



University of Konstanz
Seminar: Negotiation and collective decision
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Rⁿ: Repeat again and again

Summary

Weaver et al. (2007) indicated that people support repeated opinions more widely than unrepeated opinions. An important mechanism is that people have the tendency to infer that a familiar opinion is a widespread one. To repeat an opinion would increase the familiarity of this opinion. Additionally, the repetition effect widens supports, which is mediated by the familiarity (Weaver et al, 2007). In conclusion, repetition effect would increase the familiarity in order to influence the others to accept and to support the represented opinions. Consequentially, repeat again and again would be a useful tool for a collective negotiation.

Zusammenfassung

Weaver et al. (2007) zeigten, dass Menschen eine Meinung, die öfters wiederholt wird, weitreichender unterstützen als eine Meinung, die nicht mehrmals wiederholt wird. Ein wichtiger Mechanismus ist, dass Menschen die Tendenz haben, eine vertraute Meinung als eine weit verbreitete Meinung anzusehen. Eine Meinung zu wiederholen, erhöht die Vertrautheit dieser Meinung. Darüber hinaus verstärkt der Wiederholungseffekt die Unterstützung, was von der Vertrautheit mediiert wird (Weaver et al., 2007). Zusammenfassend, der Wiederholungseffekt erhöht die Vertrautheit um andere in die Richtung zu beeinflussen, eine präsentierte Meinung zu akzeptieren und zu unterstützen. Folglich könnte das Wiederholen einer Meinung ein nützliches Werkzeug für eine Tarifverhandlungen sein.

Scientific Background

Negotiation

“Negotiation is a dialogue between two or more people or parties intended to reach an understanding, resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests”, which is written by Wikipedia (2014).

From this definition of negotiation, the main goal of my negotiation-tool would be agreement. An agreeable opinion is essential for a negotiation. My tool based on this main goal.

Repeated effect

A repeated opinion would be more widely estimated if more than one people to repeat this opinion than only one people to express it again and again. However, quite obviously, a repeated opinion, which is only repeated by one group member, is obviously widely estimated than an unrepeated opinion. Even the others are aware that only one group member repeats the opinion (Weaver et al., 2007). One interesting result of the study of Weaver et al. (2007) was that, although different group members each expressing the same statement is more influential than one people expressing the same statement more times, the opinions repeated by one people three times was, on average, 90% of the opinions expressed by three people. However, a review by Schwarz (for a review, see Schwarz, 2004) also indicated that one of the psychological mechanisms of repetition effect was based on metacognitive experiences. The other based on conscious inferences. They also assumed that the exposure of the repeated statements enhances the accessibility for the repeated statement in memory and a feeling of familiarity. Schwarz (2014) indicated that, theoretically, repetition effect is a fluency effect – it makes it easier to process the information next time around. Moreover, this increases perceived consensus, perceived truth, and related judgment (Schwarz, 2014). Moreover, the repetition effect on wide estimates increases over time (Weaver et al., 2007).

However, the high fluency did not always make sure that a repeated claim was accepted or supported under some conditions. Like people believe that this high fluent statements are wrong (Skurnik, Schwarz, & Winkielman, 2000) or learned in a training phase that fluent messages are likely to be false (Unkelbach, 2007). Moreover, these would be their prior knowledge and the knowledge would be as a reduced cue (Weaver et al., 2007). The other finding related with the prior knowledge is that, with a time delay the agreement with the repeated statements would be higher than without a time delay (Weaver et al., 2007). In other words, the effect of the reduced

cues (prior knowledge) would be reduced with a time delay. The linkage between the prior knowledge and the amplified feeling of familiarity would be reduced. On the contrary, with the repeating, the linkage between the repeated opinions and the feeling of familiarity would be increased (Weaver et al., 2007).

Description of The Tool

This tool would be ideal used for a collective negotiation. There is no limit for group size. Based on the scientific background, I suppose that this tool would be widely used in many areas. The areas of application could be daily life, business negotiation, also could be used for election and so on.

The only setting of this tool is “repeat”. The setting is relative simply. However, based on the repetition effect, there are some rules to optimize the effect of this tool. First of all, repeating the opinion again and again. Secondly, trying to find more than one source to repeat the target opinion. For example, making some copyrights of the target opinions, letting others read your opinions out and so on. Thirdly, if changing the group-level opinions would be the goal of using this tool, unknown norms would be more effective than known norms (the others have already prior knowledge about the opinions or prior knowledge about the supporting of the opinions). Otherwise, if the opinions are relevant with known norms, time delay could be helpful. Fourthly, people, who use this tool, should act friendly but not aggressively. Aiming to gain more time to repeat your opinions again and again skillfully.

The main purpose of this negotiation-tool is let others to feel familiarity of your opinions, and then to increase the possibility of wider supporting.

Historical example

Hong Kong returned back to China in July the first in 1997. Before the returning there were many negotiations about this issue between China and UK. The tool of repetition was skillfully used during the negotiations. Firstly, China had a firm opinion and repeated it again and again that they want to the returning of Hong Kong. Secondly, the negotiations last for many years. The government of UK did not want to give HK back to China. They realized that the opinion of the government of China would not be right. For the side of China, lasting the negotiations for many years worked as a time delay. Thirdly, China provided something unknown. They said that they would use “one country, two system” policy after returning of HK.

This historical event was influenced with many things. But I think the tool of repetition also played a role.

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