



Brunswick Zone[®]

Group Observation and Analysis Project

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Introduction

Bowling is a fun activity for people of all ages and backgrounds. It's a sport that most people can get into without too much effort and can be enjoyed both solo and as part of a group. But what exactly happens at a bowling alley that makes up the structure of the location and what makes it a place that many people want to visit and revisit multiple times? Our team decided to take a look into these questions ourselves and observe and analyze every aspect of what makes up a bowling alley, from the physical space to the people who inhabit it.

Our bowling alley of choice was the Brunswick Zone on Austell Road in Marietta, Georgia. It was originally acquired two years ago by Bowlmor AMF, one of the largest operators of bowling alleys in the world. Originally known as American Machine & Foundry, Bowlmor AMF was founded in New Jersey on March 16, 1900 as a subsidiary of the American Tobacco Company. They later split from the Tobacco Company in 1912 and later opened the first Bowlmor Lanes in New York City's Greenwich Village at some time in 1938.

Brunswick Zone Austell is currently run by Dennis Lockhart as their general manager. Lockhart has been with the Bowlmor AMF organization for over 20 years. Under his guidance, the employees of Brunswick Zone Austell provide a "family-centered bowling alley" experience for all who enter the doors of the facility to partake in the fun of bowling. Their mission statement is as follows: "We strive to be a world-class provider of delightful guest experiences, and to provide a dynamic work environment where talented and ambitious associates will thrive."



Communication

Verbal

Whenever you are in a bowling facility, some of the common forms of communication that you will hear come in the forms of talking, cheering and laughing. Sometimes people will order food and drinks from the Snack Bar or Drink Bar and at times children will ask adults for money so they can go play games in the facility's arcade. Occasionally there will be customer complaints to the employees about something that is bothering them, such as when one lady asked the employee at the front desk to ensure that one of the Snack Bar workers was wearing gloves while preparing food.

Among the employee's there is an "MVP" system, where they will be told to pay attention to certain customers or make sure that the customer's every request is satisfied. This normally happens because it is known that the customer in question is a very important person for the bowling alley, so their happiness and satisfaction is equivalent to Brunswick Zone's beneficial gain.

Nonverbal

Bowling brings out a lot of the expressiveness that people can show. When someone is successful with hitting the pins or getting a strike, they do a variety of gestures, including fist pumps, bumping fists with another player, dancing and clapping. On the flip side, when they fail, people tend to express that through walking back to their seat with their head down or with shaking their head in shame. When people are engaged in watching someone bowling or are communicating with other people around them, they sit forward in their seats and lean in together, occasionally sharing positive glances and expressions.

When a customer is looking for a server or any other employee who can assist them, you can tell by the way they scan the areas where they can normally be found. Sometimes when a customer interacts with an employee in a negative manner, the employees often share informal looks with each other about the bad experience. If another customer was privy to what occurred prior to their own interactions with those same employees and notice their looks, they might sympathize with the employees about the situation.

Supportive & Defensive

The most notable forms of supportive and defensive communication occurred while people were bowling. If someone was having a bad game, their friends and peers would give them encouraging words and try to cheer them up. However, if someone was having a bad game and were becoming upset because they were losing, they tended to take out their frustration on those they were playing with.

Language Behavior

Bypassing

While doing our team observation, we decided to sit at a table directly in front of the entrance and behind the lanes of two competing teams. There was an additional seat available at the end of our table that an elderly lady sat down in, next to Mia, in order to watch the groups we were sitting behind. Pat leaned over to ask if the lady could hear her, wanting to make sure that she would be able to hear the questions that Pat wanted to ask, but the lady replied with, “I am not listening to your conversation.”

Otherwise, situations of bypassing happen most often from customers to employees. Usually this occurs when employees are using work jargon to communicate with customers and the customers don't fully understand what they are talking about.

Inference Making

During the Senior Bowling League session that we observed, we noticed that no one was using gutter guards to practice. Everyone was playing on an even field. Normally gutter guards are used for children to be able to have a fun experience with bowling, so as adults who are trying to bowl professionally, gutter guards are a bit useless.

Self-Disclosure

The Johari Window

We were able to analyze a woman's Johari Window as the new member of a bowling group in front of us during the team observation. She had a friendly demeanor, but we could tell she was trying to conceal some uncertainty. It appeared that she wanted to have acceptance into the group, but was unsure of the social norms of the group. As such, she appeared a bit open, but not that much; she wasn't being too outgoing, but was still friendly.

During an interview with an employee, Henry had them draw and explain their Johari Windows when it came to both their relationship to coworkers and their relationship to customers. On the topic of coworkers, the employee noted that he was fairly open with them and tried to keep the blind and hidden sections of the Johari Window minimum. He stated, "[While] working together, I believe synergy makes for a good workplace and I believe that being open inspires that [synergy]. But I rather not have unnecessary problems, so I close off the things that would 'poison' the relationship."

When it came to the customers, the employee's Johari Window was a little less open, but had a very large section of unknown potential. The employee explains that "For customers, the grand majority of them just want what they want and that's about it, unless they are regulars, in which case they are treated more like coworkers." In this sense, the employee tends to be less open with most customers, with the exception being those that he interacts with often, so they become more comfortable around each other and actually converse about different things other than work-related transactions.

Interaction Roles

Group Task Roles

Leaders- Players who went ahead and set up their bowling lane for play for everyone else. They input the team name and the name of everyone who was participating.

Group Building & Maintenance Roles

Several groups of people come to the bowling alley every day to practice their skills and hone their abilities so that they can become better bowlers.

