

The Subjective Value Inventory (SVI)

SOURCE:

Curhan, J. R., Elfenbein, H. A., & Xu, H. (2006). What do people value when they negotiate? Mapping the domain of subjective value in negotiation. *Journal of Personality and Social Psychology*, *91*, 493-512.

[Also featured in Thompson (2005) and Lewicki, Barry, & Saunders (2007).]

ABSTRACT:

Four studies support the development and validation of a framework for understanding the range of social psychological outcomes valued subjectively as consequences of negotiations. Study 1 inductively elicited and coded elements of subjective value among students, community members, and practitioners, revealing 20 categories that theorists in Study 2 sorted into 4 underlying subconstructs: Feelings About the Instrumental Outcome, Feelings About the Self, Feelings About the Negotiation Process, and Feelings About the Relationship. Study 3 proposed a new Subjective Value Inventory (SVI) and confirmed its 4 factor structure. Study 4 presents convergent, discriminant, and predictive validity data for the SVI. Indeed, subjective value was a better predictor than economic outcomes of future negotiation decisions. Results suggest the SVI is a promising tool to systematize and encourage research on subjective outcomes of negotiation.

ADMINISTRATION NOTES:

Items can be presented in any order. However, the order presented here is recommended. No headings should be used (e.g., Instrumental Outcome, Self, etc.). The attached version is intended to be used for negotiations involving two or more individuals. When the focal negotiation involves only two individuals, the words “counterpart(s)” and “outcome(s)” should be changed to “counterpart” and “outcome,” respectively.

SCORING:

Items 3 and 5 should be reverse-scored (i.e., a response of 7 becomes 1, a response of 6 becomes 2, and so forth). Next, items within each of the four sub-scales should be averaged (with equal weightings) to yield four sub-scale scores (i.e., **Instrumental**, **Self**, **Process**, and **Relationship**). If desired, a **Global** score can be calculated by averaging (with equal weightings) these four sub-scale scores. A **Rapport** score may also be calculated by averaging scores for Process and Relationship (with equal weightings).

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Use of the Subjective Value Inventory (SVI) is free for non-commercial research use. In such cases, the authors merely request to be informed of any research findings using the SVI. For commercial use, no permission is granted without explicit written consent from Dr. Curhan. Please direct all correspondence to Dr. Jared Curhan at curhan@post.harvard.edu. For additional information and updates, see: <http://www.subjectivevalue.com>

General Instructions: For each question, please circle a number from 1-7 that most accurately reflects your opinion. You will notice that some of the questions are similar to one another; this is primarily to ensure the validity and reliability of the questionnaire. Please simply answer each question independently, without reference to any of the other questions.

Important: If you encounter a particular question that is not applicable to your negotiation, simply circle “NA.” Even if you did not reach agreement, please try to answer as many questions as possible.

Instrumental Outcome

1. How satisfied are you with your own outcome—i.e., the extent to which the terms of your agreement (or lack of agreement) benefit you?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

2. How satisfied are you with the balance between your own outcome and your counterpart(s)'s outcome(s)?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

3. Did you feel like you forfeited or “lost” in this negotiation?

1	2	3	4	5	6	7	NA
Not at all			Moderately			A great deal	

4. Do you think the terms of your agreement are consistent with principles of legitimacy or objective criteria (e.g., common standards of fairness, precedent, industry practice, legality, etc.)?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

Self

5. Did you “lose face” (i.e., damage your sense of pride) in the negotiation?

1	2	3	4	5	6	7	NA
Not at all			Moderately			A great deal	

6. Did this negotiation make you feel more or less competent as a negotiator?

1	2	3	4	5	6	7	NA
It made me feel <i>less</i> competent			It did not make me feel more or less competent			It made me feel <i>more</i> competent	

(continues)

7. Did you behave according to your own principles and values?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

8. Did this negotiation positively or negatively impact your self-image or your impression of yourself?

1	2	3	4	5	6	7	NA
It <i>negatively</i> impacted my self-image			It did not positively or negatively impact my self-image			It <i>positively</i> impacted my self-image	

Process

9. Do you feel your counterpart(s) listened to your concerns?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

10. Would you characterize the negotiation process as fair?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

11. How satisfied are you with the ease (or difficulty) of reaching an agreement?

1	2	3	4	5	6	7	NA
Not at all satisfied			Moderately satisfied			Perfectly satisfied	

12. Did your counterpart(s) consider your wishes, opinions, or needs?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

Relationship

13. What kind of “overall” impression did your counterpart(s) make on you?

1	2	3	4	5	6	7	NA
Extremely <i>negative</i>			Neither negative nor positive			Extremely <i>positive</i>	

14. How satisfied are you with your relationship with your counterpart(s) as a result of this negotiation?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

15. Did the negotiation make you trust your counterpart(s)?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	

16. Did the negotiation build a good foundation for a future relationship with your counterpart(s)?

1	2	3	4	5	6	7	NA
Not at all			Moderately			Perfectly	