Engagementgame

Serious gaming used as a management intervention to prevent work-related stress among workers

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Serious gaming

A game in which education (in its various forms) is the primary goal, rather than entertainment (Michael & Chen, 2006)
Opportunities of serious gaming

- Active learning more effective than passive learning (Vygotsky, 1978)
- Experiment without fearing negative consequences
- Direct feedback on actions
- Short and long term consequences can be experienced

Learning pyramid of Bales

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>5%</td>
</tr>
<tr>
<td>Reading</td>
<td>10%</td>
</tr>
<tr>
<td>Audio-visual</td>
<td>20%</td>
</tr>
<tr>
<td>Demonstration</td>
<td>30%</td>
</tr>
<tr>
<td>Discussion Group</td>
<td>50%</td>
</tr>
<tr>
<td>Practice by doing</td>
<td>75%</td>
</tr>
<tr>
<td>Teach Others/Immediate Use</td>
<td>90%</td>
</tr>
</tbody>
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Serious gaming

- Scientific evidence on effectiveness is increasing (Connolly et al. 2012)
- Number of applications of serious gaming is rapidly increasing
Successful example: Fold it

“How online gamers are solving science’s biggest problems” (The Guardian, 2014)

• Online puzzle video game about protein folding
• Contributes to scientific research
• >100,000 players
• Publications in journal Nature
Management intervention aimed at work-related stress and work engagement by means of a serious game.
Background

• Work related stress is major health risk
• Interventions and measures often not taken
• Effectiveness of interventions largely depend on management and supervisors

Conclusion: Need for new type of work-related stress intervention aimed at managers
The EngagementGame

Objectives:

• Sense of urgency towards work related stress and work engagement among managers
• Self-efficacy of managers to deal with these issues

• Actual behaviour to prevent work related stress and stimulate work engagement
What’s in a game?

The game:
• Player is manager of a Mexican restaurant
• Player can choose from 2 scenario’s
• Each scenario starts off with an assignment: good financial results

Build in:
• Simulation model
• Time constrains
• Possibility to intervene
• Dealing with dilemmas
• Dialogues with employees
From theory to game practice...

Engagementgame Trailer UK.wmv
Training

Conditions:
• Max 20 participants
• Middle management
• Duration 8 hours

Content:
• Game
• Reflection
• Theory
• Transfer
Experiences in training setting

Experiences:
• Fun to play, enjoyable gaming experience
• Translation from game to actual work situation
• Stimulates dialogue on work related stress and engagement
• Gives managers common language and examples to refer to

Awarded at the International Media Festival for Prevention (Frankfurt, 2014)
Serious gaming as intervention method

Advantages:
• Effective and fun way of learning

Disadvantage:
• Can be complex
• Expensive
• Transfer of training
Thank you!

More information?

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