



INFORMATION BRIEF

# Emotify



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# Emotify

Predict interpersonal, team, and leadership effectiveness

Emotify, one of the world's few ability based measures of emotional intelligence (EI).

Emotify is comprised of three separate assessments: **Matching Faces**, **Emotional Ties** and **Emotions in Action**.

In Matching Faces, candidates need to quickly identify the emotion displayed on a person's face. Emotional Ties requires candidates to read a number of everyday situations and identify the emotion involved. In Emotions in Action, candidates need to indicate the most effective action to take to manage a range of emotions.

These assessments have been specifically developed to assess a candidate's ability to accurately perceive, understand, and manage emotions in an innovative and engaging experience.

Emotify uses a device-agnostic approach and natively displays in common browsers without the need to download any additional plugins or settings to ensure that all candidates have a positive and frictionless testing experience no matter the operating system, device type, or size.

### MEASURES

Three key aspects of emotional intelligence: perceiving, understanding, and managing emotions



### PREDICTS

Interpersonal team and leadership effectiveness



### TIME

20 minutes, timed



### GAMES

Three separate ability-based mini-assessments



### DEVICE

Device-agnostic: take the test wherever you are on a digital device of your choosing



## Interactive, Immersive Assessments

Criteria is driving change and innovation in the development of next-generation, interactive assessments. This is achieved through cutting edge technology, psychometric modeling, rigorous validation, and game design.

Interactive and game-based assessments, unlike traditional assessments, take more into account than just the correct answer, providing richer insight into a candidate's strengths and abilities. These assessments draw the best effort from the candidate, providing insight into their true potential. This is done while maintaining robust psychometric properties and complementing traditional psychometric assessment data.

A further strength of interactive and game-based assessments is their robustness against faking and response distortion, providing the candidate with tasks that assess ability while not exposing the nature of the construct being measured. This further strengthens the ability of the assessments to provide recruiters with true insight into their candidates. Candidate engagement is also increased by providing real time feedback that indicates to the candidate how they are performing as they move through the tasks.



## Ability-Based Emotional Intelligence

Over the previous two decades, EI has attracted much attention in both popular and academic literature. Two distinct conceptualisations of EI have emerged during this time that attempt to broadly define EI and guide its measurement - an ability-based model and trait-based model of EI. The ability-based approach views EI as a type of intelligence, akin to cognitive ability, and utilises performance-based assessment. The trait model views EI more like personality and assesses it via self-report measures. The ability-based approach is more suited to recruitment contexts than the self-report approach.

Extensive research over the past decade has found evidence for ability-based EI being related to higher job performance across numerous job roles and populations. These studies have included individuals working as supervisors, hospitality workers, education providers, healthcare workers, and administration employees. Higher ability EI has also been shown to help attenuate the negative impact of workplace factors that can reduce job performance, such as stress and workplace isolation, resulting in more resilient and effective employees.

Criteria's approach to assessing EI has been guided by the ability-based model first proposed by two prominent EI researchers, Mayer and Salovey in 1997. The contribution of Mayer and Salovey to theory and measurement of EI has proved foundational for decades of research into the construct. As a result, three distinct yet related components of EI have emerged in the literature - the ability to perceive emotions, understand emotions, and manage emotions. Emotify has been developed to measure each of these components.

Emotion perception refers to the appraisal and expression of emotion and focuses on the ability to perceive emotions quickly and accurately in others, typically using nonverbal information. Accurate identification of emotions assists in making decisions regarding the most appropriate way to respond to others. Emotional understanding is concerned with how well one can effectively identify connections between events and emotional reactions. A comprehensive understanding of emotions fosters a knowledge of emotional triggers and the prediction of emotional outcomes to different situations and events. Emotion management refers to the ability to influence and manage a range of emotions. This ability is important for increasing the duration and intensity of positive emotions (e.g. happiness, calm) and decreasing the duration and intensity of negative emotions (e.g. anger, sadness). Emotion management applies to one's own emotions and also the emotions experienced by others.

Criteria's Emotify consists of three brief assessments - Matching Faces, Emotional Ties, and Emotions in Action, each focusing on a different component of EI. More information on each assessment is provided below.

