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Designing Simulations, Customer Interactions

March 8, 2023

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Designing Simulations

Possible Outcomes (DVs)

Deflection = likelihood

- How likely is this event to happen
- Cultural likelihood

Behavior

- Optimal behavior between two identities
- **Next** behavior following an interaction

Emotions

- Characteristic Emotions
- Emotions as a result of an interaction

Independent Variables

- Identities that **differ** on one or more key characteristic of interest:
 - Difference between genders
 - (modify with man / woman) **OR**
 - choose occupational identities that are highly gendered
 - Difference between races
 - modify with white / black / Hispanic / etc.
 - Difference over time
 - Same IDs from different dictionaries over time
 - Differences between cultures
 - Same IDs from different cultural dictionaries
 - Difference in hierarchy
 - identities from one industry that differ on potency
 - Difference in status
 - identities from one industry that differ on evaluation
 - Difference in industry
 - Identities from different industries



Example

I'm interested in the experience of sexual harassment in different occupations



DV

- I'm interested in **the experience of sexual harassment** in different occupations:
- Could do:
 - **cultural likelihood** of experiencing sexual harassment in different occupations
 - **emotional outcomes** of experiencing sexual harassment in different occupations
 - **Interactional responses** to experiencing sexual harassment in different occupations

IV

- I'm interested in the experience of sexual harassment in **different occupations**
- Could do:
 - In woman vs. man dominated occupations
 - For women versus men victims
 - or women versus men perpetrators
 - In different hierarchical positions
 - In one occupation over time
 - In one occupation across cultures

How does the cultural likelihood of experiencing sexual harassment at work differ for women in different levels of authority in the medical field?

DV: cultural **likelihood** of experiencing sexual harassment

- Deflection

IV: women in different levels of authority in the medical field

- Identities that are different in hierarchical location:
 - Woman surgeon
 - Woman doctor
 - Woman nurse practitioner
 - Woman registered nurse

Choosing behavior

- Simulation plan:
- Need to choose a behavior that fits the experience of being sexually harassed:
 - Desire_sexually
 - Flirt_with
 - Harass
 - Kiss

Actor	Behavior	Object_modifier	Object	Deflection
Doctor	Flirt_with	Female	surgeon	1.9
Doctor	Flirt_with	Female	doctor	1.6
Doctor	Flirt_with	Female	nurse practitioner	1.3
Doctor	Flirt_with	Female	registered nurse	1.5
Doctor	Harass	Female	surgeon	22.4
Doctor	Harass	Female	doctor	22.3
Doctor	Harass	Female	nurse practitioner	22.1
Doctor	Harass	Female	registered nurse	23.5

Dependent Variable

- ☐ **cultural likelihood** of experiencing sexual harassment in different occupations
- ☐ **emotional outcomes** of experiencing sexual harassment in different occupations
- ☐ **Interactional responses** to experiencing sexual harassment in different occupations

Independent Variable

- ☐ In woman vs. man dominated occupations
- ☐ For women versus men victims
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- ☐ In different hierarchical positions
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Lab 3

How do the predicted behaviors to occur within these legal dyads follow what you would expect?

Actor	Object	E	P	A	Closest 3 measured behaviors
Judge	Lawyer	1.21	1.37	-0.24	Pamper, touch, wash
Judge	Paralegal	1.30	2.25	-0.16	Fix, supervise, medicate
Lawyer	Judge	1.18	0.85	0.63	Decorate, brief, bargain with
Lawyer	Paralegal	1.29	1.87	0.73	Convince, outwit, interview
Paralegal	Lawyer	1.46	-0.11	-0.23	Curtsy to, bathe, sit next wo
Paralegal	Judge	1.50	-0.25	-0.23	Curtsy to, obey, glance at

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Do the resulting emotions and behaviors of the identities have implications for interactions in legal settings?

Lawyer **1.29 1.87 0.73** Paralegal

Measure	E	P	A	Closest term
Actor emotions	1.63	1.69	1.00	Enthralled
Actor behaviors	1.41	2.15	0.78	Exonerate
Object emotions	1.17	-0.89	0.67	Emotional / acquiescent
Object behaviors	1.81	0.12	-0.30	Curtsey to

Paralegal **1.46 -0.11 -0.23** Lawyer

Measure	E	P	A	Closest term
Actor emotions	1.59	-0.34	0.63	Awe-struck
Actor behaviors	1.82	-0.04	-0.23	Curtsey to
Object emotions	1.29	1.07	0.40	Awe struck
Object behaviors	1.42	2.30	0.90	Exonerate

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Customer Interactions

Customer facing
jobs are
interactionally
uncertain

- Both interact with others at a magnitude higher than many other occupations **and**
- Interact with many different others at a scale higher than other occupations
- May particularly be more vulnerable to negative interactions and disrespect from interaction partners

A	B	O	deflection
Customer	Disrespect	Machine Repairer	13.3
Customer	Disrespect	Fast food attorney	12.0

