaptation. Raman and Harwood (2008) did find a significant, negative correlation between home media consumption and sojourner adaptation, so a similar result was expected for this study. International identification did not find a significant relationship either. A positive correlation was predicted based on the support system that other sojourners make up while living abroad, through mutual understanding as they face similar challenges that come with living in a different country (Hendrickson et al., 2011). Lastly, the relationship between IWAH and sociocultural adaptation was insignificant. A positive relationship was predicted based on the notion that those who portray IWAH lack an outgroup, and that empathy and openness to experience are predictors of IWAH (Hamer et al., 2019; Hornsey, 2008; McFarland et al., 2012; Nickerson & Louis, 2008). This openness to experience and lack of an outgroup illustrate an open-mindedness that was assumed to help sojourners adapt to a new context more easily. Possibly, the amount of gathered data and sample size for the present research were too little to find meaningful relationships between these different media origins and sociocultural adaptation. Future research on a larger scale could determine whether this is indeed the case.

After deepening the understanding of the relationship between identity and adaptation, the correlation between home media consumption and home identity was tested (H3). Consuming home media was found to have a positive relationship with one's home identification. Therefore, it can be stated that consuming more home media goes hand in-hand-with stronger feelings regarding one's home identity, as the hypothesis predicted. As was demonstrated by Strelitz (2002), consuming media from one's home culture often reflects one's own identity and helps develop this identity further. Accordingly, Kama and Malka (2013) found that the consumption of home media also helped sustain sojourners' home identity. The multiple regression analysis performed with the different media types' subscales gave further insights, showing that home entertainment and news media were both positively correlated with sojourners' home identity. Moreover, the consumption of home media found a positive relationship with sojourners' international identity. The structure of sojourners' social networks could possibly account for this finding, which often consist primarily of co-nationals that sojourn in the same country (Hendrickson et al., 2011). If one's network abroad mainly consists of co-nationals, increased home media consumption could foster stronger connections with these co-nationals abroad through common cultural understanding of the home country. This could result in an increase in people's identification with fellow sojourners. Further research could explore the deeper reason behind this unexpected finding. Besides that, more consumption of home media was also found have a positive

relationship with sojourners' IWAH, which makes for an interesting finding. Potentially, this could be because media originating from one's home country still expose consumers to cultures besides the home culture. More research is warranted to discover the underlying reason for this finding.

Like the relationship between home media consumption and home identity, a positive relationship was found between the consumption of host media and host identity (H4). With Strelitz's (2002) findings regarding the consumption of home (entertainment) media and identity, a similar relationship was hypothesized for the consumption of host media. Moreover, previous research had found correlations between the consumption of host media and sojourners' need for adaptation (Raman & Harwood, 2008; Reece & Palmgreen, 2000). Building on this previous research, and while keeping the social learning theory in mind, it was predicted that this increased consumption would also increase identification, in this case, with the host country. Upon further analysis, entertainment and news media consumption were found to be the influential host media types within this relationship. Consumption of host media also found a positive relationship with sojourners' international identity. Further analysis found that host news consumption had a relationship with international identification specifically. While the specific reason behind this relationship requires further research, a potential explanation could be traced back to sojourners' networks once more. When watching host news media, sojourners can collectively reflect on the information provided, its differences with news and current affairs back home, and what it means to them, encouraging cohesion among sojourners.

Lastly, the relationships between global media consumption and identity were explored. Global media consumption was found to have a positive relationship with sojourners' international identity (H5A) and IWAH (H5B). This could justified using the notion that people who consume media from outside their home and host country gain more knowledge about different countries and cultures, as argued by the social learning theory (Arnett, 1995; Bandura, 1969). Gaining knowledge of other cultures can encourage understanding, which could in turn foster identification with sojourners from those countries or cultures. Global entertainment media consumption specifically found a significant, positive relationship with sojourners' international identity (H5A). Considering the influence of entertainment media on culture and vice versa, entertainment is a media product that can convey vast amounts of cultural information to its viewers (Thompson, 2007). Such exposure to culture through entertainment can foster identification with other cultures and people, increasing sojourners' international identity.

