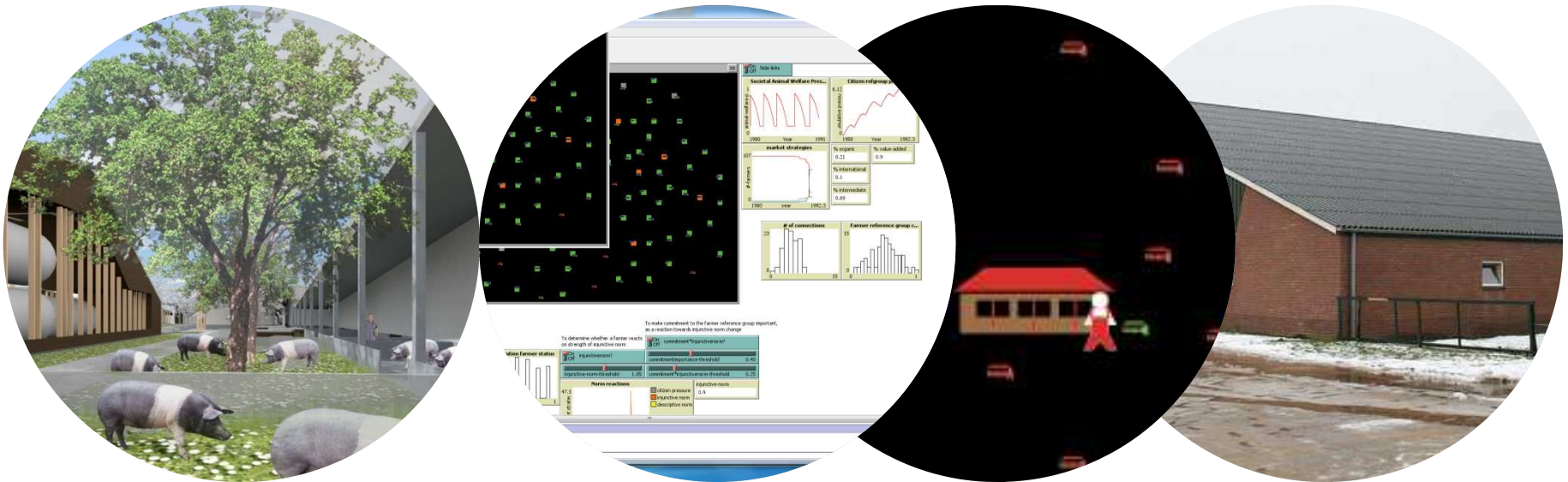


Gaming to gain insight in Dutch pork farmer strategic decision-making

Focusing on social influence

16-09-2015, Floor Ambrosius, Christophe le Page, Gert Jan Hofstede, Bettina Bock, en Eddie Bokkers



The Dutch pork sector



Intermediate markets



Niche markets

Added-value markets

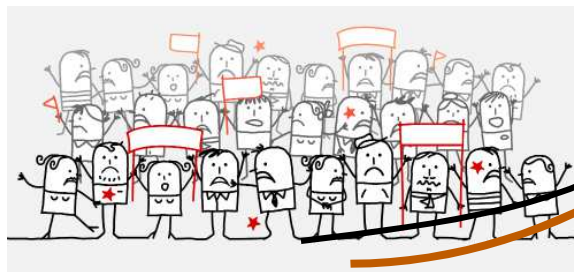
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Pork sector now



**

Important actor(s)

