

Nominal Group Technique (NGT) / Multivoting

Problem

How to crowd source a response to options?

Difficulty

Easy to use

- **Nominal Group Technique** (also called **Multivoting**) uses a crowd's wisdom to quickly prioritize a list of items (e.g., problems or issues)
- Typically:
 - List has 10 or fewer items.
 - Each person gets 3-5 votes

- List of items
- Knowledgeable team

Multivoting Process

Prioritized items

1. Create a list of items.
2. Every team member is given some number of "votes"
3. Each team member votes for the items they consider most important
 - They can spread their votes out or apply all their votes to a single item.
4. The total number of votes of each item becomes the priority ordering.
 - Have team discussion if there are unusual votes (e.g., one person puts all their votes on one item)

Budget Priorities

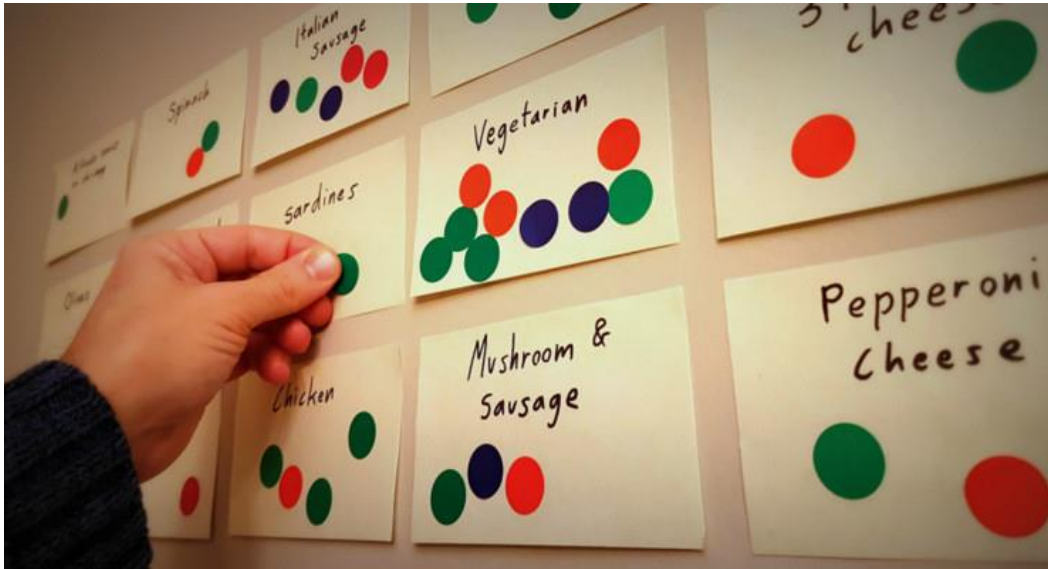
1	Attend more conferences	● ● ● ●
2	Hire a consultant	● ●
3	Hire more staff	● ● ● ● ●
4	New office equipment	
5	Upgrade computer SW	●

Example: 5 topics,
4 people (each with different colored dots),
3 votes/person

NGT – Examples

Figures

- <https://dotmocracy.org/>
- <https://www.nngroup.com/articles/dot-voting/>



Here, a team is choosing what types of pizza to have for lunch. In this case, the number of dots may determine how many pizzas of each type to order.

A typical situation, a team's votes are on only a few of many alternatives. Here, with 12 items, only 4 items have any votes. The number of votes is {8, 6, 4, 2}. If only two projects are supported, then the projects with 8 and 6 votes are the ones to pursue.



NGT – Notes

Slide 1

1. NGT can be used in many different circumstances.
2. NGT does not replace detailed data gathering and analysis. It is mostly useful for a quick response, such as choosing what to have for a team lunch, or to reduce a large collection of items down to a small collection.
3. The “wisdom of the crowd” requires that the team be knowledgeable about the topics in the list.

Slide 2

1. As in the second example, each person’s votes can be the same color.
2. As both examples show, NGT works well if the list is on a wall, and each vote is a physical sticky dot. (Sticky notes can also be used.)