

NAME: \_\_\_\_\_

## The Rise of the New Groupthink by Susan Cain

1. \_\_\_\_ The purpose of this article is to:
  - a. Persuade the reader to think about the importance of an individual's privacy in getting work done
  - b. Explain how the great collaborators Jobs and Wozniak worked to co-found Apple, Inc
  - c. Narrate how Groupthink is important in business, schools, and culture today
  - d. Describe who is associated with Groupthink and how they work effectively in collaborating on projects
  
2. \_\_\_\_ In the sentence:  
Culturally, we're often so dazzled by **charisma** that we overlook the quiet part of the creative process.  
Charisma means
  - a. Money
  - b. Intelligence
  - c. Personality
  - d. Attractiveness
  
3. \_\_\_\_ *Sixty-two percent of the best performers said their workspace was sufficiently private compared with only 19 percent of the worst performers. Seventy-six percent of the worst programmers but only 38 percent of the best said that they were often interrupted needlessly.*  
Which statement is incorrect?
  - 62 % of the best performers said they had sufficient privacy
  - 38 % of performers were better because they were interrupted less because of privacy
  - 66% of performers were worst because of needless interruptions
  - 19 % of performers thought they need more privacy
  
4. \_\_\_\_ Research suggests that brainstorming is one of the worst ways to stimulate creativity because of all of the following EXCEPT:
  - a. Participants instinctively mimic others' opinions and lose sight of their own
  - b. On the Internet, participants are protected by a screen
  - c. Participants can succumb to peer pressure.
  - d. People in groups tend to sit back and let others do the work
  
5. \_\_\_\_ The author is negative is discussing:
  - a. Open plan office spaces
  - b. The Internet
  - c. Steve Jobs and Steve Wozniak
  - d. Cubicle spaces

What evidence in the article demonstrates of the author's bias towards Groupthink?

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Do you think the Groupthink will expand or contract in the future?

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What has been your experience with Groupthink? Has this been a positive or negative experience?

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