5.2 Limitations & future research

As is with all research, this study also knows some limitations. An unforeseen circumstance was the global pandemic that struck, COVID-19, which started at the end of 2019 and is still relevant at the time of writing. As a result, many sojourners have left their host countries to be with family and friends back in their home countries. This was perceived as a possible problem during the sampling

procedure. To obtain enough respondents, the sample criteria were adapted to include sojourners that had moved back home recently due to the crisis, in March or April 2020. While this may have affected the sample slightly, it did allow for a larger sample to be obtained and the minimum required amount of responses to be reached successfully, gathering the required amount of data.

Moreover, the relationships researched investigated whether there is a positive or negative relationship but could not determine the causality of the variables. This means that the presented findings are nondirectional, and it remains unclear which variable affects the other. One can hypothesize based on previous research. However, since certain variables included in this study have not been widely researched yet, further research is necessary to determine the directionality of these relationships, especially considering there were various unexpected correlations.

In addition, only respondents that successfully answered the 'main questions' (see chapter three) were included in the analyses performed for this research. However, this final sample could be expanded to include respondents with a few missing answers, which would result in more data. As the sample fit for statistical analysis exceeded the minimum requirements ($n = 233$, where a minimum of $N = 150$ was required (Janssen & Verboord, 2019-2020)), the decision to only include complete responses is not considered problematic for this research. Yet it would be beneficial for future research to obtain a larger research sample, as these generate more data to analyze, as has been proposed while discussing the hypotheses as well. Besides possibly finding significant results that were previously insignificant, a bigger sample also means that the analyses' outcomes will be more generalizable (Rahman, 2016). One last limitation in terms of the research sample is that one could argue that a sample of sojourners already contains a certain bias with regards to identification beyond one's home identity. One could argue that the agreeing to move abroad already suggests that a person is more open to new cultures and people, increasing the chances of stronger identification beyond home identity.

Lastly, the definition for home, host, and global media consumption used for this research indicated the origin of the media product, however not the specific content of said media. Therefore, while consuming media products from one's home country would expose someone primarily to one's own culture, other cultures will usually be present in such media as well, still exposing consumers to other cultures. Another way in which media consumption could be measured, while linked to different origins, could be through focusing on the content of the media consumed by sojourners. An example would be that home media would not be defined as media from the home country, but rather as media about (or heavily featuring) the home country instead. This would measure people's engagement with either the home country, host country, or different countries, rather than the consumption media coming from these specific places. Defining media along these lines would portray people's engagement with such countries more accurately, which could show different correlations with the four different types of identity. This can be especially relevant with regards to home and host media

consumption, as language capabilities may encourage sojourners to primarily consume media from their home country, or even inhibit them from consuming host media, which could affect the findings.

5.3 Conclusion

Previous research had found relationships between sojourner adaptation and identity, and between sojourner adaptation and media consumption (for example Brown & Brown, 2013; Strelitz, 2002; Ward & Kennedy, 1994). The present study expanded this body of research by broadening the spectrum identity and media consumption, also covering media consumption in more detail. This resulted in the following research question: "*To what extent is there a relationship between the consumption of digital media, sojourners' identities and their psychological and sociocultural adaptation?*". The findings suggest there to be relationships between the different types of identity and the origin of media consumed, as well as what types of media one consumes. Especially the findings related to sojourners' international identity and IWAH are relevant, considering their underrepresentation in research. Despite these two identity types not finding any significant relationships with adaptation, it was found that home and global media consumption were positively correlated with both international identity and IWAH. Moreover, the consumption of host media had a positive relationship with international identity. Although the presented findings are nondirectional, they suggest the possibility of fostering more globally oriented identities through one's media consumption. The inclusion of specific media types provided more insight into the relationship between specific types of media and sojourners' identity. These new variables and their respective findings pave the way for research to create a more complete picture of sojourners' media consumption, their identities and adaptation abroad.

