

Content Analysis Rubric for Travel Blogs & Intercultural Journaling Data

Adapted from [Malleus & Slattery \(2014\) SpringerPlus 3:211](#)

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Culture Shock	Culture Shock	Communication Challenge	Cross-Cultural Comparison	Adaptive Behavior
Sense of Disorientation +/- or loss of common cues on appropriate behavior.	Feeling homesick.	Expressed difficulty in understanding incoming verbal communication in host culture.	Making Comparisons between home and host culture in: ways of thinking, behaving, values, communication styles, etc.	Demonstrating use of coping strategies or tactics that are appropriate to host culture.
Loss of ability to make accurate sense of situations and environments due to cultural difference.	Feeling bored.	Expressed difficulty in making oneself understood in host culture.	Making comparisons between ANOTHER (non-home) culture and host culture in: ways of thinking, behaving, values, communication styles, etc.	Successfully using the host-country language for a specific interaction (or special vocabulary/phrasing/slang of the host culture if language is same as home country).
Loss of power of easy communication.	Demonstrating use of coping strategies or tactics that are NOT appropriate to host culture.	Expressed difficulty in understanding nonverbal communication in host culture.	Making comparisons between home & host culture environment (urban habitat, eco-system, geography, etc.).	Being able to explain host culture behaviors in clear terms demonstrating understanding of cultural differences.
Feeling deprived of things one is used to (family, friends, way of life, possessions, food/drink, etc).	Negative stereotyping of host culture +/- or people.	Expressed difficulty in knowing how to communicate nonverbally in host culture.	Making comparisons between ANOTHER (non-home) culture and host culture's urban habitat, environment, etc.	Attempting or engaging in a newly learned appropriate cultural behavior in the host culture.
Sense of confusion about role expectations (for self or others).	Withdrawal from daily life or personal interaction; excessive sleeping, compulsive eating or drinking.	Frequent misunderstandings or failure to effectively form relationships with locals.	Cultural Appreciation [Expressing positive views on host culture with no overt comparative aspect.]	Suppressing an inappropriate behavior style or communication pattern from your home culture.
Feeling helpless or unable to cope normally with a situation.	Making disparaging comments or "jokes" about host culture or host nationals.		Expressing delight, fascination or approval for a host-country behavior, value, policy, system of government or cultural artifact; etc.	Suspending judgment until you verify first impressions about a mystifying incident or person in host country.
Feeling surprised, worried, anxious, stressed by situations encountered in host culture.	Excessive indulgence in electronic connections to home +/- or electronic entertainments.		"Collecting" travel experiences to cultural heritage sites or cultural performances/events within the host country or neighboring countries.	Being able to explain home culture behaviors or social patterns to a host country national in clear terms demonstrating understanding of cultural differences.
Questioning one's own identity (personal or cultural).			Exhibiting a fascination with the "exotic" or the "other" in word or deed.	Asking a host country informant for perspective on a "culture shock" moment.

Method: Review each blog or journal entry in sequence & clearly label or code each sentence, phrase or vignette under the appropriate category above; then summarize by each of the six categories to permit conclusions & comparisons. Note that some textual data do not easily fit into a single category; these may be counted in both categories. It may also be helpful to link data to a timeline of the overseas experience in order to shed light on the trajectory of skills development of the individual (or group).