Modeling Cultural Factors in Collaboration and Negotiation

Objective
• Identify cultural factors affecting cross-cultural negotiations
• Develop theories/techniques of cultural and situational variables for use as predictive models in negotiations with Middle-Eastern cultures
• Validate predictive accuracy of theories

Approach
• Gather cultural data using interviews, questionnaires, observations, and cross-cultural simulated negotiations involving members of Middle-Eastern societies
• Use data to develop models of cross-cultural interactions for predicting and assessing potential negotiation outcomes

Technical Success
• Gathered data from Middle-Eastern surveys and simulations regarding:
  – Perception and impact of other culture’s motivations during negotiations
  – Emotional effects of shame or humiliation in inter-cultural interactions
  – Perceptions among religious subgroups
• Will use data to compile models of negotiation and collaboration

Virtual negotiator: using cultural data to simulate negotiator behavior and responses

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### Application
- Models for negotiation and collaboration could be used as:
  - Diagnostic tests for possible responses in specific scenarios
  - Training for military personnel
- Two complementary MURIs funded to address these research questions and provide more rapid results
  - 2nd MURI team led by Dr. Michele Gelfand at the University of Maryland
- Managed in collaboration with ARI

### Potential Payoff
- Negotiation measures and models can be used before and during international negotiations
  - May lead to improved success in international agreements, civilian support
- Can provide reliable predictions of successful negotiations
  - Existing cultural information is fragmented and largely based on American or East Asian cultures
  - Successful tactics in Western or East Asian cultures are often counterproductive in Middle Eastern negotiations