

Faculti Summary

<https://faculti.net/when-women-ask-does-curiosity-help/>

This video discusses research focused on the challenges women face in negotiation settings, particularly regarding salary negotiations. It highlights that women can experience backlash for negotiating assertively, which may lead to negative perceptions and decreased willingness from others to collaborate with them.

In response, researchers explored whether adopting a strategy of "social curiosity" could help women navigate these challenges effectively. Social curiosity emphasizes showing interest in the other party's needs and behaviors during negotiations, which could counteract the negative effects typically associated with assertive negotiations.

The research involved three studies. The main predictions were that women who negotiate with curiosity would be perceived more positively and achieve better negotiation outcomes. The studies found that engaging in curiosity led to positive social perceptions, greater willingness to work with the negotiator, and better economic outcomes without the typical negative fallout associated with self-interested behavior.

Additionally, the studies suggested that women felt more comfortable using a curious approach compared to a direct asking strategy, which could alleviate anxiety about potential backlash. The findings indicate that curiosity benefits all negotiators and may help women overcome apprehensions associated with negotiation contexts traditionally viewed as masculine.

Overall, the research suggests that curiosity can be a valuable strategy for women in negotiations and encourages further investigation into changing societal perceptions regarding women negotiating assertively.