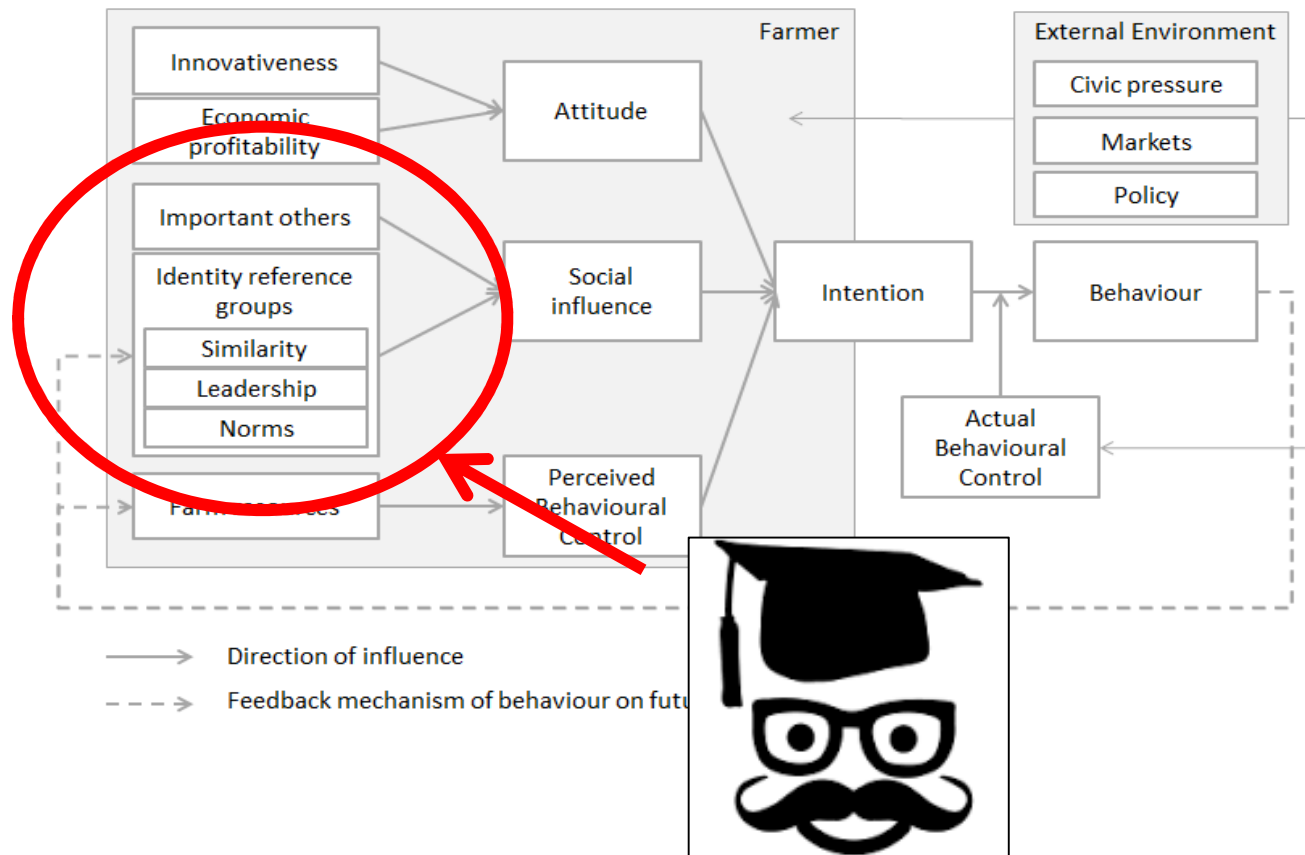


Complex

- Adaptive
- Heterogeneity
- Normative influence

