

# MIND, TECHNOLOGY, AND SOCIETY

## *Seminar Series*

UC MERCED, SPRING 2017

CO-SPONSORED BY THE MANAGEMENT SEMINAR SERIES

Monday, April 03, 2017 — KL 232 — 3:00PM-4:30PM

## Art Markman

*University of Texas, Austin*

**“Evaluating Negotiating Agents”**



In many situations, people engage others to negotiate on their behalf. A little work has explored differences in the way people negotiate for themselves versus for others. Little work has explored the way people evaluate the agents who negotiate for them. In this talk, I explore several studies done in collaboration with Dan Willard and Marlene Henderson that explores factors that affect these evaluations and a person's likelihood of using that agent again. This work has implications both for theories of person perception and practical implications for people involved in negotiations.

*After getting a B.S. in Cognitive Science from Brown University in 1988, I went on to graduate school in the Psychology Department at the University of Illinois, where I got my PhD in 1992. Then, I spent five years as an Assistant Professor in the Psychology Department at Columbia University. My research has focused on four main areas. First, I am interested in the way people see things to be similar, and how they process similarity and analogy comparisons. While the study of similarity is interesting for its own sake, it is also interesting because of what it can tell us about other psychological processes. In order to look at the way that our ability to make comparisons affects our cognitive processing, I also do research on category learning and decision making. I have also gotten interested in the way that motivational factors affect learning, decision making, and cognition more generally. I am the director of the program in the Human Dimensions of Organizations. This program aims to provide education in the humanities and the social and behavioral sciences to people in business, nonprofits, government, and the military. The aim is to teach leaders about how people, groups, and cultures influence the workplace.*

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