Individual Roles

Each bowler has their own techniques for throwing and spinning the ball

Team Interaction

There is much encouragement between people on the same teams and also between parents of small children who were trying to bowl.

Teams that were friendlier with each other or consisted of older teenagers tended to have more rough housing and mockery happening within them.

Relevant Background factors

Personality

Among the employees of the bowling alley, most of them had separate personality traits, but they all shared a similar work ethic. Otherwise, the personality of every person who came and went through Brunswick Zone was quite varied.

Sex & Gender

Regardless of whether you were an employee or a customer of Brunswick Zone Austell, it seemed to be about even on the number of males and females participating in the space. The only sex disparity occurred with employees depending on where they worked. Mostly women worked in the food and beverage positions, while the front desk positions were only slightly more inclined to having men working there and all of the mechanics were men. Gender wasn't really analyzed that well, because that is more of a hidden background factor until it is openly discussed with other people.

Age

Depending on the time and day, the ages of people bowling varied immensely. Wednesday in the early afternoon consisted of primarily seniors participating in the Senior Bowling League, while Wednesday nights had mostly middle-aged bowlers with a sprinkling of young adults also in the mix. Saturday's patrons were mostly young adults. On Thursdays, they cater to the college-aged crowd with their College Night events.

Health

Employees and customers alike had many health factors that affected what they were able to do in the space. One of the employees was pregnant, while two other suffered from back and knee problems and back and spinal problems, respectively. Very noticeably, many patrons to the bowling alley wore joint wraps, specifically around their knees.

Values

Employees of Brunswick Zone typically weren't very outspoken about their values as it related to working there. Customers tended to drink more at night throughout the week and this increased on Saturday nights.

Physical Environment

Territoriality

Many employees have a sense of territoriality, sometimes it occurs in the break room, but most often it occurs while they are working at their designated locations. Since most people tend to work the same space every week, they tend to subconsciously claim it as their own, so are more likely to be disturbed if something were to be changed about the space that they work in.

The customers who come to Brunswick don't really have that as much, and if they do, it is a very temporary feeling. For the time period that people are at the bowling alley, they are assigned a lane to play in, so they claim it as theirs until they are done with the space and leave. Even regulars don't have a solid claim to a space because most of the regulars are people involved in one of the many bowling leagues, so they normally must go to whatever lanes are assigned to the league for that day. The only constant space that might serve as having some territoriality is the bar area on Saturday nights, because they have karaoke in that area, and people normally crowd around that specific space for it.

Personal Space

Personal space is constantly breached by employees, because they have to work in close proximity to each other, and sometimes the servers will break into the personal space bubbles of customers in order to give them their food. As the employee who was interviewed by Henry said, "we're understaffed, but if we had more staff, we probably wouldn't be able to move."

All groups tend to keep to themselves and stay at their own tables rather than intermingling with other groups. They all sit around the same seats that they share a lane with while they bowl. In the case of the woman we analyzed the Johari Window of, as an example, she was seen to maintain distance from other people, but everyone else in the group she was introduced to seemed comfortable with being in distances between 6 to 8 inches and less than 18 inches from one another.