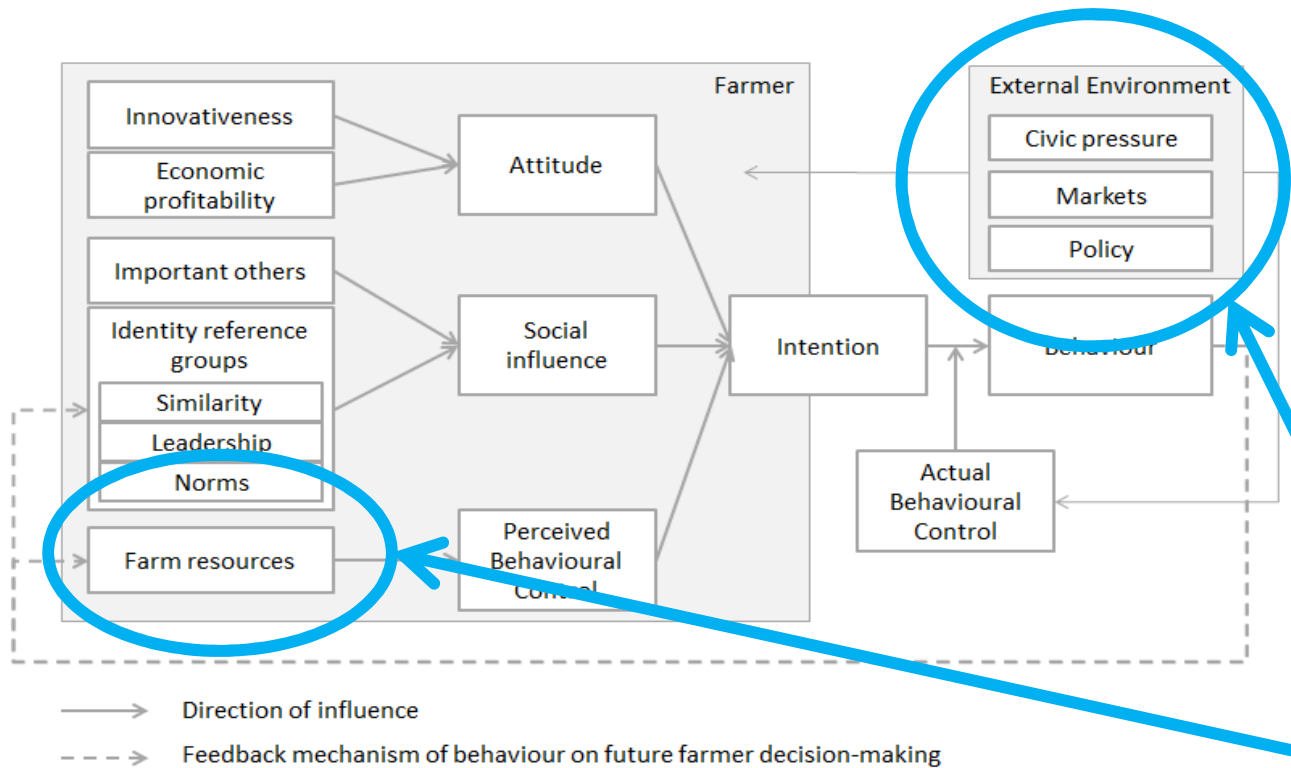
First findings: framework

What factors influence pork farmer strategic decision-making?



