

# Emotional intelligence as a measurable driver of individual social influence

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# Influence apart of product expertise. Relevance for marketers



- Targeting influencers bring greater returns than targeting random customers. (Haenlein & Libai 2013)
- No reliable tool of identifying influencers in applied settings



# Research gap/Research question

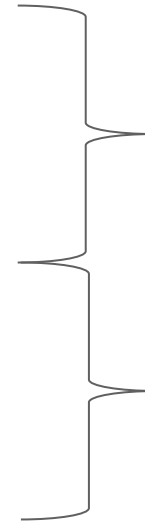
To compare the performance of an OL scale and an EI scale in identifying influencers

Under conditions:

- Absence of experts
- Informational influence

# Answering the research question

1. OL scales as a measure of individual social influence
2. EI as an alternative measure of individual social influence
3. Comparing the performance of the OL scale and the EI scale in measuring individual social influence
4. Discussion



Theoretically

Empirically

# OL scales as a measure of individual social influence

- Influencers are people “from whom others seek advices and information”. (Rogers & Cartano 1962, 435)
- Modern OL scales are not applicable apart of product expertise
- Traditional OL scales provide brighter perspective but they are developed “without the benefit of current psychometric procedures” Flynn et al. (1996, 139)

# EI as an alternative measure of individual social influence

Ability	Mechanism	Examples
to perceive emotions	accurate assessment of non-verbal information	<ul style="list-style-type: none"><li>• Matching conversation topic with conversation partner's needs and interests</li><li>• Properly setting time and duration of a conversation</li><li>• Properly defining the manner of conversation</li></ul>
to use emotions to facilitate thought	enhanced information processing	<ul style="list-style-type: none"><li>• Giving more qualitative advices</li><li>• Generating creative ideas</li><li>• Providing better problem solutions</li><li>• Being perceived as more competent</li><li>• Being less biased</li></ul>
to understand emotions	empathy	<ul style="list-style-type: none"><li>• Building trustful relationship</li><li>• Evoking warm feeling</li><li>• Making interaction partner pay attention</li><li>• Being perceived as more similar</li></ul>
to manage emotions in self and in others	<ul style="list-style-type: none"><li>• self-control</li><li>• emotional contagion</li></ul>	<ul style="list-style-type: none"><li>• Being more persuasive</li><li>• Demonstrating socially desirable behavior</li><li>• Being more attractive interaction partner</li><li>• Avoiding or resolving conflicts</li></ul>

# Comparing the performance of the OL scale and the EI scale. Hypotheses

1. influence/expertise

2. OL/EI scale: perception

3. OL/EI scale: performance

# Comparing the performance of the OL scale and the EI scale. Survey

**Participants:** 32

employees of  
Ströer Deutsche  
Städte Medien  
GmbH (Berlin)

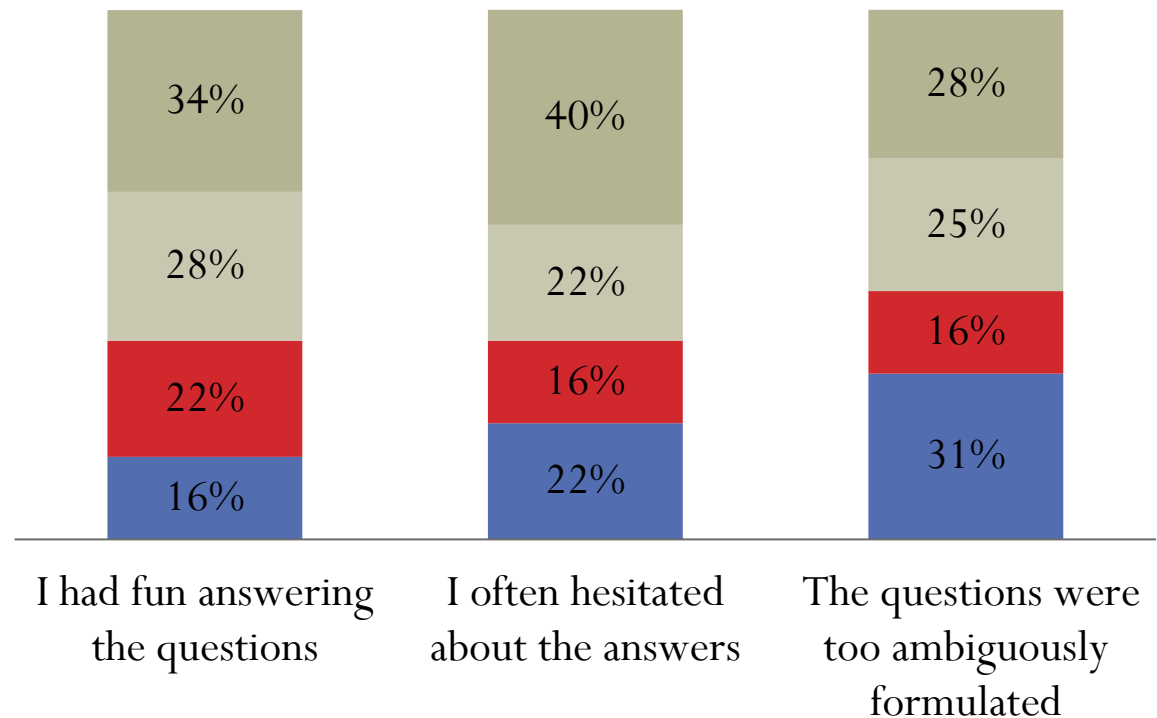
**OL** scale (Reynolds  
& Darden 1971)