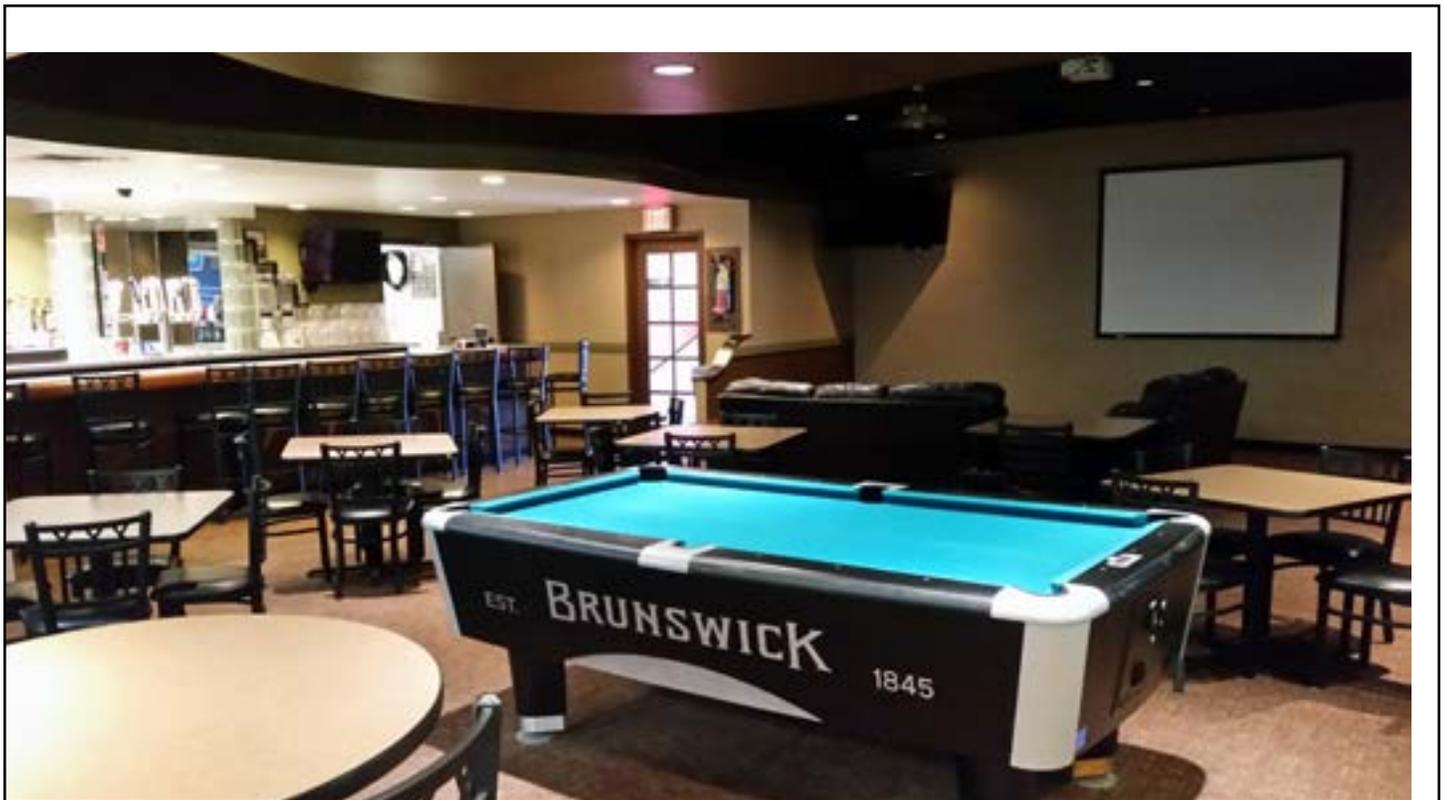


Physical Environment

Seating Pattern

The way that Brunswick Zone Austell is set up, there is no individual seating around any of the lanes; it is all group seating. These take the form of four chairs set at fixed points around a small table and six chairs all on one side of higher tables that one could stand at that are all facing the bowling lanes. The only place where individual seating might exist is in the bar area, but even then, you'd still be sitting next to someone or at a table with someone.

During our time observing the Senior Bowling League, the seating was all but neglected while they were doing their practice rounds. They lined up one behind the other and bowled nonstop; it sounded and looked like a machine constantly firing off rounds. During any other observation we took, those who were more interested in winning against their friends or having a successful game of bowling sat closer to the bowling lanes, while the people who were more interested in just having fun and hanging out sat further back.



Group Size and Structure

Communication Networks

Regardless of their employed position, the employees tend to work on an All-Channel communication system, where everyone talks to their coworkers whenever they need to. There is rarely ever a case where the employees will need to speak through one person to talk to someone else.

Group Size

Of the approximately 25 employees that work at Brunswick Zone Austell, the number that works from day to day varies based on what's happening each day. They might need more or less people on staff depending on the events that they are running. They sort of run on an On-Call system, and this ensures that they have employees working as needed.

During the Wednesday Senior Bowling League, the teams are divided into groups of four. On Saturday, groups range from three to eight people playing in casual games.

Sub-Groups

The employees have some sub-groups that have formed among them. Of these, there is the Managerial sub-group, consisting of all supervisors and managers, the Snack Bar sub-group, the Bar sub-group, the Mechanics sub-group and the Front Desk sub-group to name a few.



Types of Groups

Primary Groups

Many familial groups tend to gather in Brunswick Zone when they decide to use it as a host for birthday parties.

Casual/Social Groups

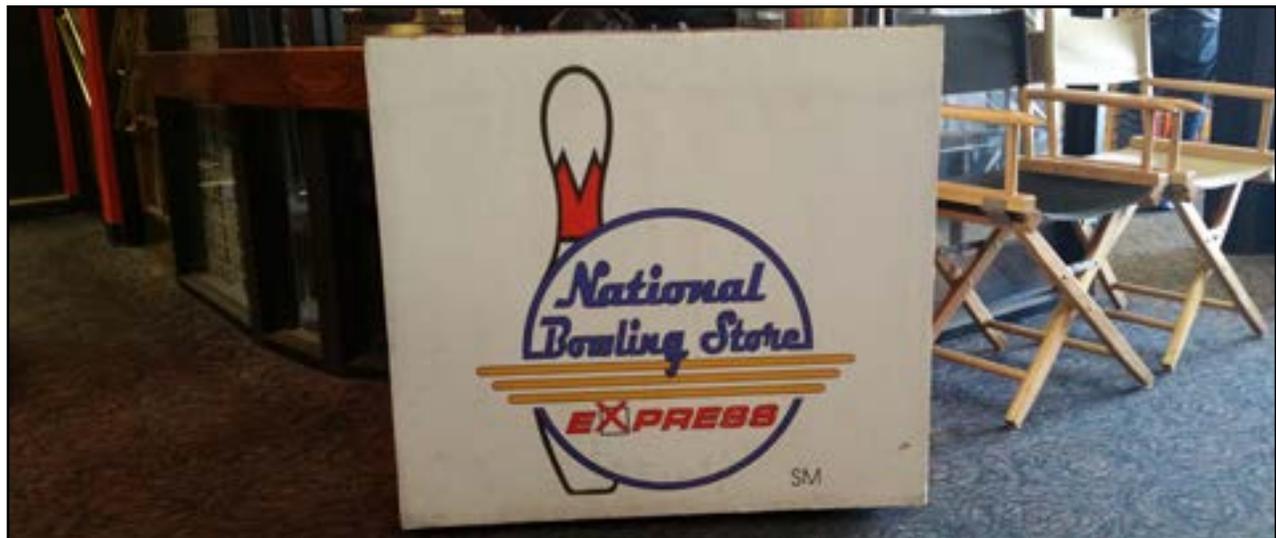
Many groups of people come here to bowl and have fun. This ranges from the group of elderly men who Pat and Daniel met when they were waiting to get into Brunswick Zone to the middle-aged man who was bowling with two friends who stopped to talk to Henry to the the many friend groups that Mia observed on a Saturday night.

