Evaluation of serious board games

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Abstract:
The food industry is continuously facing complex sustainability issues calling for new ways of developing, producing, and marketing food products. To overcome these challenges businesses are forced to cooperate with the government, society, and other companies. Serious board games gained credibility to be a powerful tool for business environments to support social interaction between stakeholders within an innovation project and increase learning about sustainability problems to overcome complex challenges. However, a standardized evaluation method for serious board games in a business environment is lacking. This study aimed to investigate what contributes to the perceived quality of serious board games in a business environment to design a systematical evaluation model. The evaluation model is based on Kirkpatrick's four level evaluation model for evaluation training in an organization: reaction, learning, transfer, and results. This model is complemented by the MEEGA+, used in the educational sector, and other models to create a complete evaluation model. The final model consists of the three levels of Kirkpatrick: reaction, learning, and transfer; subdivided into fun, challenge, social interaction, learning goals, and transfer intention. To measure the variables in the model, a questionnaire was developed. The questionnaire contained different questions regarding the quality of serious board games. The framework can be used by game designers to verify and compare the quality of serious board games. The serious games used in this paper offer a promising tool in the cooperation of individuals and companies in the framework of complex sustainability challenges.

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