

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

Chapter 9. exhibit 9-7 p.334