Cliques

Brunswick Zone Austell has many leagues for people who want to join themed clubs and competitively bowl. These include, but aren't limited to: Monday Practice, Beat the House, Happy Hour Club, Fantasy Football Bowling Club, Rowdy Roller DV8 Ball and Bag Club, Get Your Gear League, TGI Practice, Vegas Team Challenge Las Vegas League, The Walking Dead Bowling Club, Sunday Doubles and Austell Mega Cash League.

Work Groups

Because this is a facility that caters to the entertainment of people, the employees make up the primary and only work group that is involved with Brunswick Zone Austell.



Question Types

Here is a list of the different question types we encountered while observing Brunswick Lanes Austell.

Facts

We counted that 23 people came in the bowling alley within ten minutes that it opened.

Brunswick Zone Bowling is open to hosting occasions like birthday parties, bar/bat mitzvahs, anniversary parties, reunions, or corporate events.

Brunswick Zone Bowling has a variety of specials or promotions for each day of the week. Sunday is Funday, Mondays are Mayhem, Tuesdays are Two Dollars, Wednesdays are Late Night No Limits, Thursdays are College Night, Fridays are After Party, and Saturdays are League Days.

Brunswick Zone Bowling has a Lane Side and Event Menu which provide a variety of foods and drinks.

Cosmic Bowling at Brunswick involves the regular lights being turned off and bright neon colored lights turned on to illuminate the bowling alley.

The bowling lanes and pins look neon blue as you go up to bowl.

Discussion

We met a group of elderly men who used humor to deflect questions when asked if they were either wealthy or retired. The senior men said they go almost everywhere together like sports games, events, and parties. The group usually plays bowling and bocce ball together during their spare time. The elderly men are all married. We got into a conversation with them of their pastimes in school. The group described the types of cloths they would wear and the equipment they would use at school. While they play a lot of bowling together, the elderly men were not in a bowling league.

Policy

We spoke to the Brunswick Zone Bowling manager Scott. We told Scott about the small group interaction project and got permission from him to take pictures of the bowling alley. His only restriction was that we are not allowed to take pictures later in the afternoon because the flash ruins a bowling player's focus. We all had our phones to take pictures without flash as a result; this was not an issue for us.

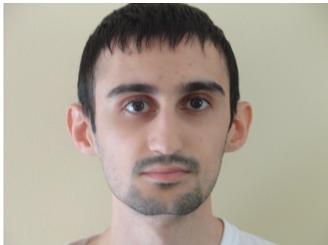
Meet the Team:



Pat Garner - Information Technology



Mia Kosko - New Media Arts



Daniel Moosazadeh - Technical Communications



Henry North - Writing & New Media

Group Processes

Daniel Moosazadeh's Observation Notes

- We arrived at 11:50 PM. The doors of the Brunswick Zone Bowling alley open at 12:00 PM. on Wednesdays.
- We met a group of elderly men who used humor to deflect questions when asked if they were either wealthy or retired. The senior men said they go almost everywhere together like sports games, events, and parties. The group usually plays bowling and bocce ball together during their spare time. The elderly men are all married. We got in to a conversation with them of their past times in school. The group described the types of cloths they would wear and the equipment they would use at school. While they play a lot of bowling together, the elderly men were not in a bowling league.
- Several groups of people started coming in to the bowling alley.
- Players began to input their names on to the screen to begin their game.
- Each person at the bowling alley has a unique way of spinning the ball to hit the pins.
- I counted that 23 people came in the bowling alley within ten minutes that it opened.
- We asked an employee if today was a special day. She responded by saying Wednesdays at Brunswick Zone Bowling is Senior League Day.
- We spoke to the Brunswick Zone Bowling manager Scott.
- We told Scott about the small group interaction project and got permission from him to take pictures of the bowling alley. His only restriction was that we are not allowed to take pictures later in the afternoon because the flash ruins a bowling player's focus. We all had our phones to take pictures without flash as a result, this was not an issue for us.
- In the corner entrance of the Brunswick Zone Bowling there is a small bowling gift shop where people can purchase items like bowling balls, bags, and shirts. Personalization and customization is also an option for these items.
- In the far right corner from the entrance of Brunswick Zone Bowling there is a Game Zone. People can play a variety of arcade games in this area.
- At around 12:40 PM. the Brunswick Bowling Zone got really crowded as opposed to seeing no cars around me when I arrived.
- Each player is in line to bowl instead of sitting until their turn to bowl.

Group Processes

- We asked an elderly woman why they chose to be in a line one behind the other to bowl. She responded by saying this is the method they use to practice.
- Nobody is using gutter guards to practice or play everyone played normally. Usually children use gutter guards to have a fun experience of bowling.
- Brunswick Zone Bowling is open to hosting occasions like birthday parties, bar/bat mitzvahs, anniversary parties, reunions, or corporate events.
- Brunswick Zone Bowling has a variety of specials or promotions for each day of the week. Sunday is Funday, Mondays are Mayhem, Tuesdays are Two Dollars, Wednesdays are Late Night No Limits, Thursdays are College Night, Fridays are After Party, and Saturdays are League Days.
- Brunswick Zone Bowling has a Lane Side and Event Menu which provide a variety of foods and drinks.
- Brunswick Zone Bowling has leagues for people who want to join themed clubs and play bowling competitively.
- The Bowling Leagues are: Monday Practice, Beat the House, Happy Hour Club, Fantasy Football Bowling Club, Rowdy Roller DV8 Ball and Bag Club, Get Your Gear League, TGI Practice, Vegas Team Challenge Las Vegas League, The Walking Dead Bowling Club, and Sunday Doubles.
- Cosmic Bowling at Brunswick involves the regular lights being turned off and bright neon colored lights turned on to illuminate the bowling alley. The bowling lanes and pins look neon blue as you go up to bowl.

