Simulating Standardization

Experiences with Serious Games in Standards Education

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1. Topics

- Pedagogical Challenges in Standards Education
- “Setting Standards” as an Alternative Approach
- Lessons learnt
- New Developments
- Questions
2. Pedagogical Challenges

1. **Abstraction**: “a Standard is an Elusive Phenomenon”
   - Use an exciting, rich example that students can relate to
   - Introduce basic analytic frameworks that they can easily apply

2. **Bad Rep**: “Standardization is a Boring Subject”
   - Reframe the subject in other terms: innovation, negotiation, politics, corporate strategy, creating collaborative solutions

3. **Learning Goals**: “Who Needs to Know What and How Much about Standards?”
   - Identify ‘zone of proximal development’ through observation
   - Participants learn about standards, each other, and themselves
3. The Exercise

- 8 Organizations Try to Set a Standard for New Technology
- By Participating Voluntarily in a Negotiation Process
- Guided by Formal Procedural Rules
- Facilitated by a Neutral Standards Organization
- BEFORE LUNCH: Action and Role Play
- AFTER LUNCH: Reflection and Analysis
4. Setting Standards for Mind-Motion Technology

1. Set of Symbols

2. Sample Frequency
5. TECHNOPUG

LeapFrog

Jump Start

MoveAhead

BAND WAGON

US MINISTRY of Public Health and Mind Control
6. The Process

Members Receive Draft Proposal → Comments → Meeting: Discussion Voting → New Draft

Members Receive Draft Proposal → Comments → Meeting: Discussion Voting → Final Draft
7. DEBRIEFING options

• Technology Life Cycle Analysis:

• Stakeholder and Market Analysis

• Negotiation theory

• Corporate Strategy Analysis

• Reflection on Leadership Behaviors

• Reflection on Role of Government and Corporate Social Responsibilities
8. Lessons Learnt

- 25 + games played: consistently very positive feedback

- Works with a large variety of groups: seasoned standards experts, government officials, students, managers.

- Success depends to a large degree on skilful moderation and careful preparation.

- Game takes at least 6 hours and works best with groups from 16 – 32 participants

- Game does not cover basic idea / definitions of a standard, Intellectual Property, and alternative ways to develop standards

-“Personal Space”: 60-90 minutes / 8-80 people. What are standards and why are they important? Great introductory exercise.

-“The Sky is the Limit”: 1.5-3 hours / 8-40 people. Prescriptive vs. Performance Standards in relation to Innovation.

-“The Value of Ideas”: 2-3 hours / 8-40 people. Intellectual Property – Corporate Strategy – Public Value of Standards vs. Shareholder Value
10. Questions?

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