

Modeling Cultural Factors in Collaboration and Negotiation



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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