Emotional Labor

- Hochschild (1979, 1983)
 - Customer-facing employees must:
 - Manage or suppress their negative emotions
 - Perform expected positive, calm, helpful emotion
 - Source of alienation for workers
- Concept has drifted quite a bit in the broader usage of the term
- Linked with burnout, negative feelings, turnover



BUT

- Some workers find customer interactions a source of affirmation & benefit – find meaning in helping, assisting
- Fast_food_server assist customer → fast food worker expected to feel **happy**

Organizational Perspective

- What is the attitude of the organization toward:
 - Customers
 - Addressing disrespectful customers
 - Backing up employees who deal with negative customer interactions
 - Fostering positive customer interactions

“I loved working in an environment where people told me that I made their day better just by being cheerful. It is also quite enjoyable to make things like ice cream cones ... Not because it is a complicated task, but because you made something for someone who then gets to enjoy what you made for them.”

Occupational Perspective - Benefit

fault for producing a negative interaction. Another reviewer writes, “some customers can get really demanding and needy, but that’s true for all customer service jobs.” In short, rude customers are simply an occupational hazard, and a notable negative characteristic of the job.

Occupational Perspective - Hazard

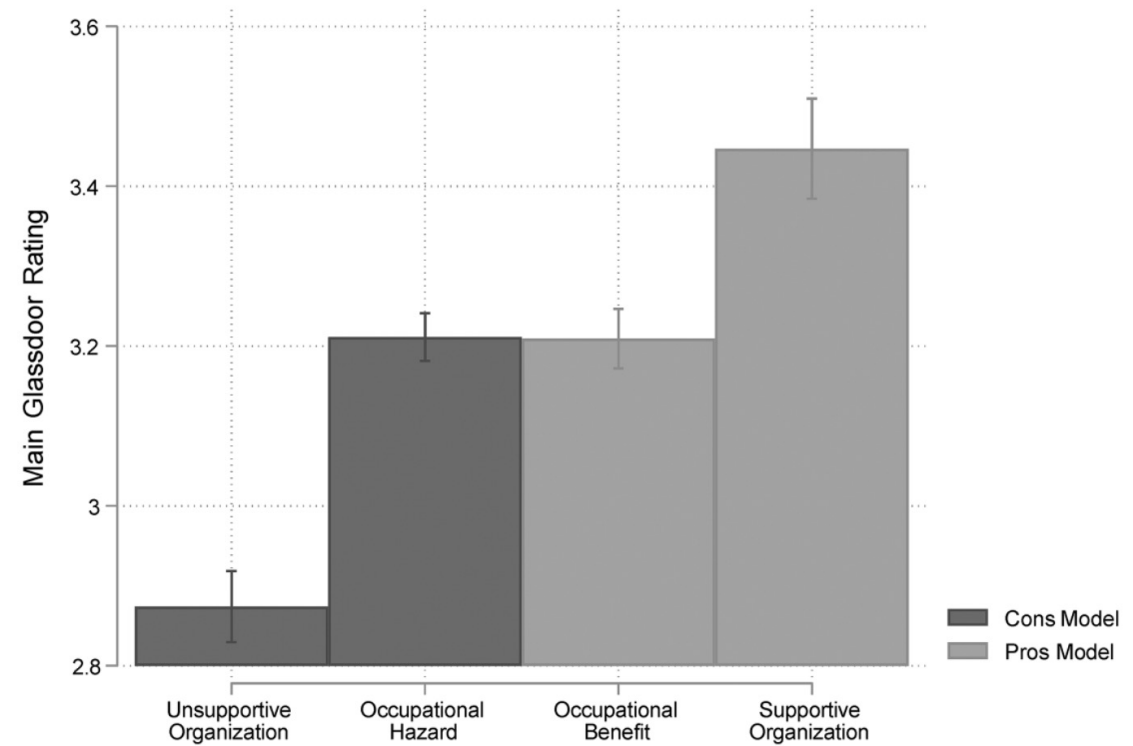
Supportive Organization. Some workers indicate a concern regarding whether it seems as though their employer cares about customers. One positive reviewer states “the company wows on customer service.” Another reviewer writes that the organization creates “a family like atmosphere that cares about the customers.” This also means being given leeway to help customers. One reviewer gives a positive review of the company because “You have the power to do what you feel is necessary to please the customer.”

Supportive Organization

enough registers.” In this situation, workers are negatively impacted by the social stress of a long line. Another reviewer identifies the relationship between rude customers and understaffing - “When labor is cut to bare minimum, wait times increase for customers which can make impatient customers more likely to be rude.” Another reviewer echoes these feelings, saying “often we were understaffed and there would be a line out the door, this was stressful because then the customers would become personally upset with you even when you were working your hardest.” Others were

Unsupportive Organization

How do these perspectives relate to job satisfaction?



Discussion

- What are the implications for studying occupations?
- How do we account for the different types of interactions an occupation may have on the job?
- How does this make you think about analyzing your research question through an interactional perspective?
- Do you think this applies similarly to jobs that have more coworker interactions?