Group Processes

Patricia Garner's Observation Notes

- Visited Brunswick again today around 3pm. Was able to meet with all three team members, including the General Manager.
- Dennis Lockhart, General Manager, has been with the organization 20+ years.
- The facility was acquired approximately 2 years ago and you can tell everyone is very excited. They have begun remodeling. An area which served as a lounge, with 4=top table seating and a very large TV and pool table was opened up (the wall removed) to further give the sense of openness in the facility.
- The actual facility consists of bowling area with tables and 4 connected chairs all lower to the ground than standard. Also an additional table with 4 more connected chairs, then behind each two lanes are the counters and high connected chairs for observation seating.
- Beginning at one end of the very large facility are the rest rooms, then the game rooms, then the ? I am blank if this is the bar, or if it in the lounge area. Then, the offices with counter in front for checking in and out and taking money. The store is next and the main entrance, then the concession stand, then private lockers for rent to store bowling equipment, the lounge area and at the opposite end from the rest rooms is the very large meeting room with chairs and windows.
- Lockhart is responsible for ensuring that the team is upbeat, and they have just begun to implement the concept of cross training. Wanda, the Shift Leader was very excited about that. Sylvia, who is in charge of the Concession Stand remembered me and was so friendly.
- Their focus is on core values and to create and maintain a family atmosphere.
- Corporate has provided the layout and design, the color schemes and the market they are focusing on.
- On Saturday mornings they have the youth bowling and they have coaches there to help the young people to learn.
- They have more than 300 facilities nationwide with special programs for youth, teens, and college students. They offer scholarships.
- Lockhart is responsible for helping people form teams and/or leagues. He helps them organize, with the rules, provides the meeting room and introduces them
- The team names are generally created by the teams themselves but they ensure they are family friendly.
- The staff meets generally on Sunday mornings and they discuss upcoming events, and issues for the facility. It was at the last meeting that the subject of cross training was first introduced.

Group Processes

Mia Kosko's Observation Notes

Wednesday senior bowling league:

- Scores are 6+ with several people getting strikes or spares
- Four people per team
- Everyone seems to know each other, at least within a range of 5 lanes wide.
- About a 50/50 split between men and women
- Most people playing are caucasian
- Everyone seems very happy
- Everyone brought their own equipment, shoes, case, ball, wrist supports
- Health seems fairly high only a few people with oxygen tanks or other medical assistants
- Age is 55+
- Free coffee and water for players
- Very few people buying food
- Everyone wearing their business casual clothing, polo/blouse
- 15 minutes before it starts the teams are allowed to practise, they stand in line and bowl one after the other very quickly to warm up.
- 15+ groups playing
- People are very inviting and were happy to talk to us when we confronted them
- Mostly couples, or friend groups

Saturday night

- Ages vary between upper teens and young adults
- More people are buying food and drinks
- It is very loud with people talking to each other
- Very relaxed atmosphere
- No one is bowling that competitively
- Some people are doing silly "trick" shots
- More people are in the arcade area
- The lights are lower and the music is playing more

Group Processes

Henry Norths's Observation Notes

Wednesday, September 28 9:45PM

- No music: Music came back on 5 minutes later | Pop music again > Switched to hip-hop 20 minutes later > back to pop > back to hip hop
- TV's are on - showing sports
- Middle-Aged Crowd, Few young adults (Mostly African-Americans)
- Nonverbal Gestures for success - fist pump, fist bump, dancing, clapping, cheering
- Nonverbal Gestures for failure - head down, head shaking
- 11 of 40 lanes being used; not terribly busy
- Help wanted sign up, but kind of out of the way
- Health: Customer wearing knee wrap
- Wednesday's: After 9pm- Late Night Unlimited Bowling (But not many people currently here)
- Austell Mega Cash League just finished & left prior to my arrival
- Bar area is empty. People mainly purchasing drinks and taking them back to their lanes
- Customer complaint about snack bar employee not wearing gloves
- Not many people in the arcade (only 2)
- Smell of food quite prevalent when server walks by with tray
- Ceiling fans seem to only be on where people are bowling
- Very sparse amount of employees
- Price range of snack bar: Avg. ~\$7.50-\$9.00
- Doesn't seem to be anyone here alone
- Someone looks super serious/ doesn't look like she wants to be here
- Unintentional verbal communication via nonverbal communication
- Happened to look in their direction too long, guy saw me. Smiled and said hi. Struck up a conversation about what I was doing. Told me about his daughter.
- Comes about 3-4 times a week, didn't do so as much over the summer

Group Processes

- “That’s how you get good”
- “Family-centered bowling alley”
- Had two personal bowling balls
- All group seating, no individual seating
- Well lit, fluorescent lighting
- 3 notable exits, including main entrance

Group Processes

Henry's Interview w/ Joseph: Brunswick Employee

Communication

Nonverbal - Informal looks w/ coworkers about bad customers

Other customers who approach sometimes notice and sympathize

Verbal - "MVP" Instructions to take care/notice of specific individuals

Language Behavior

Bypassing - All the time, mostly w/ customers

More familiarity between coworkers = less bypassing opportunities

Physical Environment

Territoriality - Snack Bar belongs to Joe

Not so much for regulars: normally part of a league so they go to the lanes they are appointed to

Saturday Night Karaoke - Everyone centers around the bar area

Personal Space - Small working space, bubble constantly breached

"We're understaffed, but if we had more staff we probably wouldn't be able to move"

Group Size & Structure

Communication Networks - works in an All-Channel, regardless of leadership ranking

Group Size - Avg. # of employees varies based on people needed for the day
(On call setup)

Sub-Groups - Managerial sub-group, some sub-groups among employees

Group Processes

Related Background Factors

Personality - Different ones, but similar at certain points

Sex/Gender - About 50/50 overall with employees, but skewed depending on where they're working

Food/Beverage: Mostly women

Mechanics: All men

Front Desk: Slightly more men

Age - 18~55 (of about 25 employees)

Health - Pregnant coworker, Joe has back/knee problems, another coworker has back/spinal problems

Normally work through the issues

Values - Nobody too outspoken

Johari Window

“Working together, I believe synergy makes for a good workplace and I believe being open inspires that. But I rather not have unnecessary problems, so I close off the things that would ‘poison’ the relationship.”

