BARGAINING AND NEGOTIATION: CONTROLLING NET OUTCOMES

When people enter into social interactions for hedonistic reasons, they should attempt to structure their encounters to maximize the profits. Processes of social exchange are attempts to influence or control others so that their behavior falls within desired or rewarding portions of our behavior matrix. To accomplish this control requires the capability to induce the other person to act in a manner that maximizes our own outcomes. Tactics people use to influence others' actions are called control mechanisms. They are integral to the process of social exchange, and have been discussed cogently by Kelley and Thibaut in the middle of 20th century.

Two the most powerful control mechanisms are fate control and behavior control. The first one is the mean to reward or punish other persons by determining their outcomes no matter what they do. Behavior control is skill by which people regulate the actions of others. It differs from fate control in that it involves the purposeful use of our own actions to affect the range of response options of others, rather than eliminating such options altogether.