
USING SOCIAL MEDIA PLATFORMS IN THE UNITED ARAB EMIRATES TO CREATE ETHICAL, CULTURAL AND SOCIAL AWARENESS THROUGH EMOTIONAL INTELLIGENCE PRINCIPLES

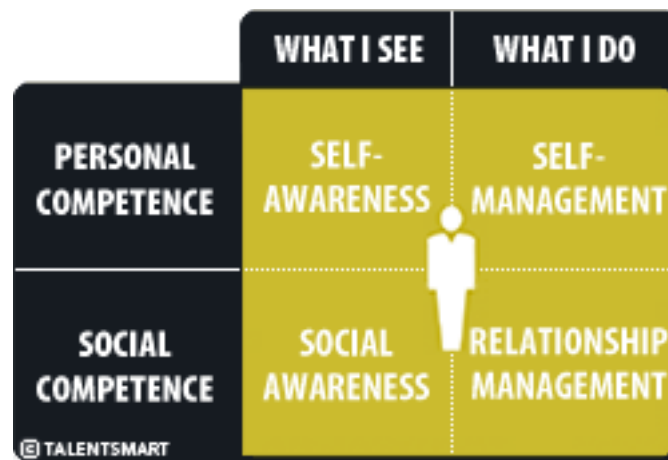
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Introduction

Research over the years (Goleman, 1998; Salovey, 2000; Mayer et al., 2000; Higgs & Dulewicz, 2003) has provided an interested focus on the significance of Emotional Intelligence (EQ) and work success in leadership and managing others. There is a noticeable rise on the subject since the last decade. These studies show the higher the EQ levels in leaders and employees the higher the organizational Return on Investment (ROI). The construct EQ was discovered in the 1990's and has since grown in understanding both personal and professional development. Daniel Goleman defined EQ as a set of standards of emotional and social skills. He goes on to describe it as 'the skills or competencies to be able to know one's own emotions, manage one's own emotions, self-motivate as well as recognize others' emotions and handle relationships' (Goleman, 1998; p.93). Since then, the construct has received widespread international attention and the United Arab Emirates platform is no exception. In another research, in 2003, comparing intellectual, emotional and managerial intelligence, Higgs and Dulewicz found that the combination of emotional and intellectual intelligence was a better forecaster of achievement than either of them alone. Their findings prove that, in the ability to identify and understand one's emotions, leaders are able to practice meaningful work that make participants effective and efficient as well as happy and fulfilled. Another literature review shows that internationally EQ can be broken down into five main principles and those are: self-awareness, self-control, adaptability, empathy and conflict management (Mayer, Salovey, & Caruso, 2000).

The first skill involves self-awareness. This skill entails the individual being able to accurately know and evaluate their emotions. The second skill concerns the individual being able to explain this emotion. "For example, anger may occur in a situation that is deemed unfair, but happiness is not as likely to occur in that same situation. In this scenario, the individual would need to understand what types of emotions normally occur in similar situations and may rely on past memories to assist their judgment". (Ravichandran, Arasu, & Kumar, 2011; pp.157-158). A third skill entails using emotion to help one's judgment and memory having social awareness and this means the ability to express emotions occurring according to certain contexts. This skill also needs the individual to understand and analyse emotions clearly in a wider context. Basically what is crucial is "recognizing the rules of emotional expression and being able to appropriately label emotions" (Ravichandran, Arasu, & Kumar, 2011; pp.157-158). Emotional building and controlling of social skills involves being able to assess and adjust one's

demeanour and the demeanour of others. An individual using this skill will be able to subside their own anger will be able to assist in comforting others who are distressed.



Emotional intelligence is made up of four core skills.

Figure 1.

In the UAE, thus far, barely any research has been attempted to measure the impact of Emotional Intelligence (EQ) qualities in leaders and its relationship to employee satisfaction and thus the ROI of the organization. From the literature review in the UAE gathered thus far, there seems to be a strong connection between employee job advancement and production and the level of a manager's Emotional Intelligence. Articles spanning from 2005 till 2017 specifically suggest that institutions in the UAE could benefit by improving EQ skills in their leaders as the question of what predicts professional success has become very crucial, especially when considering the fast development and the subsequent demands of an academically successful Emirati workforce. The significance of this question becomes even more evident when one takes into account the country's efforts to challenge the issues of the Emirati youth and prepare them for the new UAE National Agenda initiatives. The UAE Vision announced by His Highness Sheikh Mohammad Bin Rashid Al Maktoum targets the UAE to become among the competitive and most recognize countries in the world by the Golden Jubilee of the Union year 2021. Turning these aims into reality, its pillars have been divided into six national priorities and those areas are to do with society and preserving identity, building a strong knowledge economy, world-class education, world-class healthcare and a sustainable environment (Vision 2021, United Arab Emirates).

