Using Games and Simulations to Increase Diversity
Provost’s Diversity Institute for Faculty Development
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Presenters:

Ron Magnuson
Katz Graduate School of Business

Deepika Mohan
Department of Critical Care, School of Medicine

Lorin Grieve
Department of Pharmacy and Therapeutics, School of Pharmacy

Practical Tips

Deepening & Broadening Student Learning by Using a Business Enterprise Simulation as a Platform
by Ron Magnuson

Background - Katz MBA Capstone: Management Simulation
o Considered an Experienced Based Learning (EBL) class by school.
o Students apply to be on the management team of a simulated international athletic footwear company.
o There are typically five different executive positions on each management team (President, VP of Finance, VP of Operations, VP of Marketing and VP of Strategy).
o The management team runs the company for nine fiscal years.
o The management team reports to a real board of directors.
o There are real-life activities embedded in the class including board approvals, bonuses, salary administration, and performance evaluations.

Lessons Learned/Tips
o Treating course as if it were real-life is critical for EBL experience. Students will still tend to treat like a 3.0 credit course.
  • Use of terminology (never refer to them as students or reference as class) is important.
  • Use administrative features to force students to stay in roles (salary increases, discharges, corporate governance…).
  • Making grading align with real life (results matter, bonuses, evaluations…)
o Use simulation as a platform that allows for real-life activities and interactions to occur.
  • Students retain learning better when they actually perform tasks.
Coach instead of teach. This allows you to reference life after graduation instead of theory.

Tie course learning objectives to program learning objectives.

Pick a simulation that has good track record for learning and assessment.

Pick a simulation that allows for easy instructor administration.

Make experience hard so adjusting to real-life after graduation is easier.

Using Serious Games to Change How Doctors Think: Lessons learned by Deepika Mohan

1. **Identify your conceptual framework for behavior change before you begin game design.** Deciding what you want to change and how to change it is the first and most important step of game development.
2. **Include all the relevant content experts early.** Behavior is complex, multi-faceted, and situation-specific. Interventions that fail to account for the nuances of behavior may have unwanted or unexpected effects.
3. **Pick your game developer carefully.** Remember that game developers, like academics, have their own specialties. Identify someone who will have the requisite skill set to develop a game that addresses your behavioral change needs.
4. **Select the right game mechanics.** Spend time up front discussing with the game development team what mechanics you will use to deliver your behavioral learning intervention.
5. **Remember that academics are from Mars, while game developers are from Venus.** Game developers have both different cultural norms and vocabularies than academic faculty. Differences can result in misunderstanding that threatens the work. Create a plan to ensure communication occurs consistently throughout the project.
6. **The devil is in the details.** Do not dismiss any game design decisions as irrelevant. They may have important implications for how the user experiences the intervention.
7. **Involve your end-user in development.** The best game in the world is worthless if the user hates it. Involve the end user early and often.
8. **Iterate. Iterate. Then iterate some more.** Ensure you have built enough time/money into the schedule and budget to allow for repeated play testing.
9. **Measure twice and cut once.** Developing a method for measuring the effect of the intervention on behavior is essential in defining the success or failure of your game.

Games for Empathy by Lorin Grieve

- All manner of game can and have been used to generate empathy in the player.
- These games tend to be smaller and more "indie" in production.
- These games can be utilized as part of a larger education experience.
- Many games are made by single people or small teams to express their own feelings and experience.
- By playing these small scope experiences, you and students can gain an appreciation for the hardships others face.
- Twine (http://twinery.org/) and itch.io (https://itch.io/) can be excellent resources, but be warned that not all experiences are well made or safe for work.