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KEY WORD: SYNERGY / GROUP DECISION MAKING

JUTARAT STAPITANON : THE OCCURENCE OF SYNERGY UNDER FOUR METHODS OF
GROUP DECISION MAKING.

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The purposes of this research were to study individual synergy and group synergy, and compare them under 4 methods of group decision making, i.e. vote (V), discuss (D), discuss-vote (DV) and vote-discuss-vote (VDV).

The participants were 260 Chulalongkorn University undergraduate students, 71 males and 189 females. The experiment was conducted under 4 conditions, each comprising one decision method and with 65 participants. For each condition, the participants were divided into 13 groups of 5 members each.

The results of the experiment showed the followings :

- 1). Individual synergy, group synergy and group effectiveness under the V method were lowest, among the 4 conditions ($p < .001$).
- 2). Individual synergy, group synergy and group effectiveness under the D method were lower than the DV method ($p < .01$).
- 3). Individual synergy, group synergy and group effectiveness under the DV method did not differ from the DVD method.
- 4). Individual synergy of the lowest scorer in the group was greater than the highest scorer of the same group ($p < .01$).
- 5). The gap between the highest and the lowest scorer in each group was reduced after group decision making ($p < .001$).

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