**Consumer Emotional Intelligence Scale (CEIS)**

For further information, please see: [www.ceis-research.com](http://www.ceis-research.com)

**INSRUCTIONS**

Follow the numbered instructions for each section will prepare the data for analysis.

1) Copy and Paste entire text into SPSS syntax. To do this, go to the “Edit” menu and then click on “Select All”. Right click and then “Copy”. Open SPSS, go to “File”, select “New”, then “Syntax”. Once the Syntax file is open, right click and select “Paste”.

2) Next, in SPSS go to "variable view" and copy and paste "2" in the decimal column for all 18 CEIS items.

3) Label columns to match variable names below... CEIS1...CEIS18

4) To score the data based on the expert scoring method, highlight all 18 items starting with RECODE through EXECUTE, and then click on the black arrow on the menu bar above to "run" the syntax.

RECODE

CEIS1 (1=.36) (2=.63) (3=.03) (4=.00) (5=.00) .

RECODE

CEIS2 (1=.29) (2=.52) (3=.09) (4=.06) (5=.04) .

RECODE

CEIS3 (1=.00) (2=.00) (3=.00) (4=.14) (5=.86) .

RECODE

CEIS4 (1=.75) (2=.23) (3=.00) (4=.02) (5=.00) .

RECODE

CEIS5 (1=.00) (2=.00) (3=.12) (4=.75) (5=.13) .

RECODE

CEIS6 (1=.06) (2=.25) (3=.63) (4=.06) (5=.00) .

RECODE

CEIS7 (1=.81) (2=.19) (3=.00) (4=.00) (5=.00) .

RECODE

CEIS8 (1=.83) (2=.15) (3=.02) (4=.00) (5=.00) .

RECODE

CEIS9 (1=.00) (2=.13) (3=.67) (4=.20) (5=.00) .

RECODE

CEIS10 (1=.01) (2=.00) (3=.00) (4=.99) (5=.00) .

RECODE

CEIS11 (1=.00) (2=.99) (3=.00) (4=.00) (5=.01) .

RECODE

CEIS12 (1=.03) (2=.82) (3=.04) (4=.00) (5=.11) .

RECODE

CEIS13 (1=.00) (2=.00) (3=.09) (4=.91) (5=.00) .

RECODE

CEIS14 (1=.00) (2=.13) (3=.87) (4=.00) (5=.00) .

RECODE

CEIS15 (1=.88) (2=.06) (3=.06) (4=.00) (5=.00) .

RECODE

CEIS16 (1=.37) (2=.60) (3=.03) (4=.00) (5=.00) .

RECODE

CEIS17 (1=.32) (2=.55) (3=.13) (4=.00) (5=.00) .

RECODE

CEIS18 (1=.86) (2=.14) (3=.00) (4=.00) (5=.00) .

EXECUTE .

5) Next, sum items to form dimension scores. To do this, please highlight section (from Compute to Execute) and "run" syntax.

COMPUTE Perceiving = SUM(CEIS1, CEIS2, CEIS3, CEIS4, CEIS5) .

COMPUTE Facilitating = SUM(CEIS6, CEIS7, CEIS8, CEIS9) .

COMPUTE Understanding = SUM(CEIS10, CEIS11, CEIS12, CEIS13, CEIS14) .

COMPUTE Managing = SUM(CEIS15, CEIS16, CEIS17, CEIS18) .

EXECUTE .

6) Then, combine dimensions to form overall CEIS total score. To do this, highlight section and "run" syntax.

COMPUTE CEIS\_Total = SUM(Perceiving, Facilitating, Understanding, Managing) .

EXECUTE .

7) Next, normalize the data to have a mean of 100 and a Standard Deviation of 15. This is done to make the interpretation of the scores easier. To do this you must standardize the variables by highlighting the section and "run" syntax.

DESCRIPTIVES

VARIABLES=Perceiving, Facilitating, Understanding, Managing, CEIS\_Total / SAVE

/STATISTICS=MEAN .

8) Then, finish "norming" the data, highlight section and "run" syntax.

COMPUTE Norm\_Per = (ZPerceiving \* 15) + 100 .

COMPUTE Norm\_Fac = (ZFacilitating \* 15) + 100 .

COMPUTE Norm\_Und = (ZUnderstanding \* 15) + 100 .

COMPUTE Norm\_Man = (ZManaging \* 15) + 100 .

COMPUTE Norm\_CEIS = (ZCEIS\_Total \* 15) + 100 .

EXECUTE .

9) Finally, run descriptives to verify the variables were created correctly. To do this, highlight this section and "run" syntax.

FREQUENCIES

VARIABLES=CEIS1, CEIS2, CEIS3, CEIS4, CEIS5, CEIS6, CEIS7, CEIS8, CEIS9, CEIS10, CEIS11, CEIS12, CEIS13, CEIS14, CEIS15, CEIS16, CEIS17, CEIS18 /ORDER= ANALYSIS .

**FOR CALIBRATION ANALYSES**

Then, scale the confidence data correctly (USE THIS ONLY IF CONFIDENCE ITEMS ARE IN THE FORM OF WHOLE NUMBERS REPRESENTING THE SCALE ANCHOR POINTS)

RECODE

Conf1, Conf2, Conf3, Conf4, Conf5, Conf6, Conf7, Conf8, Conf9, Conf10, Conf11, Conf12, Conf13, Conf14, Conf15, Conf16, Conf17, Conf18

(1=.00) (2=.10) (3=.20) (4=.30) (5=.40) (6=.50) (7=.60) (8=.70) (9=.80) (10=.90) (11=1) .

EXECUTE .

10) Next, to run some descriptives and basic analyses, highlight this section and "run" syntax.

Run analyses for confidence items.

FREQUENCIES

VARIABLES=Conf1, Conf2, Conf3, Conf4, Conf5, Conf6, Conf7, Conf8, Conf9, Conf10, Conf11, Conf12, Conf13, Conf14, Conf15, Conf16, Conf17, Conf18 /ORDER= ANALYSIS .

11) Next, to calculate the CALIBRATION scores, you must compute the "average emotional confidence ratings" across the sample, highlight this section and "run" syntax.

COMPUTE eiavgconf = mean(Conf1, Conf2, Conf3, Conf4, Conf5, Conf6, Conf7, Conf8, Conf9, Conf10, Conf11, Conf12, Conf13, Conf14, Conf15, Conf16, Conf17, Conf18).

EXECUTE .

12) Then, the "CEIS average percent correct" must be calculated in order to compute the calibration equation. To compute, highlight this section and "run" syntax.

COMPUTE eiperccor = mean(CEIS1, CEIS2, CEIS3, CEIS4, CEIS5, CEIS6, CEIS7, CEIS8, CEIS9, CEIS10, CEIS11, CEIS12, CEIS13, CEIS14, CEIS15, CEIS16, CEIS17, CEIS18).

EXECUTE .

13) Then, compute both the CEIS average bias score (i.e., error score representing average miscalibration across items), AND the absolute value of the CEIS average bias score (i.e., non-negative values representing average miscalibration across items). To compute, highlight this section and "run" syntax.

COMPUTE eibias = eiavgconf-eiperccor.

COMPUTE eiabsbias = abs(eibias).

EXECUTE .

14) Finally, to run descriptives for these new variables, highlight this section and "run" syntax.

DESCRIPTIVES

VARIABLES=eiavgconf eiperccor eibias eiabsbias

/STATISTICS=MEAN STDDEV MIN MAX .