“For customers, the grand majority of them just want what they want and that’s about it, unless they are regulars, in which case they are treated more like coworkers.”

Working Rubric

Observable groups/clusters of people at the Brunswick Bowling Lanes, Austell Rd., Austell, GA

September 7, 2016 - Team 1 Observing 11:40 am to 12:45 PM

People at Bowling Alley included league bowlers, individual bowlers, and observers, and employees.

Facility consisted of bowling lanes, seating area for bowlers, additional seating for observers, Equipment rental area managed by employees, Gift Shop, Snack bar managed by employees with food and beverages, Game arcade, rest rooms.

Communication

- **Intentional-Unintentional**

- (List any related data here)

- **Verbal-Non-Verbal**

- Many positive glances and expressions among those seated in front of us and many visual cues. There were numerous hand gestures after bowling. Almost everyone sat forward on their seats leaning in to the group.

- **Defensive-Supportive**

- There appeared to be only supportive, encouraging communications. Based on the age groups present, with both men and women, which appeared to be mostly married couples, retired, there was a relaxed informality among them.

- **Language Behavior**

- ByPassing - Our team was seated directly in front of entrance and behind the two lanes of competing teams. We were seated outside of the direct seating and bowling area with 5 places to sit behind a curved tabletop/counter. At the end of our area, a chair was available and a lady of senior status sat down next to Mia. She was watching the group in front. I leaned over and asked if she could hear me, wanting to make certain she would hear my question(s), and she replied, "I am not listening in to your conversation."

Working Rubric

- **Inference Making**

- The senior lady was married to one of the bowlers and was still very aggravated with her knee injury which prevents her from enjoying many activities, among which is bowling.

- **Signal Reactions**

- (List any related data here)

- **Self Disclosure**

- **The Johari Window**

- There was a new person who was introduced to the group in front of us.
- She was friendly, but uncertain, it appeared she wanted acceptance, but did not know what the social norms were in the group. As such, she appeared open, but not too much, she was not outgoing, but friendly. Her dress was feminine but not exposing, just enough to enhance her gender.

- **Interaction Roles**

- **Group Task Roles**

- (List any related data here)

- **Individual Roles**

- (List any related data here)

- **Team Interaction**

- (List any related data here)

- **Conflict Management**

- (List any related data here)

Working Rubric

- **Physical Environment**
- **Territoriality**
 - Because each seating section was associated with a team lane, there was not crossing over from other teams.
- **Personal Space**
 - Everyone appeared comfortable with distances between 6 to 8 inches and 18 inches from one another, with the exception of the new person who maintained more distance.
- **Seating Patterns**
 - Because they were doing practice bowls, the seating patterns were very difficult to observe other than sharing space comfortably.
- **Group Size and Structure**
- **Communication Networks**
 - (List any related data here)
- **Group Size**
 - There appeared to be six people in our group.
- **Sub-Groups**
 - (List any related data here)

Team Minutes

Location: In class

Individuals Present: Pat Garner, Mia Kosko, Daniel Moosazadeh, and Henry North

08/25/2016

Hello everyone, these are the topics we discussed in class on Thursday 08/25/2016. We may need to research some of these to see how many times they meet. Let's try to have a topic we all agree on by Monday. We may need to research some of these to see how many times they meet.

Aerial Robotics Competition Team

American Institute of Aeronautics and Astronautics

Board and Sword: Role Playing Games

Chess Club

Game Design and Development Club

KSU Rocket Club

KSU Motorsports Formula SAE Team

The Sting

Owl Radio

National Society of Leadership and Success

Tiny Bubbles

NAACP

Sprouts

Second and Charles

Dave & Busters

Brunswick Bowling Zone

Team Minutes

Location: In class

Individuals Present: Pat Garner, Mia Kosko, Daniel Moosazadeh, and Henry North

08/30/2016

In the second team meeting we narrowed down our topics. We also shared our ideas of what topics will work best and fit the tasks for project 1. The group came to an agreement and conclusion to do Owl Radio as our topic for project 1.

Location: In class

Individuals Present: Pat Garner, Mia Kosco, Daniel Moosazadeh, and Henry North

09/01/2016

In the third meeting we discussed and believed we had a predicament. Unfortunately, the main person who does Owl Radio, broadcasts on Thursdays at 4:00 P.M. while we are in class. The group came to a conclusion that we would not get enough content for observations if we moved forward with Owl Radio. As a result, the group abandoned Owl Radio. Daniel came up with the idea to do Brunswick Bowling Zone in Austell. The team agreed and believed that we will get a lot of observations and content out of bowling. We decided to meet Wednesday 09/07/2016 at the Brunswick Bowling Zone in Austell.

Team Minutes

Location: In class

Individuals Present: Pat Garner, Mia Kosko, Daniel Moosazadeh, and Henry North

09/06/2016

In the fourth team meeting we discussed what aspects we will observe at the bowling alley.

