

## Abstract

The present study investigated the influence of visual access and friendship on the negotiation process and outcome in an integrative bargaining task. Visual access was crossed with friendship in a 2 x 2 design. The results found that the friend dyads have a more cooperative negotiation atmosphere than did the stranger dyads. Also, they showed less care for their own profit but more concerned with their opponent's profit. However, members of the stranger dyads were better in understanding their opponent's priority preference than did the friend dyads. They also obtained higher joint offer ( negotiation outcome ) in no visual access condition but obtained lower outcome in visual access condition. For the friend dyads, their joint offer were similar in visual access and no visual access condition. These results indicated that there have an interaction effect between visual access and friendship. Eliminating the visual access between negotiators would only increase the joint benefit in the stranger dyads but not in the friend dyads. Compared to the friend dyads, the stranger dyads spent more time on reaching an agreement. Most important, the results showed that friendship would only reduce the use of contentious tactics but would not increase the joint offer.