# Hypotheses:

H1: A dominant agent will be perceived as a self-centered agent. While a submissive agent takes in account the preferences of the other.

H2: A dominant agent is perceived as more demanding than the submissive one.

H3: A dominant agent is perceived as the leader of the dialogue.

# Primary results:

The Likert scale was converted using the following table

|  |  |
| --- | --- |
| Label | Value |
| Strongly agree | 5 |
| Agree | 4 |
| Neither agree or disagree | 3 |
| Disagree | 2 |
| Strongly disagree | 1 |

## Dialogue 1:

In this dialogue, speaker A is **dominant**, and speaker B is **submissive**. In addition they have *different* preferences. One participant was removed. Thus I kept *9 participants*

#### First step:

For each question, I calculated the average and the standard deviation of the obtained results:

Principal 1:

* *speaker (a/b) takes the preferences of the other speaker into account in choosing a restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 2,33 | 3,44 |
| Standard deviation(of agreement) | 1,58 | 1,13 |

* *speaker (a/b) only considers his/her own preferences in choosing a restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 4,56 | 1,89 |
| Standard deviation(of agreement) | 0,73 | 0,60 |

Principal 2:

* *speaker (a/b) is demanding concerning the choice of the restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 3,556 | 3 |
| Standard deviation(of agreement) | 1,236 | 1,414 |

* *speaker (a/b) is flexible in the choice of the restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 1,889 | 3,889 |
| Standard deviation(of agreement) | 1,269 | 1,054 |

Principal 3:

* *Speaker(a/b) leads the dialogue:*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 4,44 | 1,78 |
| Standard deviation(of agreement) | 0,73 | 0,66 |

This is means that participants agree that speaker A leads the dialogue while speaker b is not leading the dialogue.

* *speaker (a/b) is being guided by the other speaker during the dialogue*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 1,78 | 4 |
| Standard deviation(of agreement) | 0,67 | 0,87 |

Second Step:

For each principal, I calculated the average level of dominance. For each principal, we defined a question (*Q*)and its reverse (*Q’*).

The average dominance is calculated as follows:

*Dominance = Average(Q, negation(Q’)).*

Principal 1: How much agents take the preferences of the other agent to choose a restaurant?

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average | 0,889 | 2,78 |
| Standard deviation | 0,99 | 0,79 |

Principal 2: The level of demand of each agent?

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average | 3,33 | 2,056 |
| Standard deviation | 0,83 | 1,04 |

Principal 3: How each agent controlled the flow the conversation?

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average | 3,83 | 1,39 |
| Standard deviation | 0,43 | 0,65 |

## Dialogue 2:

In this dialogue, speaker A is **peer**, and speaker B is **peer** also. In addition they have *similar* preferences. 3 participants were removed. Thus we only have 7 participants for this dialogue.

#### First step:

Principal 1:

* *speaker (a/b) takes the preferences of the other speaker into account in choosing a restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 3,71 | 2,71 |
| Standard deviation(of agreement) | 0,95 | 0,95 |

* *speaker (a/b) only considers his/her own preferences in choosing a restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 3 | 3,29 |
| Standard deviation(of agreement) | 1,41 | 1,11 |

Principal 2:

* *speaker (a/b) is demanding concerning the choice of the restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 3,143 | 2,857 |
| Standard deviation(of agreement) | 1,215 | 1,215 |

* *speaker (a/b) is flexible in the choice of the restaurant*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 4,286 | 2,429 |
| Standard deviation(of agreement) | 0,756 | 0,535 |

Principal 3:

* *Speaker(a/b) leads the dialogue:*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 4,14 | 2,71 |
| Standard deviation(of agreement) | 0,90 | 0,95 |

This is means that participants agree that speaker A leads the dialogue while speaker b is not leading the dialogue.

* *speaker (a/b) is being guided by the other speaker during the dialogue*

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average agreement | 3 | 3,57 |
| Standard deviation(of agreement) | 1,15 | 1,51 |

Second Step:

For each principal I calculated the average level of dominance. For each principal, we defined a question (*Q*)and its reverse (*Q’*).

The average dominance is calculated as follows:

*Dominance = Average(Q, negation(Q’)).*

Principal 1: How much agents take the preferences of the other agent to choose a restaurant?

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average | 2,86 | 2,21 |
| Standard deviation | 0,99 | 0,95 |

Principal 2: The level of demand of each agent?

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average | 1,929 | 2,714 |
| Standard deviation | 0,607 | 0,699 |

Principal 3: How each agent controlled the flow the conversation?

|  |  |  |
| --- | --- | --- |
|  | Speaker A | Speaker B |
| Average | 3,07 | 2,07 |
| Standard deviation | 0,93 | 0,98 |