

Week 9.2

Chapter 9 Foundations of Group
Behavior

Group Decision-Making

- More complete information and knowledge
- Increased diversity of views
- Increased acceptance of solution
- Groupthink
- Groupshift
- Ambiguous responsibility
- Time to organize

Group decision-making techniques

- **Brainstorming**
 - An idea-generating process designed to overcome pressure for conformity
- **Nominal Group Technique (NGT)**
 - Works by restricting discussion during the decision-making process
 - Members are physically present but operate independently
- **Electronic Meeting**
 - Uses computers to hold large meetings of up to 50 people

| Effectiveness Criteria | Type of Group | | | |
|--------------------------------------|---------------|----------------|----------|------------|
| | Interacting | Brain-storming | Nominal | Electronic |
| Number and quality of ideas | Low | Moderate | High | High |
| Social Pressure | High | Low | Moderate | Low |
| Money Costs | Low | Low | Low | High |
| Speed | Moderate | Moderate | Moderate | Moderate |
| Task Orientation | Low | High | High | High |
| Potential for Interpersonal Conflict | High | Low | Moderate | Moderate |
| Commitment to Solution | High | N/A | Moderate | Moderate |
| Development of Group Cohesiveness | High | High | Moderate | Low |

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