

It's More About What You're Saying: Emergent Leaders in Virtual Groups

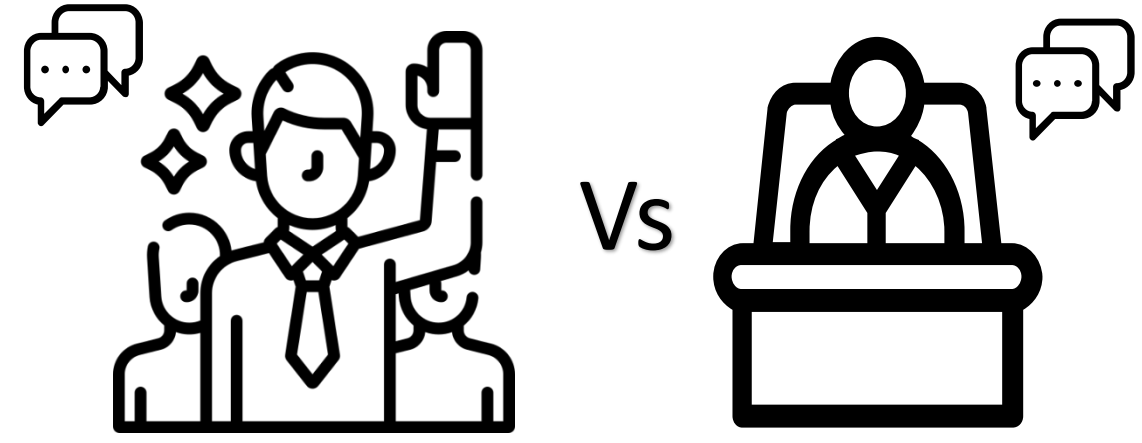
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Introduction

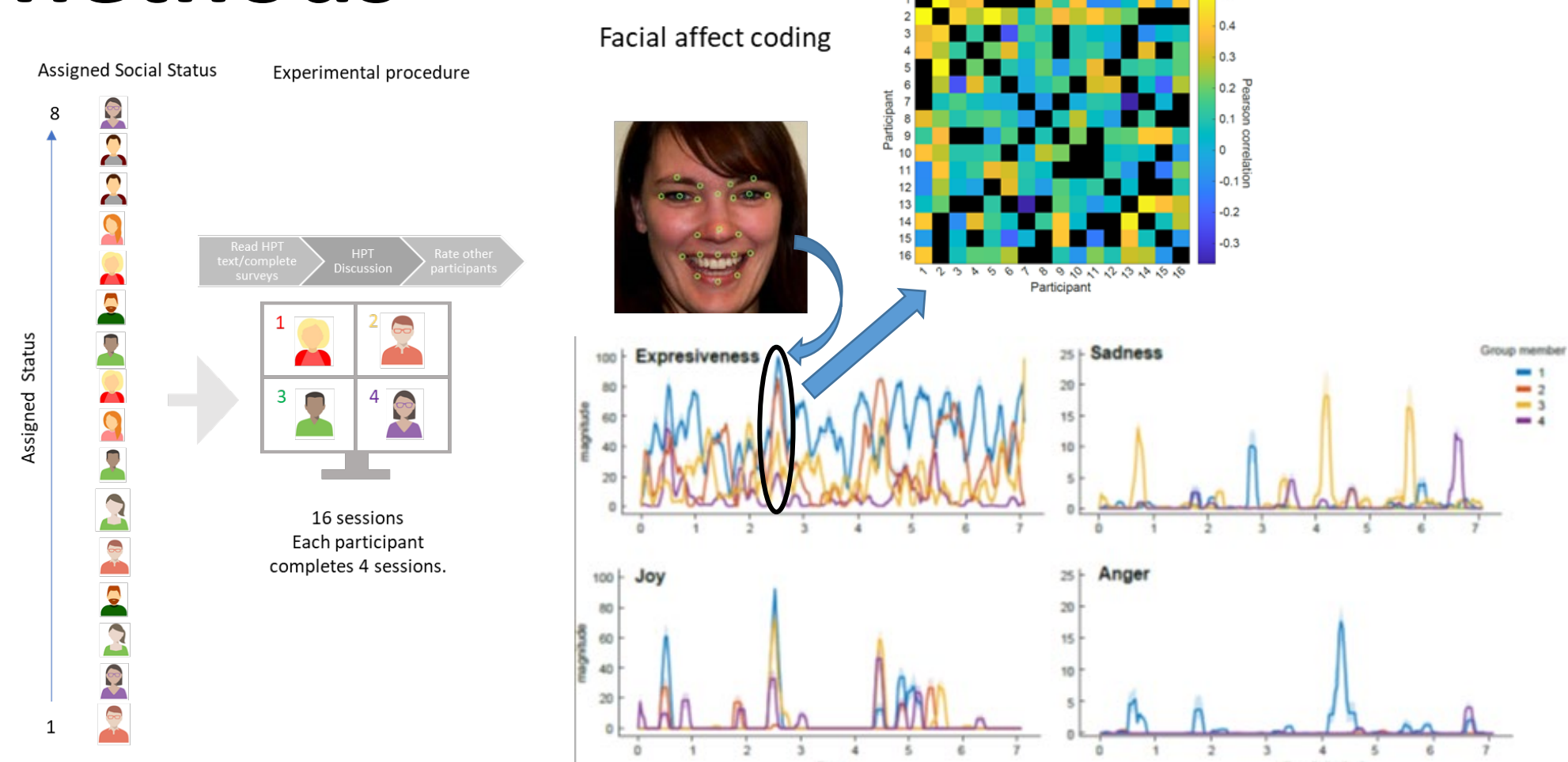


- Emergent leadership is when there is no formal leader and someone in the group takes on a leadership role
- Assigned leadership is your actual position
- Communication style includes how much you talk, when you talk, what you say, and how your face is moving

