

Frame Project

Looks at how collaborative and competitive negotiators interact when outcomes are presented as either gains or losses. Experiment performed in two settings: laboratory and online

Experimental design: 2X2

	Gain frame (in profits)	Loss frame (in expenses)
Collaborative dyad	Group1	Group3
Competitive dyad	Group2	Group4

Case: Film sales

- Contract negotiation between a film producing company and online retailer.
- 3 issues (two are asymmetric, one is symmetric) with 8 options each.
- Ratings are given
- The following instructions were given:

	Gain frame	Loss frame
Collaborative dyad	Max joint profit	Min joint expense
Competitive dyad	Max profit for self	Min expense for self

Procedure:

	Activity
1	Sign up and answer demographic questions
2	(Lab) show up for experiment in office, sign consent form (Online) receive login information
3	(Lab) Randomly assign to two different laboratories with facilitation (one for each side of the case) (Online) Logon to system
4	Answer questions on their orientation (AMO)
5	Receive instruction on the negotiation
6	Read the case
7	Answer a quiz on the case
8	(Lab) Receive explanation on the system guide (Online) Posted on Web page
9	Negotiate for 45minutes
10	Answer post-questionnaire

Incentive:

In the lab, the experiment was part of an assignment worth 5% (1% for participation, 1% for performance and 3% for short questions on transactional systems)

Online, the experiment was considered as bonus activity (1% for participation and 1% for performance)

Participants:

- First or second year, undergraduate, business students
- About equal men and women
- Between 21 and 25 years old
- No negotiation experience
- Reported almost excellent English skills
- *Inherent orientation* (measured by decompose game), maybe different from induced orientation

Lab:

- 68% competitive (19% of which are extremely competitive)
- 23% collaborative
- 9% not classifiable

Online:

- 66% competitive (33% of which are extremely competitive)
- 19% collaborative
- 24% not classifiable

Manipulation checks in ex-post showed no influence on experimental results

Results:

Lab:

- 16 sessions (4 for each treatment)
- 276 participants out of which 274 reached an agreement (actual sample size)

	Gain frame	Loss frame
Collaborative dyad	60	68
Competitive dyad	58	88

Online:

- 998 students signed up
- 450 finished negotiations
- 350 usable records (actual sample size)

	Gain frame	Loss frame
Collaborative dyad	64	126
Competitive dyad	86	74