## Perceiving Emotion

The ability to accurately perceive the emotion displayed by others is an important aspect of interpersonal interaction. It includes the ability to use nonverbal information such as facial expressions, body language, and tone of voice to determine specific emotions being conveyed during interactions and the authenticity of those emotions. An accurate read of the emotional state of others is a precursor for being able to respond effectively.

Matching Faces measures the ability to perceive emotions. In Matching Faces, the candidate is required to quickly identify the emotion displayed on a person's face. They need to indicate if the word they see and the emotion they perceive are a match.

There are 30 rounds with a time limit of 3 seconds per round. Matching Faces increases in difficulty as the candidate progresses. The actors used throughout the game equally represent males and females, a range of ages, and diverse cultural backgrounds.



HAPPINESS

## Understanding Emotion

Emotional understanding encompasses the ability to comprehend emotional language and to understand how emotions may change over time and combine to form more complex emotional states. A strong understanding of emotions is important for predicting emotional progression and the emotional outcome of different situations.

Emotional Ties measures the ability to understand emotions. In Emotional Ties, the candidate is required to read several everyday situations and predict the types of emotional consequences that may arise as a result.

There are 20 rounds with a maximum time limit of 1 minute per round. The mix of different situations presented include three different formats with one or more people involved.

## Managing Emotion

Emotion management includes the ability to influence and manage one's own emotions, and also the emotions that others may be experiencing. The ability to manage emotions is important for effective interpersonal interactions, relationship building, working in teams, and when working in emotionally demanding situations. Emotion management is the process through which we create and maintain positive affective states, which in turn, impact behaviour and performance.

Emotions in Action measures the ability to manage a range of emotions. Candidates are required to read short scenarios involving different emotions, and select the best response for managing the emotion involved. The scenarios are set within a narrative and take the candidate through a series of connected events.

There are 14 rounds with a maximum time limit of 1 minute per round. The rounds are a mix of different emotions and are split between managing one's own emotions and managing the emotions of others.

What should you do to feel less nervous?

- ☐ There's not much you can do, your nerves will take over.
- ☐ Distract yourself by focusing on something else.
- ☒ Approach the new position with a positive attitude.
- ☐ Focus on the reasons for why you accepted this position.

## Reporting

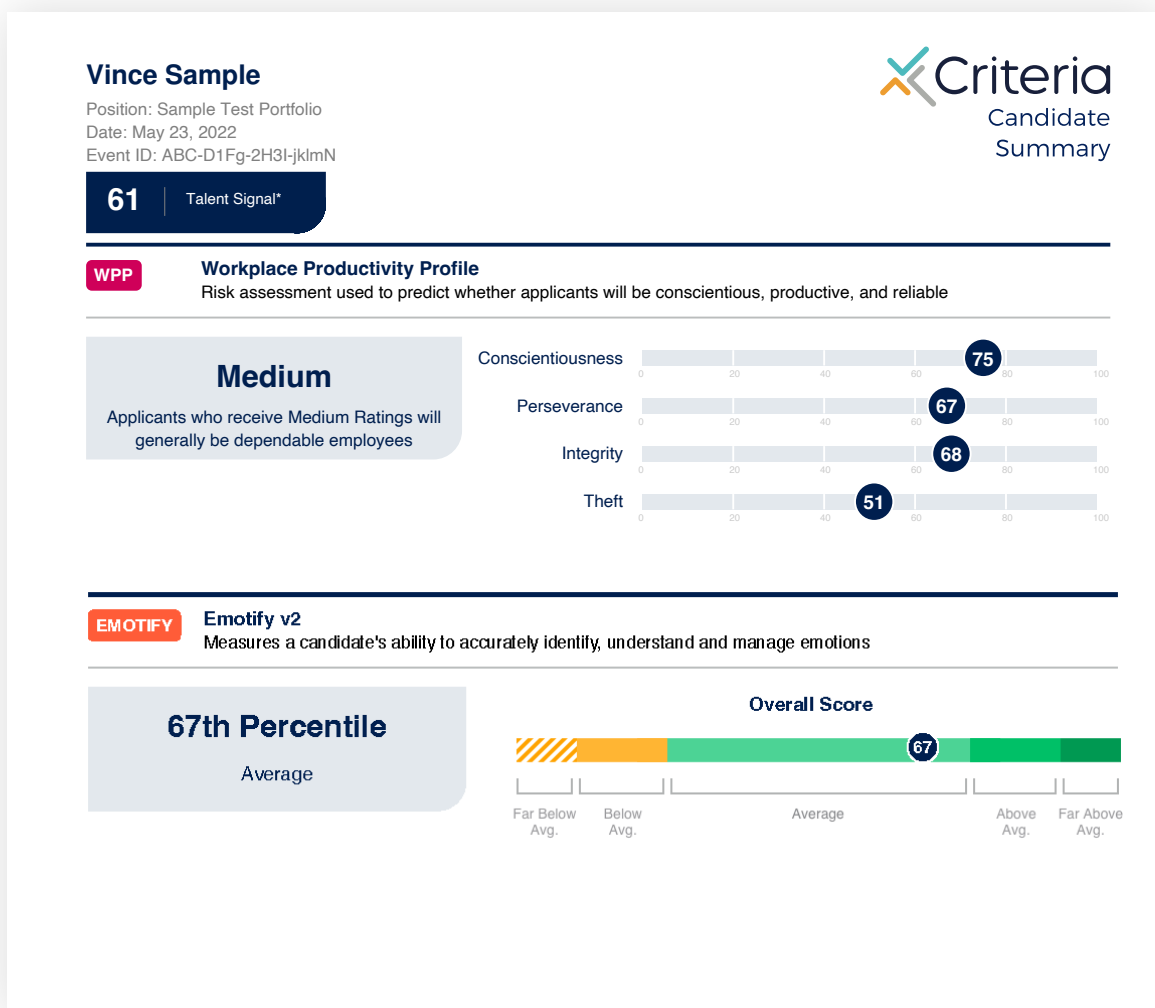
After candidates complete Emotify, you can access two different reports:

