



# Engagementgame

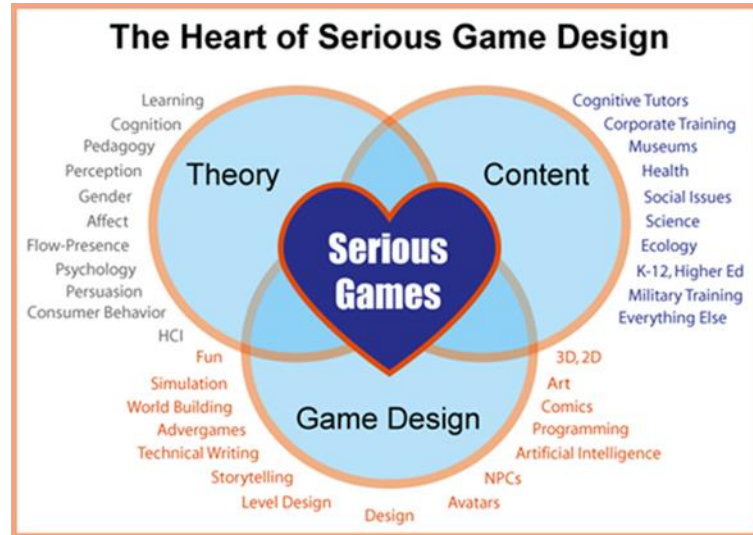
**Serious gaming used as a management intervention to prevent work-related stress among workers**

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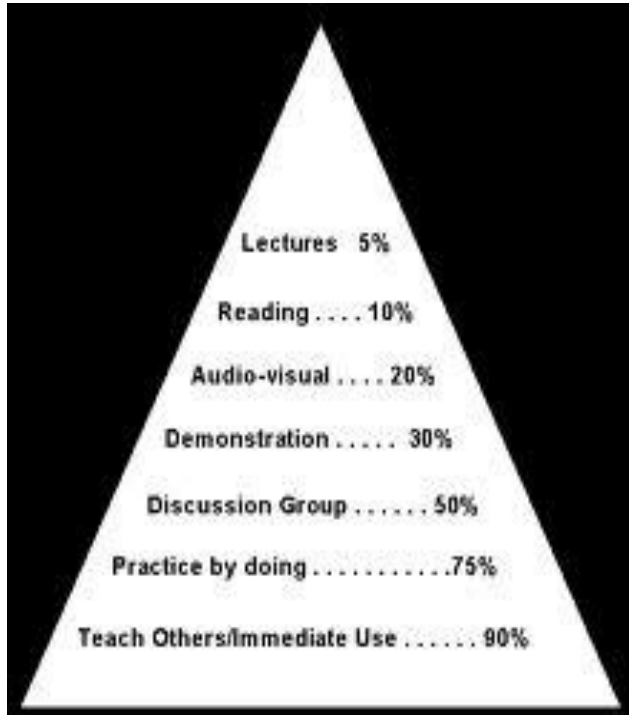


# Serious gaming

***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**

# Serious gaming

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



*Glucoboy*



*'Exergaming'*



*How Mario deals with diabetes*



*Flight simulator*

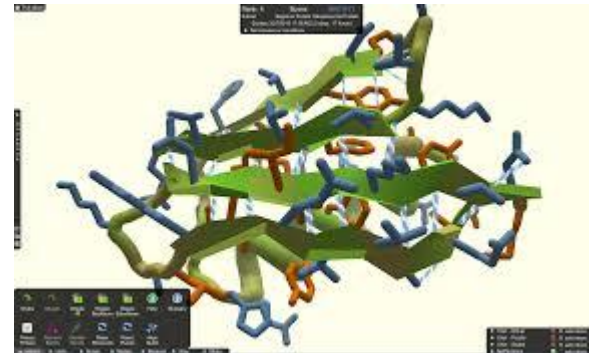


*ABCDEsim*  
Healthy Workplaces

# 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*



# Serious gaming for OSH



**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?**

**Maartje Bakhuys Roozeboom**