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Appendices

Appendix A: survey

Master Thesis DW

Q1 Dear participant,
   Thank you for taking the time to participate in this survey. This survey is part of a master thesis at the Erasmus University Rotterdam. It should take you around 10-15 minutes to complete.
This research is aimed at people temporarily living outside of their country of birth, also called 'sojourners'. It is specifically aimed at international students and expatriates. This survey is open to all sojourners worldwide.
Due to the current state of the corona virus, if you have lived abroad in/up until March 2020, but are currently back home due to the crisis, you are still eligible to participate in this study.
   Your personal information and answers will be kept strictly confidential and research findings will only be used for academic purposes. Anonymity is guaranteed at all time. Moreover, participants need to be over 18 years old, for privacy reasons. Please be aware that participation is voluntary, meaning you can decide to quit the survey at any time.
If you have any questions or remarks regarding the research or survey, feel free to email the researcher at masterscriptie.dw@gmail.com
At the end of this survey, you can win a giftcard of €20 from any shop you like! To enter, be sure to leave your email address at the end.
By starting this survey, you confirm to have read all the information above, and consent to participating in this study.

Q2 We will start with some questions about how often you consume certain types of media.

Q3 On average, how often do you watch media for entertainment, such as movies and/or series? (online or on television)

- ◯ I watch entertainment media several times a week (1)

- ◯ I watch entertainment media once a week (2)

- ◯ I watch entertainment media a couple times a month (3)

- ◯ I watch entertainment media once a month (4)

- ◯ I very rarely watch entertainment media (5)

- ◯ I never watch entertainment media (6)

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Q4 On average, how often do you consume news? (for example through social media, television, apps, websites etc.)

○ I consume news several times a week (1)

○ I consume news once a week (2)

○ I consume news a couple times a month (3)

○ I consume news once a month (4)

○ I very rarely consume news (5)

○ I never consume news (6)

Q5 On average, how often do you keep up with sports? (this can be any sport you like, consumed through for example social media, television, apps, websites etc.)

○ I keep up with sports several times a week (1)

○ I keep up with sports once a week (2)

○ I keep up with sports a couple times a month (3)

○ I keep up with sports once a month (4)

○ I very rarely keep up with sports (5)

○ I never keep up with sports (6)

End of Block: Media consumption

Start of Block: Media of home country

Q6 We will now focus on media from your home country.

A tip for mobile phone users: with longer statements, turning your phone horizontally makes it easier to read them.

Q7
To what extent do you agree with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I like to watch movies starring, produced or directed by people from my home country (1)	○	○	○	○	○	○	○
I like to watch series starring, produced or directed by people from my home country (2)	○	○	○	○	○	○	○
I enjoy listening to music from artists from my home country (3)	○	○	○	○	○	○	○
When looking for entertainment, I prefer something that features people from my home country (4)	○	○	○	○	○	○	○
I use apps from news outlets from my home country (5)	○	○	○	○	○	○	○
I use websites from news outlets from my home country (6)	○	○	○	○	○	○	○
I prefer to get my news from news outlets from my home country (7)	○	○	○	○	○	○	○
I use news outlets from my home country to know what is happening back home (8)	○	○	○	○	○	○	○
I use sports-related apps to keep up to date with all news and events of sports teams/athletes from my home country (9)	○	○	○	○	○	○	○
I use sports-related websites to keep up to date with all news and events of sports teams/athletes from my home country (10)	○	○	○	○	○	○	○
If I can't watch an event that sports teams/athletes from my home country play in, I look up a summary of the event online. (11)	○	○	○	○	○	○	○
If sports teams/athletes from my home country play, I watch them live when I can, using websites or online apps. (12)	○	○	○	○	○	○	○

End of Block: Media of home country

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Q8 We would now like to ask you about how you feel towards your **home country.**

Q9 To what extent do you agree with the following statements regarding your home country:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I feel a bond with my home country (1)	○	○	○	○	○	○	○
I feel solidarity with my home country (2)	○	○	○	○	○	○	○
I am glad to be from my home country (3)	○	○	○	○	○	○	○
I think that my home country has a lot to be proud of (4)	○	○	○	○	○	○	○
Being from my home country is an important part of how I see myself (5)	○	○	○	○	○	○	○

Q10 Next, we will focus on media from your host country.

