



*Nominal Groups  
&  
Discussion Strategies*

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# *What are Nominal Group Discussions?*

- *Moderated discussion process*
- *In use since the 1970s*
- *Used for mycotoxin discussions in Africa, China, Afghanistan, the US and Europe*
- *Goals:*
- *Equal input from all participants*
- *Large number of ideas with rankings*
- *Generating new thoughts and thought combinations*

# *Consider the Day 1 Questions*

- *Identify key issues regarding mycotoxins of relevance to Consumers.*
- *Identify key issues regarding mycotoxins of relevance to Producers, Traders & Distributors.*
- *Identify key issues regarding mycotoxins of relevance to Health Professionals.*
- *Identify key issues regarding mycotoxins of relevance to Educators, Trainers & Researchers.*
- *Identify key issues regarding mycotoxins of relevance to Policy Makers & Regulators.*

## *Current Conference*

- *Will use a condensed set of response at the Dhulikhel conference held in August 2019 as background information for questions on Day 1.*
- *Day 2 question will be:*
- *“Identify communication strategies for important mycotoxin issues of relevance to (audience).”*
- *Day 2 discussions based on some Dhulikhel results and results from Day 1.*

# *Discussion Expectations*

- *20-70 minutes per question, with an average of ~40 minutes*
- *More background information for some groups than for others*
- *No right or wrong answers*
- *Usually a list of 15-25 responses per question*
- *All groups hopefully get all five questions scheduled for each day.*
- *Day 1 summary available on Friday*
- *Day 2 summary available in final Discussion*

# *Set up*

- *Five groups (Teak, Elm, Oak, Pine & Cherry)*
- *Each group is 4-8 people. No changing of groups.*
- *Separate table and central computer for each group.*
- *Moderator – manages discussion*
- *Reporter – Report answers and votes on flip chart*
- *Scribe – Record answers and votes on forms to send to KSU.*

# *Step 1*

- *Silent Generation of Ideas – look through material distributed for the “Audience”*
- *Write short responses to question on a piece of paper.*
- *Think of as many possible answers as you can*
- *Do not discuss ideas with other members of your group or with other groups.*
- *Goal is individual ideas and not group think.*

## Step 2

- Moderator cues participants to individually share a single response.
- Easiest to go in order around the table.
- Finish one round, then continue to the next.
- Can pass a round and then contribute to subsequent rounds.
- N.B. Discussion may be in Nepali, but results must be recorded in English and English-speaking participant must be engaged in discussion
- Step ends when no one has additional unique ideas to share or when total for group reaches 50.



## *Step 3*

- *Idea explanation*
- *Discussion managed by moderator to make sure everyone understands what is meant by every response*
- *Participants may ask the person who proposed a response to explain what it means – NOT a discussion of the merits of an idea.*
- *If two people have proposed a similar idea they may agree to merge them into a single response.*
- *Step ends when all responses have been adequately clarified.*

## *Step 4*

- *Each person votes for their top five choices. Must vote for 5. No tie votes allowed.*
- *Top choice is a “5”, next choice is a “4”, etc.*
- *Votes are recorded on a piece of paper or 3×5 card*
- *Reporter records votes on flip chart as individual numbers for individual responses. Need to collect data for number of people voting for a response as well as the total weight given.*
- *Scribe records votes in computer file and sends to K-State.*

# Typical Results

Who in Nepal needs more information about mycotoxin-associated health problems?

	3		4		6		Response
	x#	yS	#	S	#	S	
1	5	19	5	18	6	25	Farmers/producers
2	3	13	3	12	7	28	Consumers (household level)
3	5	15	3	9	2	4	Extension workers
4	3	10	4	11	2	4	Health professionals
5	3	7	1	3	1	2	Traders/distributors
6			4	19	5	18	Government of Nepal/policy makers
7			3	6	4	9	Manufacturers/processors of food and feed
8	2	6			1	1	Pregnant women and mothers & support services
16	2	6	1	3			Agric. researchers/scientists & associations/councils
9			3	6	•	•	Development partners: NGOs, WFP, FAO, WHO
10	4	9					Media
11					4	9	Seed breeders
12	3	5					Civil workers
14					2	5	Policy implementers
15			2	2			Nepal food corporation
17			•	•			School teachers
18			•	•			Parents
19			•	•			Universities
20			•	•			Veterinarians
21			•	•			Federation of Nepalese Cham. of Commerce & Indus.
22			•	•			Consumer activists

Production chain – 1, 5, 7, 15

Businesses – 15, 21

Consumers – 2, 22

Health workers – 4, 20

Education – 17, 19

Government – 6, 12, 14

Research – 11, 16

Families – 8, 18

Outreach – 3, 9, 10, 14, 16

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# *Ranking the Results*

- *Ranked first by the number of groups in which the same or a similar response was given*
- *Next ranking is based on number of people who had a response as one of their top 5.*
- *Final ranking is the sum of the weighted numbers generated when results from a group are summed.*

# *Using the Results*

- *Results have been sorted and summarized in handouts – rankings removed*
- *Will find the same question in different locations with answers sorted according to context*
- *Previous question was used in responses for all groups.*
- *Use these results to guide your response to the Nominal Group questions about Audiences and Messages*

# Audience/Topic Matrix

	<i>Consumers</i>	<i>Producers, Traders &amp; Distributors</i>	<i>Health Professionals</i>	<i>Educators, Trainers &amp; Researchers</i>	<i>Policy Makers &amp; Regulators</i>
<i>Health issues</i>					
<i>Economic Issues</i>					
<i>Post-Harvest Practices</i>					
<i>Testing Reporting &amp; Regulatory Issues</i>					

# *Session Goals*

- *Reduce the number of ideas from Dhulikhel to a more manageable number*
- *Limit per group is 50/Audience; give favorites first*
- *Need a minimum of 15-20/Audience for process to work well*
- *Be sure to vote for your favorites at the end*

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# Questions?

“Where waters are murky, crocodiles lurk!”

- Old African saying

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