Leagues

Groups

Families

Friends

Techniques

Weekly Winners

Prizes

Arcade

Gift Shop

Custom uniforms, shoes, and bowling balls

Location: Brunswick Bowling Zone Austell

Individuals Present: Pat Garner, Mia Kosko, Daniel Moosazadeh, and Henry North

09/07/2016

In the fifth team meeting we are discussing observations and strategies at the bowling alley. The group had the opportunity to take a lot of notes because it was Senior League Day. We took notes and pictures of everything that was surrounding us on Senior League Day at the Brunswick Bowling Zone in Austell.

Location: Classroom

Individuals Present: Pat Garner, Mia Kosko, Daniel Moosazadeh, and Henry North

09/27/2016

In the sixth team meeting, the team looked at group reports in Small Group: Digital Collaborations class. We discussed what we liked and disliked about the group report samples. The team is going to use the group report samples as an inspiration to design our own group report.

Team Minutes

Location: KSU Lawrence B. Johnson Library

Individuals Present: Pat Garner, Mia Kosko, Daniel Moosazadeh, and Henry North

09/29/2016

In the seventh team meeting, the team met in a study room at the library and discussed the first projects presentation and report. Henry got brochures from Brunswick Zone that we could use for content in our report and presentation. The group was brainstorming design ideas and the format of our report. Pat wanted to do the report first to have content for the presentation. Daniel wanted to do the presentation first because it is due first and the group can use the content in the presentation for the report. After a lot of group thinking, the team came to an agreement and found it best to focus on the presentation first then the report once we are finished with the presentation. The team decided to add each of their personal observations to the PowerPoint slides on Google Drive. The group came to a conclusion and decided to touch base with each other the Monday before the assignment is due to finalize the presentation.

Supplementary Material

PowerPoint Slides

Group Observation and Analysis Project

By: Pat Garner, Mia Kosko, Daniel Moosazadeh & Henry North



2750 Austell Rd SW, Marietta, GA 30008



Overview

- Dennis Lockhart, General Manager, has been with the organization for over 20 years.
- Under his guidance, the employees of Brunswick Zone Austell provide a “family-centered bowling alley” experience for all who enter the doors of the facility to partake in the fun of bowling.
- The Austell facility was acquired approximately 2 years ago by Bowlmor AMF, originally founded in 1900.
- The staff meets primarily on Sunday mornings and discusses upcoming events, and issues for the facility.

Image: l/r Pat, Wanda - Shift Leader, Dennis Lockhart





Overview con't

Mission Statement

"We strive to be a world-class provider of delightful guest experiences, and to provide a dynamic work environment where talented and ambitious associates will thrive."

Our Core Values

1. Create delighted guests
2. Integrity
3. Take ownership
4. Never, ever give up
5. High sense of urgency
6. Outstanding design
7. Be flexible [1]



Sylvia, in charge of the concession area.

Communication

- **Verbal**
 - "MVP"
 - Cheering
 - Laughing
 - Ordering food and drinks.
 - Children asking for money to play games.
- **Nonverbal**
 - Informal looks
 - Facial and hand gestures for success and failure.
 - Looking for the server/waiter.
- **Supportive**
 - Encouraging Communication
- **Defensive**
 - Taking out frustration on groupmates due to losing or low score.

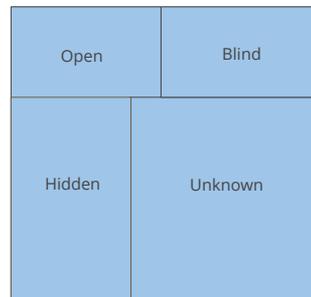
Language Behavior

- **Bypassing**
 - Our team was seated directly in front of entrance and behind the two lanes of competing teams.
 - We were seated outside of the direct seating and bowling area with 5 places to sit behind a curved tabletop/counter.
 - At the end of our area, a chair was available and a lady of senior status sat down next to Mia. She was watching the group in front.
 - I leaned over and asked if she could hear me, wanting to make certain she would hear my question(s), and she replied, "I am not listening into your conversation."
 - We asked the elderly woman why they chose to be in a line one behind the other to bowl.
 - She responded by saying this is the method they use to practice.
 - Mostly happens between employees and customers
- **Inference Making**
 - The senior lady was married to one of the bowlers and was still very aggravated with her knee injury which prevents her from enjoying many activities, among which is bowling.
 - Nobody is using gutter guards to practice or play everyone played normally.
 - Usually children use gutter guards to have a fun experience of bowling.



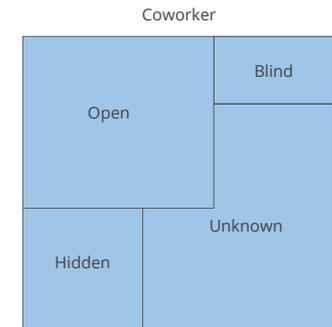
Self Disclosure

- **The Johari Window**
 - There was a new person who was introduced to the group in front of us.
 - She was friendly but uncertain, it appeared she wanted acceptance, but did not know what the social norms were in the group.
 - As such, she appeared open, but not too much, she was not outgoing, but friendly.
 - Her dress was feminine but not exposing, just enough to enhance her gender.