Q11
To what extent do you agree with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I like to watch movies starring, produced or directed by people from my host country (1)	○	○	○	○	○	○	○
I like to watch series starring, produced or directed by people from my host country (2)	○	○	○	○	○	○	○
I enjoy listening to music from artists from my host country (3)	○	○	○	○	○	○	○
When looking for entertainment, I prefer something that features people from my host country (4)	○	○	○	○	○	○	○
I use apps from news outlets from my host country (5)	○	○	○	○	○	○	○
I use websites from news outlets from my host country (6)	○	○	○	○	○	○	○
I prefer to get my news from news outlets from my host country (7)	○	○	○	○	○	○	○
I use news outlets from my host country to know what is happening there (8)	○	○	○	○	○	○	○
I use sports-related apps to keep up to date with all news and events of sports teams/athletes from my host country (9)	○	○	○	○	○	○	○
I use sports-related websites to keep up to date with all news and events of sports teams/athletes from my host country (10)	○	○	○	○	○	○	○
If I can't watch an event that sports teams/athletes from my host country play in, I look up a summary of the event online. (11)	○	○	○	○	○	○	○
If sports teams/athletes from my host country play, I watch them live when I can, using websites or online apps. (12)	○	○	○	○	○	○	○

End of Block: Media of host country

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Q12 We would now like to ask you about how you feel towards your **host country.**

Q13 To what extent do you agree with the following statements regarding your host country (being where you currently live):

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I feel a bond with my host country (1)	○	○	○	○	○	○	○
I feel solidarity with my host country (2)	○	○	○	○	○	○	○
I am glad to be living in my host country (3)	○	○	○	○	○	○	○
I think that my host country has a lot to be proud of (4)	○	○	○	○	○	○	○
Living in my host country is an important part of how I see myself (5)	○	○	○	○	○	○	○

Q14 Lastly, we will focus on media from all around the world/other countries (so countries **other** than your home or host country).

Q15
To what extent do you agree with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I like to watch movies starring, produced or directed by people from other countries (1)	○	○	○	○	○	○	○
I like to watch series starring, produced or directed by people from other countries (2)	○	○	○	○	○	○	○
I enjoy listening to music from artists from other countries (3)	○	○	○	○	○	○	○
When looking for entertainment, I prefer something that features people from other countries (4)	○	○	○	○	○	○	○
I use apps from news outlets from other countries (5)	○	○	○	○	○	○	○
I use websites from news outlets from other countries (6)	○	○	○	○	○	○	○
I prefer to get my news from news outlets from other countries (7)	○	○	○	○	○	○	○
I use news outlets from my other countries to know what is happening worldwide (8)	○	○	○	○	○	○	○
I use sports-related apps to keep up to date with all news and events of sports teams/athletes from other countries (9)	○	○	○	○	○	○	○
I use sports-related websites to keep up to date with all news and events of sports teams/athletes from other countries (10)	○	○	○	○	○	○	○
If I can't watch an event that sports teams/athletes from other countries play in, I look up a summary of the event online. (11)	○	○	○	○	○	○	○
If sports teams/athletes from other countries play, I watch them live when I can, using websites or online apps. (12)	○	○	○	○	○	○	○

Q16 We would now like to ask you about how you feel towards **other expatriates/international students**.

Q17 To what extent do you agree with the following statements regarding **other expatriates/international students** (such as fellow non-natives to your host country):

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I feel a bond with other expats/international students (1)	○	○	○	○	○	○	○
I feel solidarity with other expats/international students (2)	○	○	○	○	○	○	○
I am glad to be an expat/international student (3)	○	○	○	○	○	○	○
I think that expats/international students have a lot to be proud of (4)	○	○	○	○	○	○	○
Being an expat/international student is an important part of how I see myself (5)	○	○	○	○	○	○	○

Q18 We would now like to ask you about how you feel towards **people worldwide**.

