


Solidarity with Third Players in Exchange Networks: An Intercultural Comparison

Kittel Bernhard, Neuhofer Sabine, Schwaninger Manuel and
Guanzhong Yang

DFG FOR2104 “Needs-Based Justice and Distribution Procedures”  FOR
2104
Project B1 “Distributive Preferences and Needs-base Justice in Networks”

Seminar in Venedig: Analytische Soziologie – 20.11.2017

Exchange Beyond: Idea & Hypotheses

- Social behavior defined as social exchange (Homans 1961)

Exchange Beyond: Idea & Hypotheses

- Social behavior defined as social exchange (Homans 1961)
- Embedded in social networks (Granovetter 1985)

Exchange Beyond: Idea & Hypotheses

- Social behavior defined as social exchange (Homans 1961)
- Embedded in social networks (Granovetter 1985)
- Negotiated exchange: direct bilateral exchange, with potential for conflict (Molm et al. 2006)

Exchange Beyond: Idea & Hypotheses

- Social behavior defined as social exchange (Homans 1961)
- Embedded in social networks (Granovetter 1985)
- Negotiated exchange: direct bilateral exchange, with potential for conflict (Molm et al. 2006)
- Networks provide different relations between exchanging actors → power vs. equality (Hegtvedt et al. 1993)

Exchange Beyond: Idea & Hypotheses

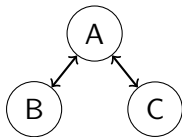
- Social behavior defined as social exchange (Homans 1961)
- Embedded in social networks (Granovetter 1985)
- Negotiated exchange: direct bilateral exchange, with potential for conflict (Molm et al. 2006)
- Networks provide different relations between exchanging actors → power vs. equality (Hegtvedt et al. 1993)
- Assumption of rational profit-maximization vs. social preferences (Willer et al. 2013; Lewis & Willer 2017)

Exchange Beyond The Dyad: Experimental Design

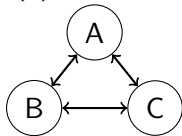
- 2 x 2 design
- Exchange mode:
 - Exclusive Treatment** (12 : 12)
 - Inclusive Treatment** (8 : 8 : 8)

Exchange Beyond The Dyad: Experimental Design

- 2 x 2 design
- Exchange mode:
Exclusive Treatment (12 : 12)
Inclusive Treatment (8 : 8 : 8)
- networks: three-line & triangle
- 3 person networks



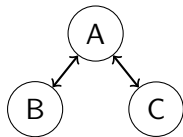
(a) three-line



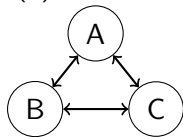
(b) triangle

Exchange Beyond The Dyad: Experimental Design

- 2 x 2 design
- Exchange mode:
Exclusive Treatment (12 : 12)
Inclusive Treatment (8 : 8 : 8)
- networks: three-line & triangle
- 3 person networks
- Limited resource of 24 points
- Numerical offers
- One agreement per network/
round



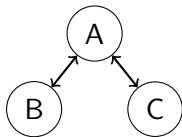
(a) three-line



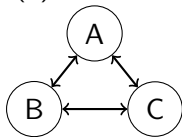
(b) triangle

Exchange Beyond The Dyad: Experimental Design

- 2 x 2 design
- Exchange mode:
Exclusive Treatment (12 : 12)
Inclusive Treatment (8 : 8 : 8)
- networks: three-line & triangle
- 3 person networks
- Limited resource of 24 points
- Numerical offers
- One agreement per network/
round
- 5 + 5 periods (mode within
subjects)



(a) three-line



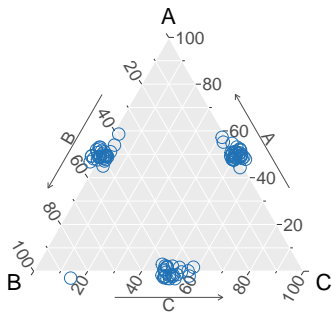
(b) triangle

Exchange Beyond The Dyad: Results I

Exclusive Treatment: Negotiated exchange – restricted to allocations within the dyad (offers are $A : B$ or $A : C$)

Exchange Beyond The Dyad: Results I

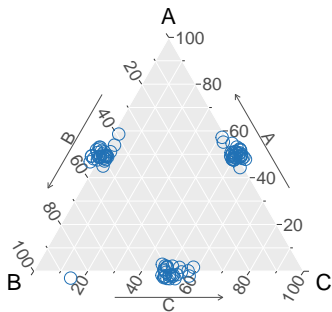
Exclusive Treatment: Negotiated exchange – restricted to allocations within the dyad (offers are A : B or A : C)