- k A **Candidate Summary Report** that provides a high level overview of a candidate's results on Emotify and any other Criteria assessments they've completed.
- k A **Candidate Score Report** that provides detailed information for each assessment.

### Candidate Summary Report

This report includes a quick snapshot of the candidate's results for each test they've completed.

The Emotify section shows the candidate's overall percentile score and a performance classification. If you've enabled it, the Talent Signal - which displays a weighted average of a candidate's performance across individual tests - will also appear.



The score report gives you more detailed results for a single candidate. It includes an overall emotional intelligence score, expressed as a percentile based on the comparison group.

The report also includes dynamic interpretative text that describes the likely behavior the candidate will display in the workplace.



The **Score Details** section provides scores for each of the three factors assessed: perceiving emotions, understanding emotions, and managing emotions.

## Score Details



### Perceiving Emotions Percentile

79

This candidate completed an assessment called *Matching Faces*, which measured their ability to quickly and accurately identify a broad range of emotions in facial expressions. Individuals who are able to accurately perceive emotions are more likely to identify a need to respond and adapt to people and situations as required.



### Understanding Emotions Percentile

88

This candidate completed an assessment called *Emotional Ties*, which assessed their ability to recognize emotions and demonstrate awareness of how different situations and events influence emotions. Individuals with a strong understanding of emotions are better able to predict future emotions based on current events and use this knowledge to inform their approach to people and situations.

### Managing Emotions Percentile

48

This candidate completed an assessment called *Emotions in Action*, which measured their capacity to effectively manage emotions. Individuals with strong emotion management skills are better able to manage their own and others' emotions to help achieve a desired outcome, and influence emotions in ways that are more likely to be helpful to a situation rather than harmful.

The score report also includes **Interview Questions** for each candidate, based on their responses to the assessment. They give you targeted questions you can choose to investigate further if they progress to an interview.

These questions are based on the candidate's scores on Emotify. They highlight areas you may choose to investigate further if they progresses to an interview.

## Interview Questions

The following questions are based on this candidate's scores on Emotify. They highlight areas you may choose to investigate further if the candidate progresses to an interview.

### General

- What role do you think emotions play in the workplace?
- In what work situation do you think it would be important to identify how someone else is feeling, and understand that emotion?

### Perceiving Emotions

**Note to interviewer:** Candidates with a strong ability to identify emotions are likely to be able to distinguish between genuine and non-genuine emotion - they can determine whether someone's words match other aspects of their behavior. They are also likely to quickly identify the emotions being experienced by others and change their approach to the conversation or situation accordingly.