Q19 Please indicate to what extent you agree with the following statements regarding **people worldwide**:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I feel a bond with people everywhere (1)	○	○	○	○	○	○	○
I feel solidarity with humanity (2)	○	○	○	○	○	○	○
I am glad to be a part of humanity (3)	○	○	○	○	○	○	○
I think that humanity has a lot to be proud of (4)	○	○	○	○	○	○	○
Being human is an important part of how I see myself (5)	○	○	○	○	○	○	○

Q20 Thank you for your answers thus far! Now, we would like to focus on your experience while living abroad.

Q21 To what extent do you agree with the following statements regarding your host country (the country you live in now):

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am excited to be in the country I live in now (1)	○	○	○	○	○	○	○
I feel like I don't fit into the local culture (2)	○	○	○	○	○	○	○
I am sad to be away from my home country (3)	○	○	○	○	○	○	○
I am nervous about how to behave in certain situations (4)	○	○	○	○	○	○	○
I feel lonely without my friends and family from my home country (5)	○	○	○	○	○	○	○
I feel homesick when I think about my home country (6)	○	○	○	○	○	○	○
I feel frustrated by difficulties I had while adapting to the host culture (7)	○	○	○	○	○	○	○
I am happy with my day-to-day life (8)	○	○	○	○	○	○	○

End of Block: psych adap

Start of Block: soc adap

Q22 To what extent do you agree with the following statements **regarding your host country** (the country you live in now):

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I find it easy to adapt my behavior to fit in (1)	○	○	○	○	○	○	○
I find it difficult to interpret and respond to people's emotions (2)	○	○	○	○	○	○	○
I can easily adapt to the pace of life (3)	○	○	○	○	○	○	○
It is difficult for me to interact with people at social events (4)	○	○	○	○	○	○	○
I find it easy to maintain my hobbies and interests (5)	○	○	○	○	○	○	○
I struggle with working effectively with other students/work colleagues (6)	○	○	○	○	○	○	○
I can easily find my way around (7)	○	○	○	○	○	○	○
I struggle with understanding the local language (8)	○	○	○	○	○	○	○

End of Block: soc adap

Start of Block: Sojourn information

Q23 Thank you, you have almost finished the survey! Lastly, we want to ask you some questions regarding your time abroad.

Q24 Which nationality were you born with?

_____

Q25 Are you currently living abroad? (If you have moved back home due to the corona virus but were living abroad up until a month ago, feel free to answer 'yes' to this question)

○ Yes (1)

○ No (2)

Q26 In which country do you currently live? (If you went home due to the corona virus: in which country were you living?)
_____

Q27 For which reason did you move abroad?

○ Work (1)

○ Study (2)

○ Other (3) _____

Q28 How long is your intended stay?

○ Less than 6 months (1)

○ 6 months to 1 year (2)

○ 1 to 2 years (3)

○ More than 2 years, but not permanent (4)

○ Permanent (5)

○ Don't know (6)

Q29 How well do you speak the host country's language?

○ Not very well (1)

○ Slightly well (2)

○ Moderately well (3)

○ Very well (4)

○ Extremely well (5)

Q30 What is your family structure in your host country?

○ Single (1)

○ Single, with child(ren) (2)

○ In a relationship (3)

○ In a relationship, with child(ren) (4)

○ Married (5)

○ Married, with child(ren) (6)

End of Block: Sojourn information

Start of Block: Demographics

Q31 Thank you for your answers. The following are some final demographic questions. After this, the survey is finished.

Q32 What is your age?
_____

Q33 What gender do you identify with?

○ Male (1)

○ Female (2)

○ Other (3)

Q34 What is your highest completed level of education?

○ Less than high school degree (1)

○ High school graduate (2)

○ Bachelor degree (3)

○ Master's degree (4)

○ Postdoctoral degree (PhD) (5)

Q51 This is the end of the survey. Thank you for taking the time to participate in this study, it is greatly appreciated!

If you know any other international students or expatriates that you could share this survey with, feel free to do so, it would help the researcher out a lot!

Q52 If you would like to win a €20 giftcard (to any shop you like), be sure to leave your email address below. A winner will be randomly selected in May.

_____

Q35
Hopefully everything went well in completing this survey. However, if you have any remarks, feel free to leave them down below (optional).

