

# What Makes Distributive Bargaining Attractive?

---

## Society encourages us to hard bargain

From virtually the day we are born, society inculcates us with beliefs about how best to negotiate. We are taught to win the game, or get the best deal, regardless of other's needs.

## To unlearn entrenched habits is difficult

"I know that hard bargaining works. I've done it for the last 30 years and look where I'm at!"

## Bargaining allows a show of strength

The harder they bargain, the stronger many people perceive themselves in their own eyes and in those of others involved.

## Moral righteousness drives us to fight

"Why negotiate for mutual gains when *we* are right and *they* are wrong?"

## Bargaining allows us to avoid emotion talk

The design of bargaining "protects" against uncomfortable discussions about frustrations and inclinations, fears and hopes.

## The perceived perils of self-disclosure makes bargaining attractive

The party who shares more information may feel vulnerable. Without an adequate foundation of trust, parties are less inclined to reveal information, and more likely to resort to hard bargaining.

According to: Daniel L. Shapiro, *Supplemental Joint Brainstorming: Navigating Past the Perils of Traditional Bargaining*, Negotiation Journal, October 2000, Vol. 16, Number 4