- Can you describe a time when you've felt that the emotion someone is experiencing doesn't match the words they are saying? What led you to this conclusion and what did you do?
- Can you describe a time when you've changed your approach to a conversation or situation based on how you've identified the people involved are feeling?

### Understanding Emotions

**Note to interviewer:** Candidates with a strong ability to understand emotions are likely to have a comprehensive knowledge of emotions, how they change and evolve, and how their actions influence their own and others' emotions.

- Can you describe a time when you've been able to predict how someone is likely to feel about some news, and how you used this to determine your approach to that situation?
- Can you provide an example of when you've used your understanding of emotions and their role in the workplace to guide your actions or interactions?

### Managing Emotions

**Note to interviewer:** Candidates with a sound ability to manage emotions are typically able to use emotions effectively in decision making and can generally modify their behavior to complete certain tasks. They are able to manage their own and others' emotions as well as most people.

- Can you provide an example of a time you experienced a failure or setback on a task you were completing? What steps did you take to overcome this?
- Tell me about a challenging interaction you have had in the workplace. What emotions were involved and what did you do to manage both your own and others' emotions? What was the outcome of the interaction?

# Psychometric properties

## Normative Group

When a candidate completes Emotify, their overall score is calculated through a weighted combination of metrics that encompass candidate responses across each mini assessments. Scores are calculated for each mini assessments, which form the basis of an overall Emotify score.

The Emotify normative group is comprised of thousands of individuals from a wide range of industries and job types who have previously completed Matching Faces, Emotional Ties and Emotions in Action. Males and females are equally represented in the group and range in age from 18 to 64 years. A diverse range of ethnicities are also represented.

## Reliability

A common method of demonstrating the reliability of an assessment is to administer the same test twice over a period of time to a group of individuals. This is referred to as test re-test reliability and is used to evaluate the stability of the assessment over time.

A test-retest reliability coefficient of  $r = .77$  was calculated for Emotify. This estimate was derived from a sample of 322 participants who had completed Emotify on two separate occasions an average of two weeks apart. Participants were of diverse age and ethnicity. Males and females were equally represented within the sample while device type used (mobile or desktop), was also balanced. This finding demonstrates an acceptable level of reliability for Emotify.

## Construct Validity

Construct validity is established through the relationship demonstrated between a test with other well-established tests that measure the same construct or attribute. Emotify has demonstrated construct validity through its strong correlations with other well-established measures of emotional intelligence.

As part of two large scale validation exercises, over 3000 participants completed Matching Faces, Emotional Ties, and a well-known measure of emotion understanding - the Situational Test of Emotional Understanding (STEU). Scores for Matching Faces, Emotional Ties and overall Emotify were found to strongly correlate with STEU performance at  $r = .40(.62)$ ,  $.54(.70)$ ,  $.57(.73)$  respectively. Note the second correlation presented in brackets represents the corrected correlation.

Over 4500 participants were involved in the validation of Emotions in Action across several studies. Participants completed Emotions in Action and the Situational Test of Emotion Management (STEM), a well-known measure of emotion management. Performance on Emotions in Action was found to correlate strongly with scores on the STEM,  $r = .38(.72)$ , providing evidence of construct validity for Emotions in Action.

## Criterion-related Validity

Criterion validity refers to the extent to which test scores relate to a relevant outcome or behaviour, such as job performance, customer satisfaction ratings, teamwork or leadership skills. Emotify has demonstrated criterion validity through its strong correlations with important workplace outcomes including self-reported conflict, stress, and resilience.

In a sample of 931 participants, a significant correlation was demonstrated between Emotify scores and self-reported conflict at work,  $r = -.19$ . Participants were asked to indicate the extent to which they agreed with the statement “I experience a lot of conflict with people at work”. Those who scored below average on Emotify were twice as likely to indicate that they experience conflict at work. In the same sample, a significant correlation was demonstrated between Emotify scores and self-reported stress,  $r = -.12$ . Participants were asked to indicate the extent to which they agreed with the statement “I have a hard time making it through stressful events”. Those who scored below average on Emotify were twice as likely to indicate that they found it hard making it through stressful events.

