

# The Impact of Perceived Benefits and Barriers on Study Abroad Intentions

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## Abstract:

This survey of undergraduate students (N=88) in an introductory public relations course evaluated participants' knowledge of key aspects of international PR. At many U.S. universities, study abroad programs are one of the most popular methods used to provide students with international experience; yet little is known about the benefits and barriers that influence study abroad decisions. More specifically in the PR field, little is known about students' understanding of how culture, media, politics, and economics impact international PR practice. This study evaluates awareness of key aspects of international public relations and explores differences between students who intend to study abroad and those who do not intend to study abroad.



## Research Question 1:

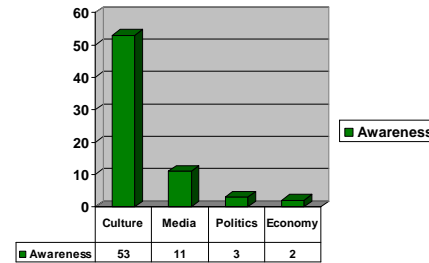
Are public relations students aware of the key knowledge areas – culture, media, politics, and economics – that should be focused on to maximize a study abroad experience?

## Research Question 2:

What differences exist between public relations students who intend to study abroad and those who do not intend to study abroad?

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## RQ1: Awareness of key international PR knowledge areas



## RQ2: Group differences in international interest

### Interest in international affairs

ANOVA, n.s. ( $F(3,76) = .446, p > .05$ )

### Value of international education in PR

ANOVA, n.s. ( $F(4,75) = .085, p > .05$ )

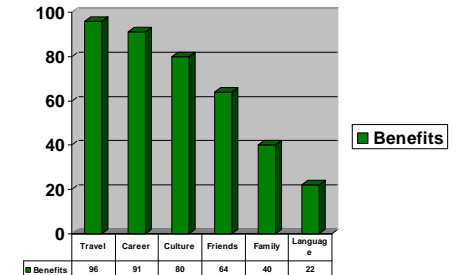
### Interest in working for a multinational company

ANOVA, n.s. ( $F(4,75) = 1.134, p > .05$ )

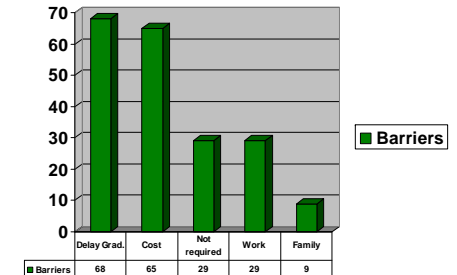


## RQ2: Group differences in international interest

### Reasons for Study Abroad Intentions



### Barriers to Study Abroad Intentions



## Implications

- Awareness issues of key knowledge areas of international public relations
- Need to address barriers to study abroad (delayed graduation & cost)
- Redesigned study abroad programs
- Academic advising issues