Self Disclosure

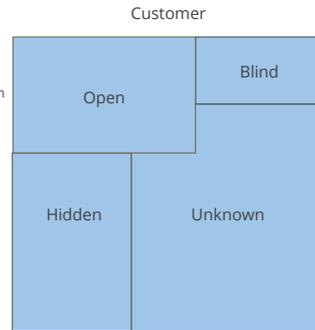
- **Johari Window**
 - "Working together, I believe synergy makes for a good workplace and I believe being open inspires that. But I rather not have unnecessary problems, so I close off the things that would 'poison' the relationship." -Employee about coworkers' views



Self Disclosure

- **Johari Window**

- "For customers, the grand majority of them just want what they want and that's about it, unless they are regulars, in which case they are treated more like coworkers." -Employee about customers' views



Interaction Roles

- **Group Task Roles**
 - Players Begin by putting in their team name as well as their group names.
- **Group Building and Maintenance Roles**
 - Several groups of people start coming to the bowling alley.
- **Individual Roles**
 - Each person has their own way of throwing and spinning the ball.
- **Team Interaction**
 - They encourage each other if they are on the same team or if they are the parents of a small child
 - If it is a friend group or older teenagers, theirs is more rough housing and mockery.



Relevant Background Factor

- **Personality**
 - Mostly different but sometimes similar.
- **Sex/Gender**
 - About even among employees.
 - Wednesday: senior league 50/50 split.
 - Saturday: night was also a 50/50 split.
- **Age**
 - Of approx. 25 employees, ranges from 18 - 55.
 - Wednesday: Senior league must be over 55 to participate.
 - Saturday: Most of the patrons were 18-25 years old.
- **Health**
 - Pregnancy
 - Back/knee problems; Back/spinal problems.
 - Joint Wraps
- **Values**
 - Nobody too outspoken.
 - People were drinking alcohol on Saturday night bowling.

Physical Environment

- **Territoriality**
 - It Exists with employees, in the break room, and behind the counter.
 - Each seating section is associated with a team lane, there was not crossing over from other teams.
- **Personal Space**
 - Constantly breached among employees.
 - All groups keep to themselves and stay at their own table.
 - Everyone sits at the same seat as they bowl.
 - Everyone appeared comfortable with distances between 6 to 8 inches and 18 inches from one another, with the exception of the new person who maintained more distance.
- **Seating Pattern**
 - All group seating, no individual seating.
 - People wanting to have more fun sit in the back while those in to win sit in the front.
 - Each player is in line to bowl instead of sitting until their turn to bowl for practice.
 - The senior bowlers were doing practice bowls, the seating patterns were very difficult to observe other than sharing space comfortably.

Physical Environment

- We arrived at 11:50 PM. The doors of the Brunswick Zone Bowling alley open at 12:00 PM. on Wednesdays.
- In the corner entrance of the Brunswick Zone Bowling there is a small bowling gift shop where people can purchase. Items like bowling balls, bags, and shirts.
- Personalization and customization is also an option for these items.
- In the far right corner from the entrance of Brunswick Zone Bowling there is a Game Zone.
- People can play a variety of arcade games in this area.
- At the end of the building is a conference room furnished with seating (approximately 500 s.f.) for league meetings.
- At around 12:40 PM. the Brunswick Bowling Zone got really crowded as opposed to seeing no cars around us when we arrived.



Group Size & Structure

- **Communication Networks**
 - All-Channel
- **Group Size**
 - Employee number varies based on the day and what's happening.
 - No customers are there alone.
 - Wednesday: groups of 4 can participate in senior bowling.
 - Saturday: groups of 3+ no more than 8 playing casual games.
- **Sub-Groups**
 - Managerial

Type of Groups

- **Cliques**
 - Brunswick Zone Bowling has leagues for people who want to join themed clubs and play bowling competitively.
 - The Bowling Leagues are: Monday Practice, Beat the House, Happy Hour Club, Fantasy Football Bowling Club, Rowdy Roller DV8 Ball and Bag Club, Get Your Gear League, TGI Practice, Vegas Team Challenge Las Vegas League, The Walking Dead Bowling Club, and Sunday Doubles.
- **Casual/Social**
 - Group of five seniors.
 - Friends coming to play on a Saturday night.

Question Types

- **Facts**
 - We counted that 23 people came in the bowling alley within ten minutes that it opened.
 - Brunswick Zone Bowling is open to hosting occasions like birthday parties, bar/bat mitzvahs, anniversary parties, reunions, or corporate events.
 - Brunswick Zone Bowling has a variety of specials or promotions for each day of the week. Sunday is Funday, Mondays are Mayhem, Tuesdays are Two Dollars, Wednesdays are Late Night No Limits and Senior League Day, Thursdays are College Night, Fridays are After Party, and Saturdays are League Days.
 - Brunswick Zone Bowling has a Lane Side and Event Menu which provide a variety of foods and drinks.
 - Cosmic Bowling at Brunswick involves the regular lights being turned off and bright neon colored lights turned on to illuminate the bowling alley.
 - The bowling lanes and pins look neon blue as you go up to bowl.

Question Types

- **Discussion**
 - We met a group of elderly men who used humor to deflect questions when asked if they were either wealthy or retired.
 - The senior men said they go almost everywhere together like sports games, events, and parties.
 - The group usually plays bowling and bocce ball together during their spare time.
 - The elderly men are all married.
 - We got into a conversation with them of their pastimes in school.
 - The group described the types of cloths they would wear and the equipment they would use at school.
 - While they play a lot of bowling together, the elderly men were not in a bowling league.

Question Types

- **Policy**
 - We spoke to the Brunswick Zone Bowling manager Scott.
 - We told Scott about the small group interaction project and got permission from him to take pictures of the bowling alley.
 - His only restriction was that we are not allowed to take pictures later in the afternoon because the flash ruins a bowling player's focus.
 - We all had our phones to take pictures without flash as a result, this was not an issue for us.

Any Questions?

References

1. Bowlmor AMF: <https://www.bowlmoramf.com/about-bowlmor-amf/>