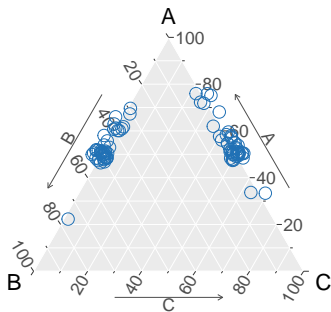
triangle

Exchange Beyond The Dyad: Results I

Exclusive Treatment: Negotiated exchange – restricted to allocations within the dyad (offers are A : B or A : C)



triangle



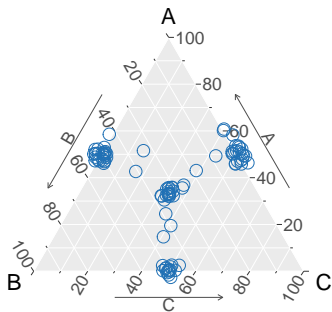
three-line

Exchange Beyond The Dyad: Results II

Inclusive Treatment: Negotiated exchange – allocations beyond the dyad are possible (offers can be $A : B : C$)

Exchange Beyond The Dyad: Results II

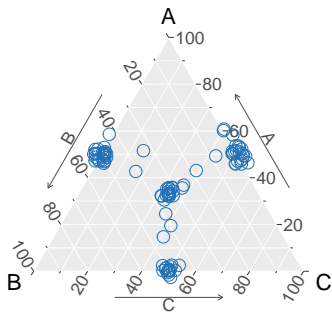
Inclusive Treatment: Negotiated exchange – allocations beyond the dyad are possible (offers can be A : B : C)



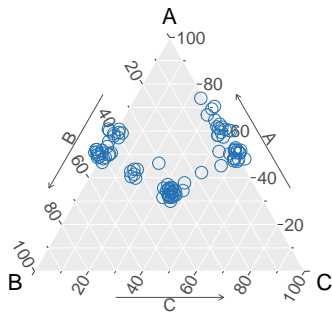
triangle

Exchange Beyond The Dyad: Results II

Inclusive Treatment: Negotiated exchange – allocations beyond the dyad are possible (offers can be A : B : C)



triangle



three-line

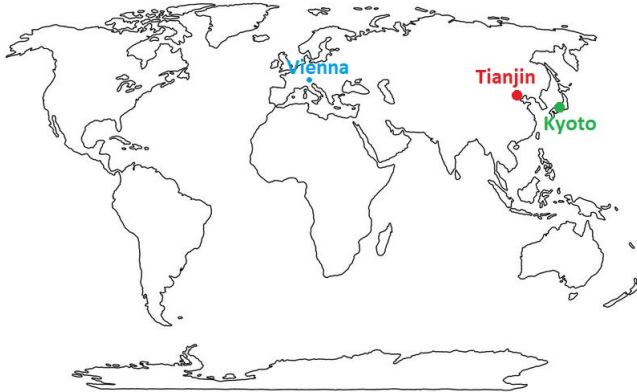
Exchange Beyond The Dyad: Main Conclusions

- People care for the third network member, even though they should not according to assumptions of rational behavior

Exchange Beyond The Dyad: Main Conclusions

- People care for the third network member, even though they should not according to assumptions of rational behavior
- SVOs positively influence the propensity to allocate a positive amount to the third network member

An Intercultural Comparison of Austria, China and Japan



Scope of Social Exchange Theory ...

- Universal claim of Social Exchange Theory (Willer et al. 2014)

Scope of Social Exchange Theory ...

- Universal claim of Social Exchange Theory (Willer et al. 2014)
- “**Culture** is the unique profile of a society extending from easily observable behaviors and institutions to less obvious psychological elements such as **values, beliefs and norms**” (Lytle et al 1995, in Aslani et al. 2013)

Scope of Social Exchange Theory ...

- Universal claim of Social Exchange Theory (Willer et al. 2014)
- “Culture is the unique profile of a society extending from easily observable behaviors and institutions to less obvious psychological elements such as values, beliefs and norms” (Lytle et al 1995, in Aslani et al. 2013)
- No influence of social values in negotiated exchange (Willer et al. 2013)

Scope of Social Exchange Theory ...

- Universal claim of Social Exchange Theory (Willer et al. 2014)
- “**Culture** is the unique profile of a society extending from easily observable behaviors and institutions to less obvious psychological elements such as **values, beliefs and norms**” (Lytle et al 1995, in Aslani et al. 2013)
- No influence of social values in negotiated exchange (Willer et al. 2013)

→ H1: No difference in classical negotiated exchange networks between **Austria, China** or **Japan**

... and Exchange Beyond the Dyad?

- Exchange beyond the dyad influenced by SVO of negotiating dyad

... and Exchange Beyond the Dyad?

