

The Effect of Lewinian Group Decision as Applied to Blood-Donation Campaigns

ABSTRACT

The effect of Lewinian group decision method as applied to blood-donation campaign was investigated. Of twenty-seven 4–6 person groups of undergraduate students (excluding seniors), ten groups participated in the group decisions about 8~11 weeks before the autumn blood-donation campaign (the earliers) and the remaining seventeen groups underwent the same decision procedures about 1~3 weeks before the campaign (the lateres). And five weeks after the autumn campaign there came another (winter) campaign. Of the lateres, 15.3% donated blood during the autumn campaign and 9.4% donated during the winter campaign. These rates were significantly higher than the donators' rate of 4.3% among comparable students who had not participated in the group decisions (control group). The corresponding rates of the earliers were 6.1% and 2.0% which proved no significant difference when compared with the rate of the control group. Those donator's rates, when ordered according to the length of interval between the group decision experienced and a donation campaign, showed a monotonous decrease as the interval increased. Roughly speaking, the significant effect of a group decision diminished when the interval became more than 8 weeks.

A discrimination analysis (Hayashi's Quantification II) of the data collected by means of questionnaires, etc. revealed that the most important determinants and/or correlates with blood-donating behavior were ① perceived consensus within a group for donation, ② factual consensus, ③ past experience of blood donation, ④ attitude change of the group as a whole toward donating through discussion, and ⑤ atmosphere in which the group discussion took place.

Key Words: Lewinian group decision, blood-donating behavior, determinants and correlates