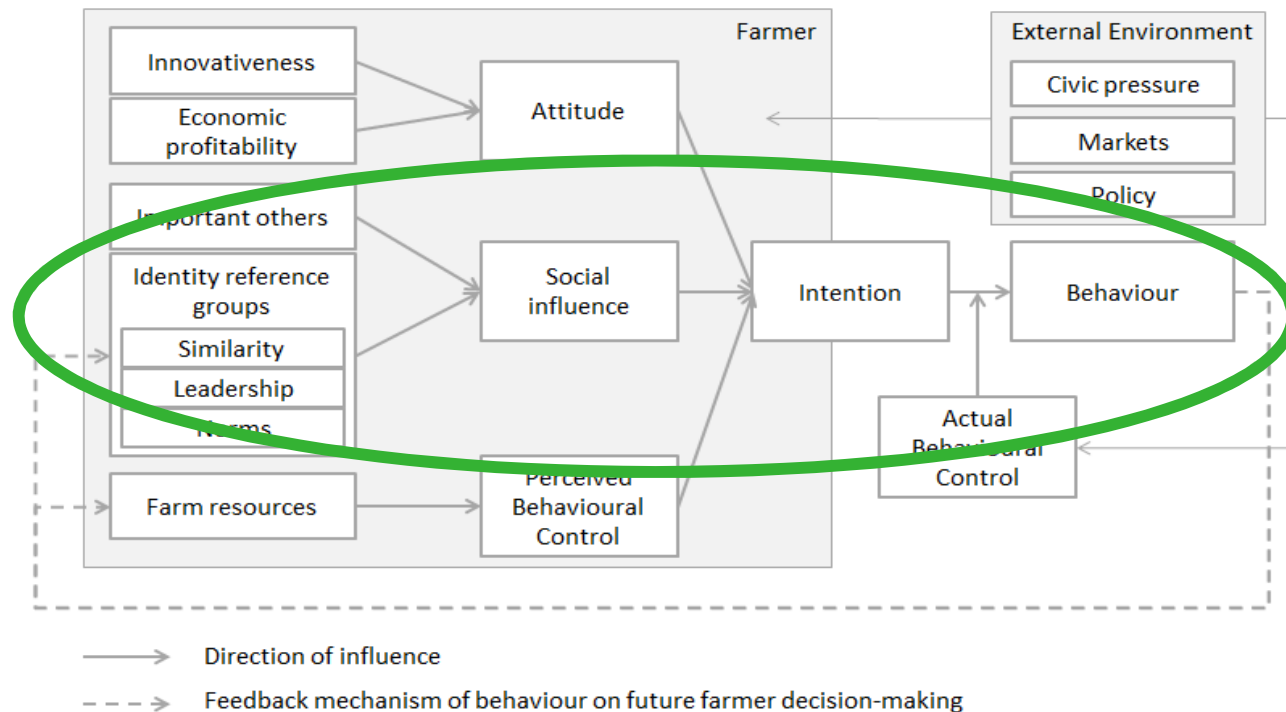
First findings: framework

What factors influence pork farmer strategic decision-making?



Next step: empirically assess social influence

Gain insight in whether and how social influence mechanisms play a role amongst farmers in innovation adoption & how this effects innovation diffusion



This presentation: Decisions in Game Design

Game design challenges:

- 1. Trigger imagination & exploration*
- 2. Playable & understandable*
- 3. Be able to test relevance of social influence mechanisms*

This presentation:

1. System representation – farm resources and external environment
2. social influence mechanisms framework

Game design: Pork system representation

1. *Possibility to invest*
2. *Strategies: should not differ in economic attractiveness*

Real world

Possibility to invest:

- Lifetime current housing system
- Loan
- Capital
- Farm performance
- Entrepreneurial skills

Strategies (added-value markets):

- Ideology
- Management style
- Investment costs
- Information on demand and market share

Game

Possibility to invest:

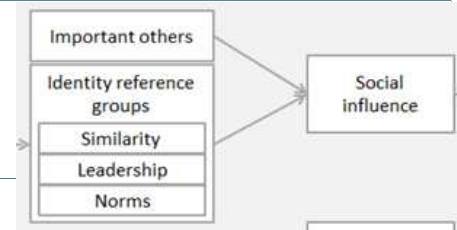
- Capital
- Farm size
- optional: loan

Strategies (added-value markets):

- Ideology
- Investment costs
- 3 Markets



Game design: social influence



Theoretical assumptions

Identity theory

identity
similarity
leadership

Important individuals

Real world

Identity:

farmer neighbours
farmers with similar identity
board members

Important others

advisors
wife or husband
friends

Game: measure social influence

Identity:

Study group
Questionnaire
Observation: film
Sheet
Debriefing

Important others:

Advisors



Idealist



Craftsman



Entrepreneur



Constructivist

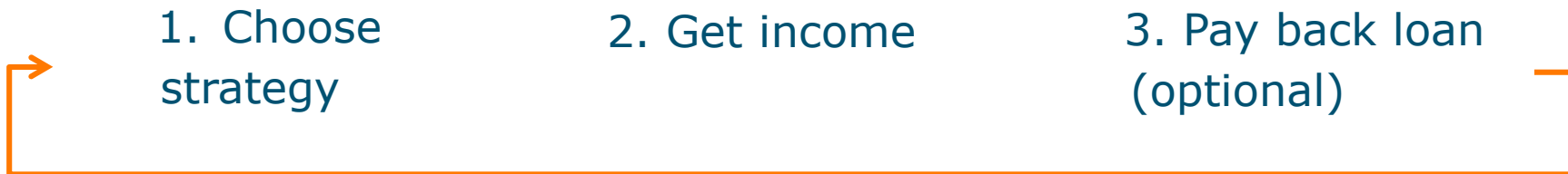


Shifter

Game Design: Participants, Roles and Rules

Participants: study group farmers
Roles: pork farmers
advisors
Medium: Board game

Game steps:



Rules: Communication allowed
Can ask advisor for information
(information about the % of farmers
that adopted a certain strategy)

Some first results

- People who collaborate and talk play the same strategy
- Non-farmer participants want to have the option to quit
→ identity seems important
- Interview pointed towards the representation of risk as important

Conclusions & Future work

Conclusions:

- Game design is determined by its goal:
 - Level of abstraction
 - Choice for board game
 - Choice for participants and roles
- Identity does seem important
- Collaboration with colleague seems to influence strategy



Future work:

- Crashtests and game workshops
- Test the measurement of social influence

*

Thank you!