- Exchange beyond the dyad influenced by SVO of negotiating dyad
- Individualism vs. Collectivism (Hofstede et al. 1980)

... and Exchange Beyond the Dyad?

- Exchange beyond the dyad influenced by SVO of negotiating dyad
- Individualism vs. Collectivism (Hofstede et al. 1980)
- Dignity vs. Face (vs. Honor) (Aslani et al. 2013)

... and Exchange Beyond the Dyad?

- Exchange beyond the dyad influenced by SVO of negotiating dyad
- Individualism vs. Collectivism (Hofstede et al. 1980)
- Dignity vs. Face (vs. Honor) (Aslani et al. 2013)

→ H2: Difference in other-regarding preferences (allocations to third) in negotiated exchange between [Austria](#) and [China/Japan](#)

... and Exchange Beyond the Dyad?

- Exchange beyond the dyad influenced by SVO of negotiating dyad
- Individualism vs. Collectivism (Hofstede et al. 1980)
- Dignity vs. Face (vs. Honor) (Aslani et al. 2013)

→ H2: Difference in other-regarding preferences (allocations to third) in negotiated exchange between **Austria** and **China/Japan**

→ Share of the resource allocated to the third should be larger in China/Japan than in Austria

Data Collection & Sample

Data Collection

- Austria (Vienna): April 2016
- China (Tianjin): December 2016
- Japan (Kyoto): May 2017

Data Collection & Sample

Data Collection

- Austria (Vienna): April 2016
- China (Tianjin): December 2016
- Japan (Kyoto): May 2017

Sample

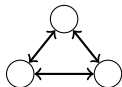
- Participants: 324 total (108 in each country)
- Austria: 41% male students, median age 22 years, experienced
- China: 38% male students, median age 22 years, some experience
- Japan: 73% male students, median age 19 years, little experience

Results: Distribution of Allocations

1. H1: No differences in average allocations between countries in either network → universality of predictions of SET

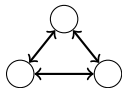
Results: Distribution of Allocations

1. H1: No differences in average allocations between countries in either network → universality of predictions of SET
2. H2: (Almost) No differences in average allocations between countries in a **power-equal** network structure if allocations beyond the dyad were allowed

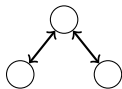


Results: Distribution of Allocations

1. H1: No differences in average allocations between countries in either network → universality of predictions of SET
2. H2: (Almost) No differences in average allocations between countries in a **power-equal** network structure if allocations beyond the dyad were allowed



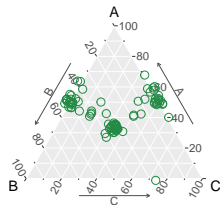
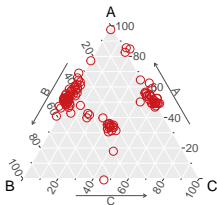
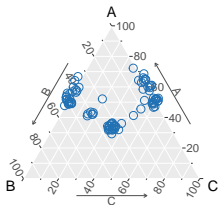
3. H2: Differences in **power-differentiating** network structure between Austria, China and Japan if allocations beyond the dyad were allowed



Results: Differences in Allocations

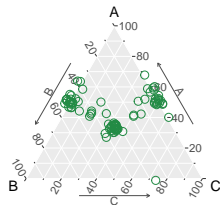
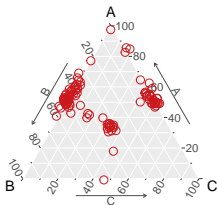
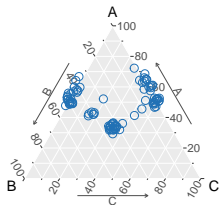
- Payoff to broker

AT: 11.46pts (48%) – CN: 12.22pts (51%) – JPN: 10.50pts (44%)



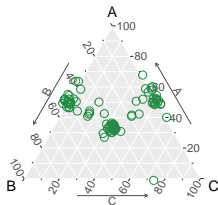
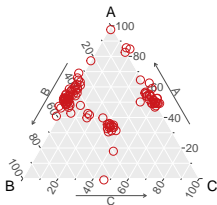
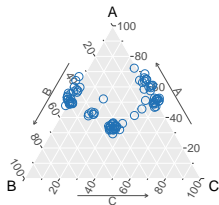
Results: Differences in Allocations

- Payoff to broker
 AT: 11.46pts (48%) – CN: 12.22pts (51%) – JPN: 10.50pts (44%)
- Frequency of allocations to third
 AT: 37 % – CN: 22% – JPN: 50%

