

Washington University in St. Louis

Washington University Open Scholarship

Spring 2017

Washington University
Senior Honors Thesis Abstracts

Spring 2017

Gender Equality Champions: Investigating the Impact of Cognitive Dissonance on Negotiation Outcomes for Female Employees

Suzanna Deng

Washington University in St. Louis

Ricardo Perez

Washington University in St. Louis

Follow this and additional works at: https://openscholarship.wustl.edu/wushta_spr2017

Recommended Citation

Deng, Suzanna and Perez, Ricardo, "Gender Equality Champions: Investigating the Impact of Cognitive Dissonance on Negotiation Outcomes for Female Employees" (2017). *Spring 2017*. 24.

https://openscholarship.wustl.edu/wushta_spr2017/24

This Abstract for Business School is brought to you for free and open access by the Washington University Senior Honors Thesis Abstracts at Washington University Open Scholarship. It has been accepted for inclusion in Spring 2017 by an authorized administrator of Washington University Open Scholarship. For more information, please contact digital@wumail.wustl.edu.

GENDER EQUALITY CHAMPIONS: INVESTIGATING THE IMPACT OF COGNITIVE DISSONANCE ON NEGOTIATION OUTCOMES FOR FEMALE EMPLOYEES

Suzanna Deng and Ricardo Perez

Mentor: William P. Bottom

Prior research has determined that women, on average, achieve worse negotiation outcomes than men in comparable situations. One study examined a promising intervention strategy: bestowing the title of “equality champion” onto individuals who have not earned it to motivate behaviors that align with this label. The authors of this study attribute this change in behavior to cognitive dissonance. The present study examined the impacts of such labels in the context of women’s negotiation outcomes. After completing individual difference measure questionnaires, participants were asked to complete a gender attitudes questionnaire and informed that they were gender equality champions regardless of their responses (champion condition), asked to complete the questionnaire and received no feedback (salience condition), or not asked to complete the questionnaire (control condition). Then, all participants completed a computer-simulated negotiation and completed subjective evaluations of the negotiation process. We hypothesized that participants in the champion condition would offer the most equitable negotiation outcomes and favorable subjective evaluations of their negotiating partner. We also expect participants in the salience condition to offer similar outcomes to the champion condition, though to a lesser degree. We expect those in the control condition to offer the least equitable outcomes. We also anticipate that these effects will be especially pronounced for male subjects. Finally, we anticipate that subjects high in competitiveness, extroversion, and neuroticism will offer less equitable outcomes to the female employee while those high in empathy and agreeableness will offer more equitable outcomes. Preliminary findings indicate that there is a gender difference in the control condition; female participants earned less utility in the negotiation than male participants, though this difference in outcomes was not present in the salience or champion conditions. Furthermore, participants with personalities high in competition seeking earned more utility in the negotiation.