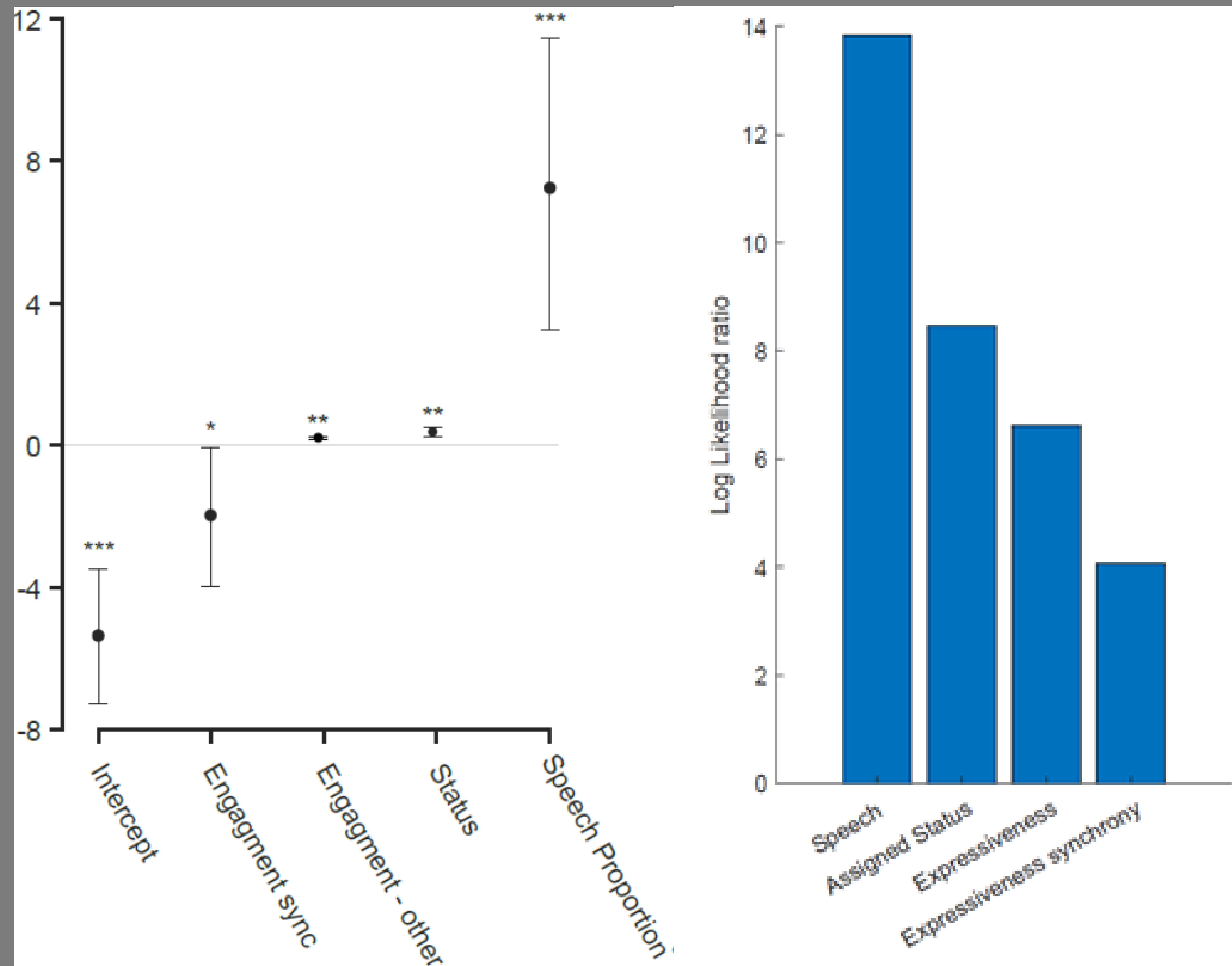
Questions

- How do we choose emergent leaders?
- How does synchrony mediate that?
- How does assigned status impact that?