Since, human beings are leaders by default in their own right; the idea is to create content in the form of micro-learning videos in an attempt to promote the significance of emotional intelligence in people's lives whether at home or at work. Simply, EQ is the ability to understand one's emotions and explain them clearly before interacting with society, then understanding other human beings and learning new social skills to handle other people surrounding you. So, in an attempt to contribute to the UAE's ethical, cultural and social peoples' awareness through

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using principles of emotional intelligence, I personally conducted an experiment that started since the beginning of my PhD thesis journey in year in August of 2017.

In this experiment administered, micro-learning and social learning seemed to be the fastest and safest way to raise awareness on EQ skills for all senior or junior professionals at a time. I decided to take on an initiative on most social media platforms such as LinkedIn, Facebook, Instagram, Snapchat and Twitter. The micro-learning video is a group of 10 sec clips totalling between 1-2 minute releases that are recorded in either at work or in my car every Monday and Thursday mornings with a different message on EQ each time. The goal is to remind the society at large with those EQ values and then give them some simple tips on how to work on an improve their human relationships. EQ topics I spoke about vary from empathy, sympathy, humility, patience, resisting anger, resisting negativity, manifestation, positivity, calamity, loving one another, forgiving, leading by example.

The micro videos echoed positively on LinkedIn that the profile viewers increased 41% in the last 90 days building 14,711 followers, drawing traffic of 22,162 profile viewers in 2 weeks. 50% of these viewers are in an executive/director/founder level, over 75% of these comments were positive with praises and appreciation for subject matter, voice pitch, body language, simplicity of message and for the practicality of applying subject matter to their everyday life. In Appendix 1, the table shows the activity that has taken place with the different topics approached. A total 32 videos were posted and for the purpose of this paper, only 10 videos were chosen to be analysed. Of course assessing the success of this experiment, micro-learning and social learning videos, can only show by the number of likes of the video, quality of comments, number of views and ultimately a clear follower growth on all platforms. LinkedIn specifically is a platform that I was able to test the impact of those videos and the table below shows a descriptive summary of the recent interactive activity between Mid December 2017 and end of January 2018. Firstly, it is a business platform where professionals come together to share ideas and learn from each other. Secondly, I didn't rely on any marketing tactics or team to infiltrate the videos; all I did was recorded, uploaded and observed impact.

Table 1:

Analysis 12 posts from Mid- December 2017 to End of January 2018

	Number of views	Number of comments	Number of likes	Good comments	bad comments
Taking Permission	18,120	35	417	32	3
Social Ignorance	19,036	27	2967	24	3
Humility	27,745	166	850	160	6
Equality vs Justice	22,694	107	652	100	7
Get rid of negativity	19,227	72	605	68	4
Stress Management	18,743	75	554	70	5
Taking decisions	14,110	67	450	63	4
Don't give up	16,097	46	408	42	4
Lean how to say no	14,090	47	333	45	2
Taking Permission	19,098	35	422	32	3
Art of communication	19,099	35	346	31	4

The table above shows that, one video on *Humility* reached up to 27,745 views, 850 likes and 166 comments. Other videos such as *Equality versus Justice* 22,694 views, 652 likes and 107 comments, on techniques to *Get rid of negative energy* views went up 19,227, 605 likes and 72 comments, *Stress management* received 18,743 views, 554 likes and 75 comments, and on *Taking decisions* views went up to 14,110, 450 likes and 67 comments. The video on *Social Ignorance* received the most number of likes and least number of comments thus far. The number of bad comments were very minimal in comparison to the number of good comments. To be able to view activity on this live EQ project, click on the link to see recent activity of the posts shared. <https://www.linkedin.com/in/mayaalhawary/detail/recent-activity/shares/>