In a separate study with a sample of 770 individuals, a significant correlation was demonstrated between Emotions in Action and self-reported stress, as measured by the Stress subscale of the Depression, Anxiety and Stress Scale (DASS). The correlation between scores on the Stress subscale of the DASS and Emotions in Action was  $r = -.13(-.16)$ . In the same sample, a significant correlation was demonstrated between scores on Emotions in Action and self-reported resilience, as measured by the Brief Resilience Scale (BRS). The correlation between scores on the BRS and Emotions in Action was  $r = .22(.27)$ .

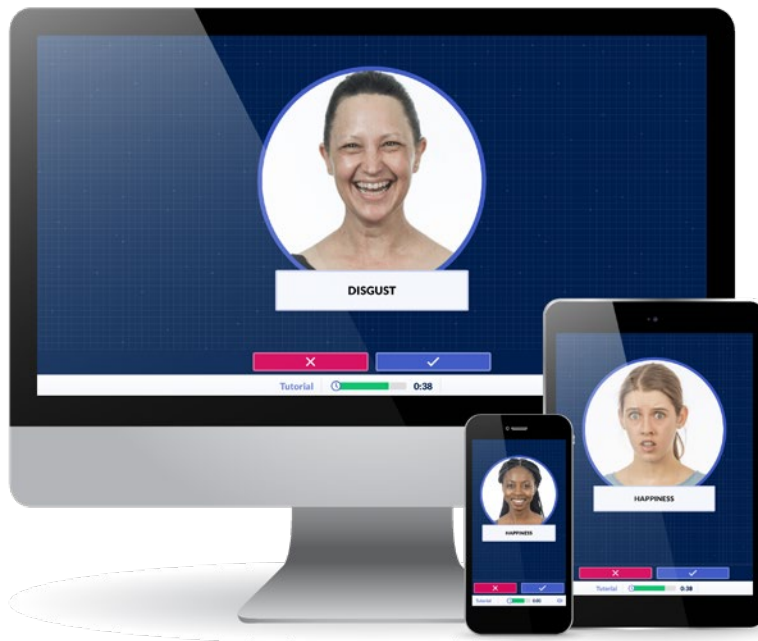
Further criterion-related validity is provided in the case studies available for Emotify.



## Flexible testing on any device

Emotify is device-agnostic. This means candidates can take the test on any digital device they choose, anywhere and at any time.

We've made the test secure and user-friendly so your candidates can focus on completing the test.



## Case Studies

### Emotify Helps Companies Hire Well-Rounded Team Players

[View case study](#)

### Financial Institution Improves Recruitment Outcomes with Emotify

[View case study](#)

### Digital Marketing Agency Predicts Call Center Sales Rep Success

[View case study](#)

## Candidate Reactions

Emotify has been designed with the candidate experience as a central feature of the assessment. Throughout the design and development of Emotify, several rounds of user feedback sessions were conducted, and iterations made to enhance the experience. In addition, candidates participating in the validation processes were invited to provide feedback on their experience completing Emotify, with an overwhelmingly positive response. The feedback from approximately 1000 candidates is summarized below.

- ✓ 80% of candidates reported a positive experience completing Emotify
- ✓ 91% of candidates felt comfortable completing Emotify as part of a job application
- ✓ 71% of candidates felt Emotify was better than other employment tests they've completed
- ✓ 84% of candidates recommended employers use assessments like Emotify to assess job applicants

Candidates also commented on what they particularly liked about Emotify. Some of the recurring feedback included:

- ✓ The use of real and diverse people throughout Emotify
- ✓ The interesting everyday situations
- ✓ The clear and easy to understand nature of the assessment
- ✓ Emotify didn't feel like a test
- ✓ The clear link between the tasks in Emotify and workplace skills and abilities

The positive feedback from candidates who have completed Emotify is a strength of the assessment and reflects the engaging and innovative approach to measuring EI.





## “ Candidate Feedback

*Fun and challenging,  
I liked the visual aspect*

*It was fun and interactive and employers  
are able to get a little glimpse of  
candidate's emotional intelligence*

*Novel and different*

*The questions were easy to  
understand and the timing is good*

*I liked the real life situations*

*Very engaging*

*Provided a greater level of  
thought without feeling stressful*

*Didn't feel like a test,  
therefore, I felt more relaxed*

*Interactive*