_____

Appendix B: sample overview of the respondents' nationalities given at birth

Nationality given at birth, expressed in countries as reported by respondents (N = 229)

Country	Frequency	Percentage	Country	Frequency	Percentage
Albania	1	.4	Latvia	1	.4
Argentina	1	.4	Lithuania	1	.4
Australia	5	2.1	Malaysia	4	1.7
Belarus	1	.4	Malta	1	.4
Belgium	4	1.7	Mexico	1	.4
Brazil	2	.9	Nepal	1	.4
Bulgaria	3	1.2	New Zealand	2	.9
Canada	2	.9	Nicaragua	1	.4
Dutch Caribbean	2	.9	The Netherlands	12	5.2
Chile	1	.4	Norway	2	.9
China	2	.9	Pakistan	5	2.1
Colombia	4	1.7	Peru	1	.4
Costa Rica	1	.4	Philippines	6	2.6
Czech Republic	5	2.1	Poland	1	.4
Dual	7	3.0	Portugal	3	1.3
Egypt	4	1.7	Romania	2	.9
Finland	1	.4	Russia	2	.9
France	6	2.6	Serbia	2	.9
Germany	7	3.0	Singapore	2	.9
Greece	3	1.3	South Africa	3	1.3
Guatemala	1	.4	Spain	6	2.6
Haiti	1	.4	Sri Lanka	1	.4
Hong Kong	2	.9	Sweden	2	.9
India	14	6.0	Syria	2	.9
Indonesia	1	.4	Taiwan	1	.4
Ireland	2	.9	Turkey	5	2.1
Israel	1	.4	United Kingdom	14	6.0

Country	Frequency	Percentage	Country	Frequency	Percentage
Italy	10	4.3	Ukraine	4	1.7
Kazakhstan	1	.4	United States of America	39	16.7
Kenya	1	.4	Venezuela	1	.4
Kosovo	1	.4	Vietnam	4	1.7

Appendix C: sample overview of the respondents' host countries

Current host country, as reported by respondents (N = 226)

Country	Frequency	Percentage	Country	Frequency	Percentage
Argentina	3	1.3	Kosovo	1	.4
Australia	8	3.4	Malaysia	1	.4
Austria	1	.4	Norway	1	.4
Belgium	3	1.3	Philippines	1	.4
Bonaire	1	.4	Portugal	3	1.3
Cambodia	1	.4	Russia	22	9.4
Canada	1	.4	Saudi Arabia	1	.4
China	3	1.3	Singapore	24	10.3
Costa Rica	1	.4	South Korea	15	6.5
Denmark	2	.9	Spain	1	.4
El Salvador	1	.4	Sweden	1	.4
Finland	1	.4	Switzerland	1	.4
France	1	.4	The Netherlands	81	34.8
Germany	8	3.4	Turkey	1	.4
Hong Kong*	4	1.7	United Kingdom	9	3.9
Ireland	3	1.3	United Arabian Emirates	2	.9
Italy	14	6.0	United States of America	2	.9
Japan	1	.4	Vietnam	1	.4
Kenya	1	.4			

* Note: even though Hong Kong is officially a part of the People's Republic of China, it is included on this list as it is still considered a special administrative region.

Appendix D: Factor and reliability analysis for scales for *Home country media consumption*

Factor and reliability analysis for scales for *Home country media consumption* (N = 233)

Item	*Home country entertainment*	*Home country news*	*Home country sports*
Q7_1 "I like to watch movies starring, produced or directed by people from my home country"	.899		
Q7_2 "I like to watch series starring, produced or directed by people from my home country"	.896		
Q7_3 "I enjoy listening to music from artists from my home country"	.725		
Q7_4 "When looking for entertainment, I prefer something that features people from my home country"	.649		
Q7_5 "I use apps from news outlets from my home country"		.769	
Q7_6 "I use websites from news outlets from my home country"		.851	
Q7_7 "I prefer to get my news from news outlets from my home country"		.759	
Q7_8 "I use news outlets from my home country to know what is happening back home"		.766	
Q7_9 "I use sports-related apps to keep up to date with all news and events of sports teams/athletes from my home country"			.852
Q7_10 "I use sports-related websites to keep up to date with all news and events of sports teams/athletes from my home country			.896
Q7_11 "If I can't watch an event that sports teams/athletes from my home country play in, I look up a summary of the event online."			.891