The quality of comments was more of a positive nature such as the one by S. M. D., a follower on LinkedIn, watched the video on equality and justice and commented the following: “Thank you Maya. Justice and equality are topics that transcend culture. Here in the west we enjoy complete freedom of speech. This brings the opportunity of equality, but the true ‘equalizer’ – the actual chance for equality is determined by education. An educated adult is able to properly describe any injustice he or she may have experienced without prejudice, but an uneducated or ill-educated adult invites injustice because he or she creates value judgments in his listeners. Accents, grammar, colloquialisms – these all invite value judgments. Only the educated person enjoys a completely unbiased chance for equality and justice.” Another comment by T. P. A. also from the LinkedIn network, he says: “Thanks Maya really appreciate you for saying this as a formal DPS security guard in Dubai! Have encounter some many jungle justice with some stubborn people that refuse instruction anyway thanks I’m one of you best fans”. Also, M. W., commented on another video about humility and its importance in leading healthy relationships and she said: “Hi Maya. Actually, you are right with this caption. It is very relevant

even on LI. In this era of 5 minutes of fame we live on, people often lack intrinsic values and with the desire to shine; we often forget that we are all human and we have flaws, we become impatient, unforgiving of the same faults we are guilty of and with all the noises out there, we don't get enough introspection. Note to self: "In life what you sow is what you reap, don't expect to reap apple when you sow oranges, and if you sow nothing you will reap nothing" Have a great day☆".

Most comments are closer to these: "Beautiful as always have wonderful day thanks for sharing this marvellous advice Maya", "again well done, we need to behave as you said", "totally agree with you Dr. Maya about Emotional Intelligence, as it is the key of success of smart leadership", "excellent Job! Thank you for sharing".

Conclusion

Indeed, many of the problems facing society today are the direct result of emotional ignorance: depression, addiction, illness, religious conflict, violence and war. "Perhaps we humans have tried too hard to "civilize" ourselves, trying to deny our true animal nature – our emotional nature – along the way. We've done this because we have had the wrong idea altogether about the nature of emotion and the important function it serves in our lives" (Morrison, 2007; p.245).

Naturally, people are drawn to universal basic human traits that not necessarily related to religious beliefs such as empathy, sympathy, fear, love etc. Several studies based on the relationship between emotional intelligence with physical and mental health have been conducted. "The results show that emotional intelligence both directly and indirectly are associated with mental health" (Cherniss, 2000; p.10).

Whether or not programs are actually adopting EQ qualities, various useful skills are learned like labelling and describing emotions, appraising basic emotions in oneself and others, conflict management, taking perspective of others, decision making and problem solving techniques, effective peer relation trainings (Morrison, 2007; p.245).

People seem to be pulled by the idea of short micro-learning videos. The videos aim to minimize content congestion on common folk. Each micro-learning video deals with a single learning objective, breaking down knowledge into understandable bits. Learning is not confined any more to universities and colleges. People are able to study full courses from under their fingertips off the internet and so the micro-learning technique has made learning gullible.

People seem to enjoy focused content presented on the go through their preferred social media platform whether twitter, Facebook, Instagram, LinkedIn and Snapchat where the video is accessible on their smart devices especially mobile phones.

The clearer the spoken language and the stronger the body language, the greater the effect on its viewers. Familiar language is that which the readers easily recognize and understand because they use it on a regular basis. One of the most important functions of language is to build

“homophily” or a sense of commonality with one’s readers. By using language that is familiar to the reader, the message is likely to have more impact.

People seem to find the presenter/author appealing although she is an Arab Muslim Covered Female. Richard von Coudenhove-Kalergi in 1925 in *Practical Idealism* predicted: “The man of the future will be of a mixed race. Today’s races and classes will gradually disappear owing to the vanishing of space, time, and prejudice” (Wikipedia). And that exactly what has occurred. People are more in tune with their humanity rather than their ethnicity. The effects of globalization have surpassed our expectations in connecting people with mutual understandings.

People are threatened by the artificial intelligence hype and feel that humanity could be hindered vanish. These learning videos serve as quick reminders to encourage staying in touch with our EQ. In the Independent, Hawking points out the benefits that comes from such technology developments: “one can imagine such technology outsmarting financial markets, out-inventing human researchers, out-manipulating human leaders, and developing weapons we cannot even understand. Whereas the short-term impact of AI depends on who controls it, the long-term impact depends on whether it can be controlled at all” (Love, 2014; p.1).

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