**EI** scale (Wong &  
Law 2002)

+3 questions about  
**subjective**  
**perception** of  
scales

## Subjective perception of scales

■ OL ■ EI ■ Both ■ Neither OL, nor EI






# Comparing the performance of the OL scale and the EI scale. Game

- Answering 40 questions about healthy diet for a cosmic monster (relying on the instruction or intuition)+ provide an advice for colleagues
- See advices of two colleagues and modify the answers accordingly

**Despite the absence of experts in 81% of cases respondents read an advice of a colleague in 34% of cases they changed their opinion**


 In Berlin verlässt ein Raumschiff ab. Im Inneren befindet sich ein Weltraummonster von einer unbekannten Spezies und eine Instruktion zur seiner Ernährung in seiner Sprache. Das Weltraummonster will essen. Aber leider haben wir keine Zeit für eine gute Übersetzung der Instruktion.  
 Ich bitte um Ihre Hilfe, die richtigen Produkte für das Weltraummonster zu wählen. Für einige Fragen sind mehr als eine richtige Antwort möglich. Nutzen Sie Ihre Intuition oder die Instruktion zur gewissen Ernährung des Weltraummonsters, die auf der Festplatte V / Katja / Weltraummonster gespeichert ist. Für jede richtige Antwort erhält der Teilnehmer einen Punkt, für jede falsche Antwort -1 Punkt. Kreuzen Sie die richtige Antwort an.  
 Sie können auch Ihren Kollegen helfen und schriftliche Ratschläge geben, was Ihrer Meinung nach für das Weltraummonster gesund oder ungesund ist.  
 Schreiben Sie Ihre Tipps auf der Unterseite des Fragebogens. Die drei Personen, welche die beste Ernährung für das Weltraummonster finden, sowie die drei besten „Tippgäber“ bekommen eine Flasche Saft von einem dankbaren Weltraummonster. Nach einer Zusammenfassung der Ergebnisse können wir gemeinsam die Rettung des Weltraummonsters mit Café und Kuchen feiern.



Tipps für andere Spielteilnehmer

Name \_\_\_\_\_

# Comparing the performance of the OL scale and the EI scale

## ❖ Binary logistic regression

- OL/EI - a respondent was chosen (1=yes, 0=no)
- OL/EI-someone changed his opinion accordingly (1=yes, 0=no)

## ❖ Poisson regression

- OL/EI - how many times a respondent was chosen
- OL/EI - how many opinions were changed



**Paul:**  
*OL-10; EI-20*

*1. You can see the advices of your two colleagues. Whose advice would you like to see?*

*2. Would you like to modify your answers accordingly?*



# The OL scale and the EI scale in predicting the choice of an adviser

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup> EI	.174	.092	3.540	1	.060	1.190
Constant	-10.417	5.721	3.316	1	.069	.000

a. Variable(s) entered on step 1: EI.

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup> Gender(1)	.765	.889	.741	1	.389	2.150
Age	.034	.076	.207	1	.649	1.035
Experience	.132	.179	.541	1	.462	1.141
Position(1)	-1.782	1.205	2.185	1	.139	.168
OL	-.041	.161	.066	1	.797	.960
Constant	.299	3.997	.006	1	.940	1.349

a. Variable(s) entered on step 1: Gender, Age, Experience, Position, OL.

# Implications

## **Informational influence may exist independently on expert knowledge**

- **Scholars:** more attention should be paid to individual social influence apart of product expertise; using the idea of the game to investigate the spread of influence
- **Companies:** targeting polymorphic brand advocates

## **The EI scale outperforms the OL scale in identifying influencers, moreover it is perceived more favorable**

- **Scholars:** using the EI scale to explore the process of informational influence
- **Companies:** identifying influencers, developing customer's emotional skills

# Limitations

Sample size

Participants were employees of one company

# Directions for future research

- EI / IQ effects on individual social influence for different tasks, contexts and groups of products.
- moderators and mediators
- self-reported test/performance-based test
- product expertise & EI
- other types of individual social influence

# Thank you for your attention

No cosmic monsters were harmed during the game