Item			
Q7_12 "If sports teams/athletes from my home country play, I watch them live when I can, using websites or online apps."			.865
R^2	20.79	13.53	36.53
Cronbach's α	.837	.816	.909

Appendix E: Factor and reliability analysis for scales for *Host country media consumption*

Factor and reliability analysis for scales for *Host country media consumption* (N = 233)

Item	*Host country entertainment*	*Host country news*	*Host country sports*
Q11_1 "I like to watch movies starring, produced or directed by people from my host country"	.910		
Q11_2 "I like to watch series starring, produced or directed by people from my host country"	.884		
Q11_3 "I enjoy listening to music from artists from my host country"	.798		
Q11_4 "When looking for entertainment, I prefer something that features people from my host country"	.768		
Q11_5 "I use apps from news outlets from my host country"		.726	
Q11_6 "I use websites from news outlets from my host country"		.865	
Q11_7 "I prefer to get my news from news outlets from my host country"		.755	
Q11_8 "I use news outlets from my host country to know what is happening back home"		.826	
Q11_9 "I use sports-related apps to keep up to date with all news and events of sports teams/athletes from my host country"			.882

Item	Factor loading		
Q11_10 "I use sports-related websites to keep up to date with all news and events of sports teams/athletes from my host country			.937
Q11_11 "If I can't watch an event that sports teams/athletes from my host country play in, I look up a summary of the event online."			.907
Q11_12 "If sports teams/athletes from my host country play, I watch them live when I can, using websites or online apps."			.920
R^2	19.2	16.7	40.4
Cronbach's α	.877	.816	.948

Appendix F: Factor and reliability analysis for scales for *Global media consumption*

Factor and reliability analysis for scales for *Global media consumption* (N = 233)

Item	*Global entertainment*	*Global news*	*Global sports*
Q15_1 "I like to watch movies starring, produced or directed by people from other countries"	.907		
Q15_2 "I like to watch series starring, produced or directed by people from other countries"	.912		
Q15_3 "I enjoy listening to music from artists from other countries"	.859		
Q15_4 "When looking for entertainment, I prefer something that features people from other countries"	.670		
Q15_5 "I use apps from news outlets from other countries"		.827	
Q15_6 "I use websites from news outlets from other countries"		.868	
Q15_7 "I prefer to get my news from news outlets from other countries"		.794	

Q15_8 "I use news outlets from my other countries to know what is happening worldwide"	.835		
Q15_9 "I use sports-related apps to keep up to date with all news and events of sports teams/athletes from other countries"			.898
Q15_10 "I use sports-related websites to keep up to date with all news and events of sports teams/athletes from other countries"			.942
Q15_11 "If I can't watch an event that sports teams/athletes from other countries play in, I look up a summary of the event online."			.934
Q15_12 "If sports teams/athletes from other countries play, I watch them live when I can, using websites or online apps."			.925
R^2	24.1	13.8	41.5
Cronbach's α	.869	.884	.955

Appendix G: Final means and standard deviations of scales and subscales

Final means and standard deviations of scales and subscales ($N = 233$)

	Mean (M)	Standard deviation (SD)
Home media consumption	4.04	1.09
Home entertainment media consumption	4.34	1.35
Home news media consumption	4.66	1.40
Home sports media consumption	3.13	1.77
Home identity	5.67	1.19
Host media consumption	3.63	1.05
Host entertainment media consumption	3.72	1.49
Host news media consumption	4.65	1.30
Host sports media consumption	2.52	1.56
Host identity	5.28	1.04
Global media consumption	4.55	1.03

Global entertainment media consumption	5.63	1.03
Global news media consumption	4.97	1.41
Global sports media consumption	3.04	1.77
Global identity	5.81	.89
IWAH	5.49	.99
Psychological adaptation	4.30	1.10
Sociocultural adaptation	5.00	.86