

Using Games and Simulations to Increase Diversity
Provost's Diversity Institute for Faculty Development

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Practical Tips

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

Background - Katz MBA Capstone: Management Simulation

- Considered an Experienced Based Learning (EBL) class by school.
- Students apply to be on the management team of a simulated international athletic footwear company.
- 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).
- The management team runs the company for nine fiscal years.
- The management team reports to a real board of directors.
- There are real-life activities embedded in the class including board approvals, bonuses, salary administration, and performance evaluations.

Lessons Learned/Tips

- 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...)
- 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.