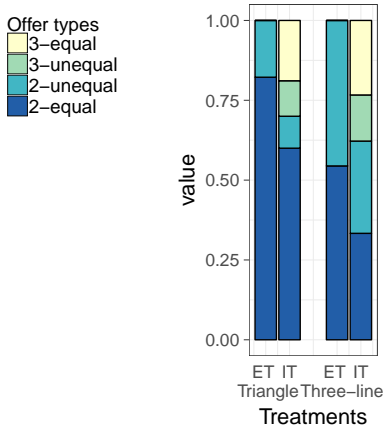


Results: Differences in Allocations

- Payoff to broker
 AT: 11.46pts (48%) – CN: 12.22pts (51%) – JPN: 10.50pts (44%)
- Frequency of allocations to third
 AT: 37 % – CN: 22% – JPN: 50%
- Allocations to third
 AT: 2.48 points – CN: 1.87 points – JPN: 3.49 points



Results: Offer Types



(a) Austria

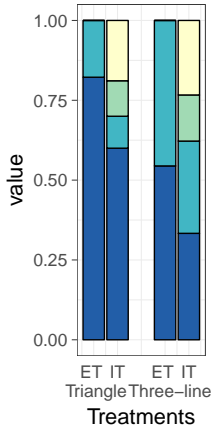
Results: Offer Types

Offer types

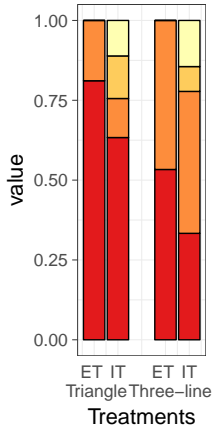
- 3-equal
- 3-unequal
- 2-unequal
- 2-equal

Offer types

- 3-equal
- 3-unequal
- 2-unequal
- 2-equal

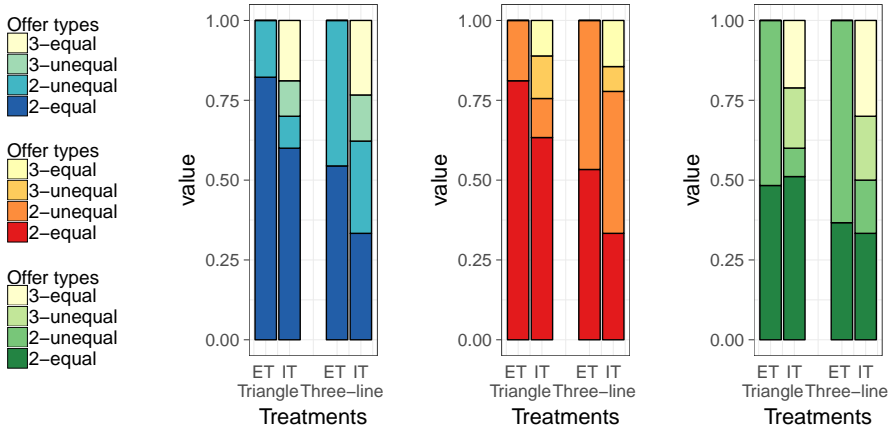


(a) Austria



(b) China

Results: Offer Types

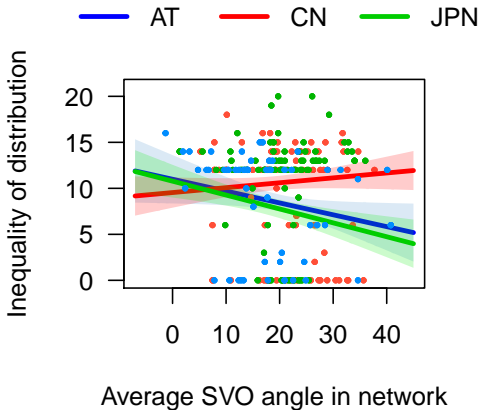


(a) Austria

(b) China

(c) Japan

Results: SVO



- SVO does not work properly in China?
- Difference between Austria and Japan insignificant after control for SVO

Conclusion

- No differences in behavior in Austria, China and Japan in classical negotiated exchange

Conclusion


- No differences in behavior in Austria, China and Japan in classical negotiated exchange
- Small differences in allocations to third player; more so in the power-differentiating network

Conclusion

- No differences in behavior in Austria, China and Japan in classical negotiated exchange
- Small differences in allocations to third player; more so in the power-differentiating network
- (Unclear effects of SVO in China)

Solidarity with Third Players in Exchange Networks: An Intercultural Comparison

Kittel Bernhard, Neuhofer Sabine, Schwaninger Manuel and
Guangzhong Yang

DFG FOR2104 “Needs-Based Justice and Distribution Procedures”  FOR
2104
Project B1 “Distributive Preferences and Needs-base Justice in Networks”

Seminar in Venedig: Analytische Soziologie – 20.11.2017