

The Influence of Superordinate Identity and Group Size on Group Decision Making through Discussion

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Abstract : Group discussion and group decision-making have long been a topic of research interest. Traditional research on group decision making typically focuses on the strategies or functional models of combining members' preferences to reach an optimal consensus. In this research, we want to explore natural process group decision making through discussion and examine relevant, influential factors--common superordinate identity shared by group and size of the groups. We manipulated the social identity of the groups into either a shared superordinate identity or different subgroup identities. We also manipulated the size to make it either a big (6-8 person) group or small group (3-person group). Using experimental methods, we found members of a superordinate identity group tend to modify more of their own opinions through the discussion, compared to those only identifying with their subgroups. Besides, members of superordinate identity groups also formed stronger identification with group decision--the results of group discussion than their subgroup peers. We also found higher member modification in bigger groups compared to smaller groups. Evaluations of decisions before and after discussion as well as group decisions are strongly linked to group identity, as members of superordinate group feel more confident and satisfied with both the results and decision-making process. Members' opinions are more similar and homogeneous in smaller groups compared to bigger groups. This research have many implications for further research and applied behaviors in organizations.

Keywords : group decision making, group size, identification, modification, superordinate identity

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