

*Advances in  
Cross-Cultural  
Decision Making*

# *Advances in Human Factors and Ergonomics 2014*

## *5th International Conference on Applied Human Factors and Ergonomics* *20 Volume Set: Proceedings of the 5th AHFE Conference 19-23 July 2014*

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*Published by AHFE Conference © 2014*

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Printed in the United States of America on acid-free paper

Version Date: 20140710

International Standard Book Number: 978-1-4951-2095-4 (Hardback)

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# Table of Contents

## **Section 1: Modeling and Simulation to Support Cross Cultural Decision Making**

- Soldier narrative analysis as part of a rapid fielding program  
M. Jaye, P. Driscoll, D. Choe, V. Diaz and A. Keller, USA 3
- Basic study on prevention of human error - Anchoring bias in relationship  
between objective and subjective probability 11  
A. Murata and M. Moriwaka, Japan
- Assessing fluid rationality and its relations to cognitive styles 17  
V. Čavojova and R. Hanak, Slovakia
- Analytical capability to better understand and anticipate extremist shifts  
within populations in failing states 29  
M. Bernard and A. Bier, USA

## **Section 2: Studies in Cross Cultural Decision Making**

- Are deliberative people more consistent in decision making? 43  
R. Hanak, Slovakia
- Measuring the effects of cultures on website use 52  
H. C. Hsieh, Taiwan
- Meaning making regarding threat narrative based on discourse analysis 61  
L. Fenstermacher, L. Kuznar, M. Yager and S. Shellman, USA
- Semantic enrichment and reasoning for mobile data collection of socio-  
cultural data 71  
A. Caglayan, L. Cassani, T. Clark, J. Alavedra, V. Bharadwaj, N. Lee and  
J. Parkes, USA
- Basic study on prevention of human error - How cognitive biases distort  
decision making and lead to crucial accidents 83  
A. Murara and T. Nakamura, Japan

## **Section 3: Civilization Change: Ideological, Economic, and Historical Change**

- The end of a civilization: What moderns might learn from Thucydides'  
Peloponnesian War 91  
G. McBrayer, USA

The roots of self-doubt (and self-loathing) in the west J. Pidluzny, USA	101
Extracting understanding from automated metaphor identification: Contrasting concepts of poverty across cultures and languages S. Taylor, L. Feldman, K. Cho, S. Shaikh, I. Cases, Y. Peshkova, G. Broadwell, T. Liu, U. Boz, K. Elliott, B. Yamrom and T. Strzalkowski, USA	113
<b>Section 4: Advances and Challenges in Cross-Cultural Competence in the US Military, 2001-2014 and Beyond</b>	
Socio-cultural capability requirements across all phases of military operations W. Perry, USA	125
PSYMDEV, a system intended for assisting the military analyst to construct psychological messages C. Faucher and M. Machtoune, France	137
Impact of network connectivity and agent commitment on spread of opinions in social networks D. Galehouse, T. Nguyen, S. Sreenivasan, O. Lizardo, G. Korniss and B. Szymanski, USA	149
Behavioral Influence Assessment (BIA): A multi-scale system to assess dynamic behaviors within groups and societies across time M. Bernard, G. Backus and A. Bier, USA, and W. Busch and R. Damron, Germany	161
Applying factor analysis to population surveys in Afghanistan to facilitate improved decision making J. Maddux, USA	173
<b>Section 5: Building Models for Decision Making in Complex Cross- Cultural Domains</b>	
Using geographic information systems analysis for mapping adverse events in an active war theater E. Cakit, Turkey, and W. Karwowski, USA	187
Developing an agent-based architecture to model population displacement J. Sokolowski and C. Banks, USA	198
Validating a hybrid cognitive-system dynamics model of team interaction A. Bier and M. Bernard, USA	209
Managing safety-related compliance of machines in global market J. Vasara and J. Kivisto-Rahnasto, Finland	221

Cross-cultural differences in preference for relationally framed decision alternatives	230
L. Saner, A. Mathis, S. Blok, S. Glazer, I. Pavisic and S. Paletz, USA	
Reading patterns of life: Practical tools from ethnography	240
T. St. Benoit and C. Graffeo, USA	
Basic study on prevention of human error - Debiasing method of cognitive biases in decision making	252
A. Murata, T. Nakamura and S. Kubo, Japan	

## Preface

The Cross-Cultural Decision Making (CCDM) research focuses on improved decision making across a variety of cultural constructs, including geographical, historical, sociological, organizational, team, and technology interactions. This includes the research of experts and industry practitioners from multidisciplinary backgrounds, including sociology, linguistics, human-computer interaction, human factors engineering, systems engineering, military science, psychology, neuroscience, instructional design, and education, who showcase the latest advances in our understanding of the role of culture on decision making in numerous settings. Improved decision making among members of diverse teams and within organizational systems, and innovative ways to measure and assess that process, comprise the foundation for many projects discussed in these volumes. The influence of culture on decision making is pervasive, as reflected in the diverse disciplines represented by those individuals and entities involved in sociocultural research and engineering. The CCDM collection features papers that discuss emerging concepts, theories, and applications of cross-cultural decision making knowledge. The work described in these chapters reflects dedicated research by a wide range of expert academics and practitioners from around the world.

Each of the chapters of this book were either reviewed or contributed by the members of Editorial Board. For this, our sincere thanks and appreciation goes to the Board members listed below:

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We hope that this book, which is the international state-of-the-art in CCDM, will be a valuable source of theoretical and applied knowledge enabling human-centered design of variety of products, services and systems.

July 2014

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