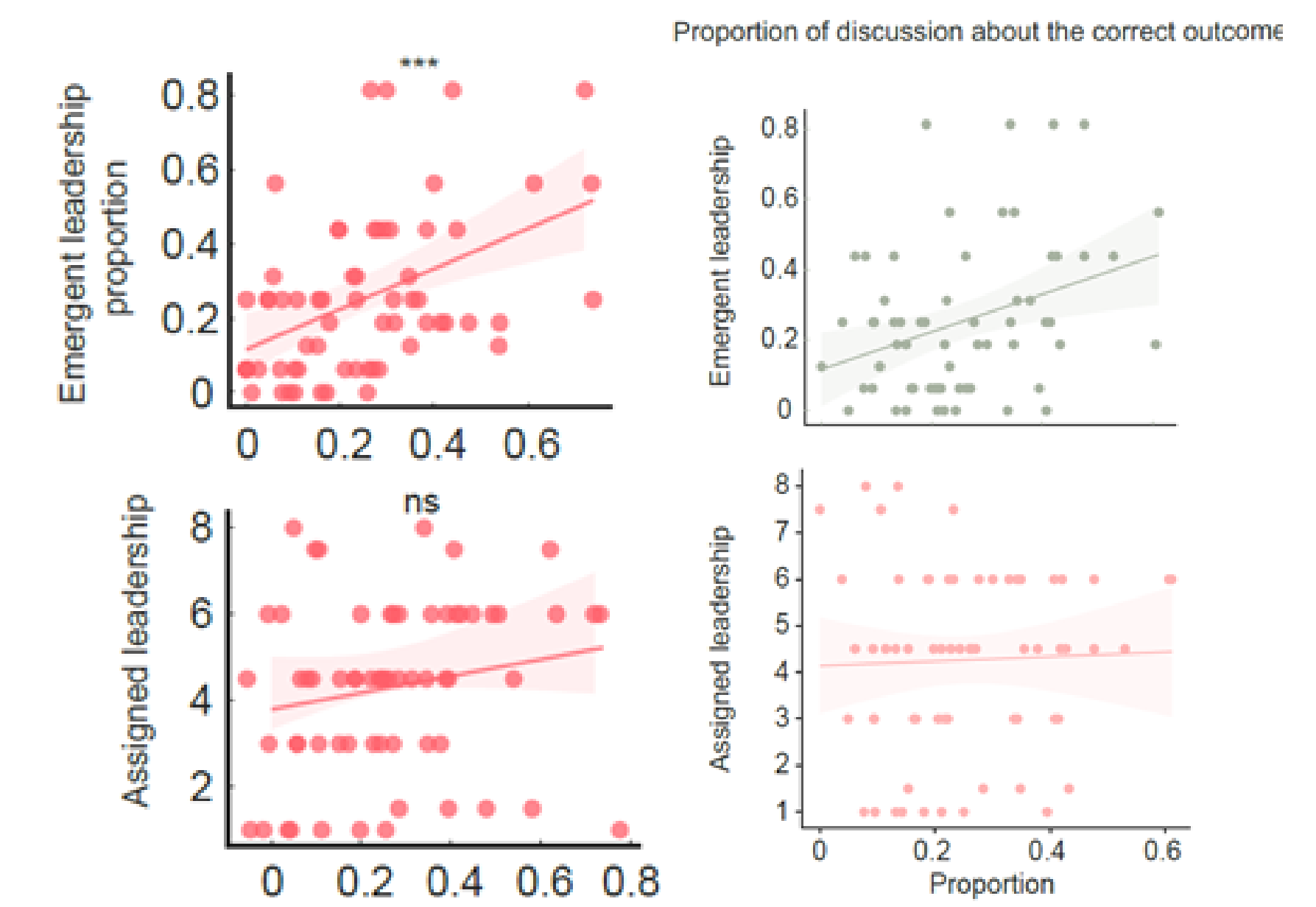
Methods



- Hidden Profile Task = Group selects best answer out of 3 options after receiving information about each. But not everyone gets the same information
- 16 participants, 16 trials, 4 people per trial, almost every participant is in a group with every other participant
 - This is done to see if leadership is a function of groupmates
- Post-survey asks who people thought led the group (emergent leadership)
- Assigned status are based on club position
- Face data from Affectiva
 - Any time lines went up and down at the same time = in sync
 - Can plot synchrony on correlogram (brighter yellow = more in sync)



- Model correlated many variables with emergent leadership and trashed those that were not significant.
- The model conveys which variable (out of the significant ones) matter the most in the right bar graph (variables with a larger bar were more predictive of emergent leadership). The left graph conveys if there was a positive (above the 0 line) or a negative correlation (below the 0)
- In order of decreasing importance: talking the most, assigned status, being able to induce more expressive faces in others during speech, and NOT having facial synchrony with correlates with being selected as the leader of the group.



Breaking Down the Model

- Trial was divided into 5 segments (10 minutes/5) and amount of speech within each fifth was correlated with emergent and assigned leadership
 - The first fifth matters the most for emergent leadership
 - There is no correlation between any segment and assigned leadership
- Those who spoke the most about the correct answer were more likely to be selected as the leader. There was no correlation with assigned leadership.

Discussion

- Both communication style - how much people speak, their expressiveness synchrony with others, and how expressive others are while leaders talk - and assigned leadership help predict emergent leadership
- Communication style is more important - specifically the amount of speech a leader has
- Specifically the content of speech (if the leader talks about the right answer) and when the speech is (the beginning is the most effective) matters