

Making Business Learning Games Effective Across Cultures

Dianne Tyers

Advance Consulting for Education, Inc

Lisbon, 20 September 2019

Learning Objectives

At the end of this session you will be able to:

- Analyze existing business learning games through a cultural lens.
- Intentionally and strategically integrate culture into business learning game design and implementation.

Dianne Tyers

Advance Consulting for Education, Inc

Lisbon, 20 September 2019

Agenda

1. What is Culture?
2. Culture and Business Learning Games
3. Culture and Instructional Aim
4. Culture and Learning Design
5. Culture and Game Design

1. What is Culture?

Culture is the context within which we exist, think, feel and relate to others. It is our collective identity.

Brown, H.D. (1994). Principles of Language Learning and Teaching. Prentice Hall Regents.

1. What is Culture?

Culture is the [human]made part of our environment.

Herskovits, 1948 as quoted in Oxford, R. L. (1994). Teaching culture in the language classroom: Toward a new philosophy, In Georgetown University Roundtable on Languages and Linguistics 1994. Georgetown UP.

1. What is Culture?

Culture is the elements that give order and direction to a society in its attempts to answer basic human problems.

Kluckhohn, F.R. and Strodtbeck, F.L. (1961). Variations in Value Orientations. Row, Peterson & Company.

1. What is Culture?

*Culture....is ways of doing things and ways of thinking...
This culture is an everyday thing. It does not have to be
very sophisticated.*

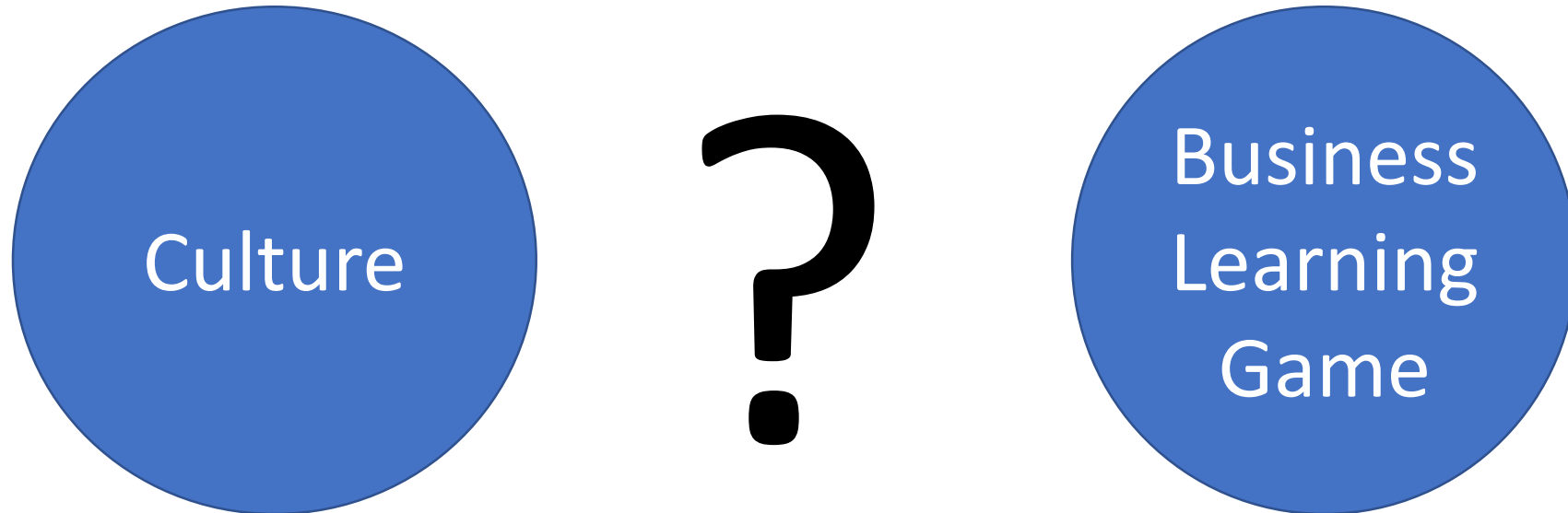
Ogasawara, L. (1995). Native cultural interference in Japanese English. In Georgetown University Roundtable on Languages and Linguistics 1995. Georgetown UP.

1. What is Culture?

Culture is...that complex whole which includes knowledge, beliefs, art, morals, law, custom and any other capabilities and habits acquired by [humans] as a member of society.

Taylor, 1871, as quoted in Oxford, R. L. (1994). Teaching culture in the language classroom: Toward a new philosophy, In Georgetown University Roundtable on Languages and Linguistics 1994. Georgetown UP.

2. Culture and Business Learning Games

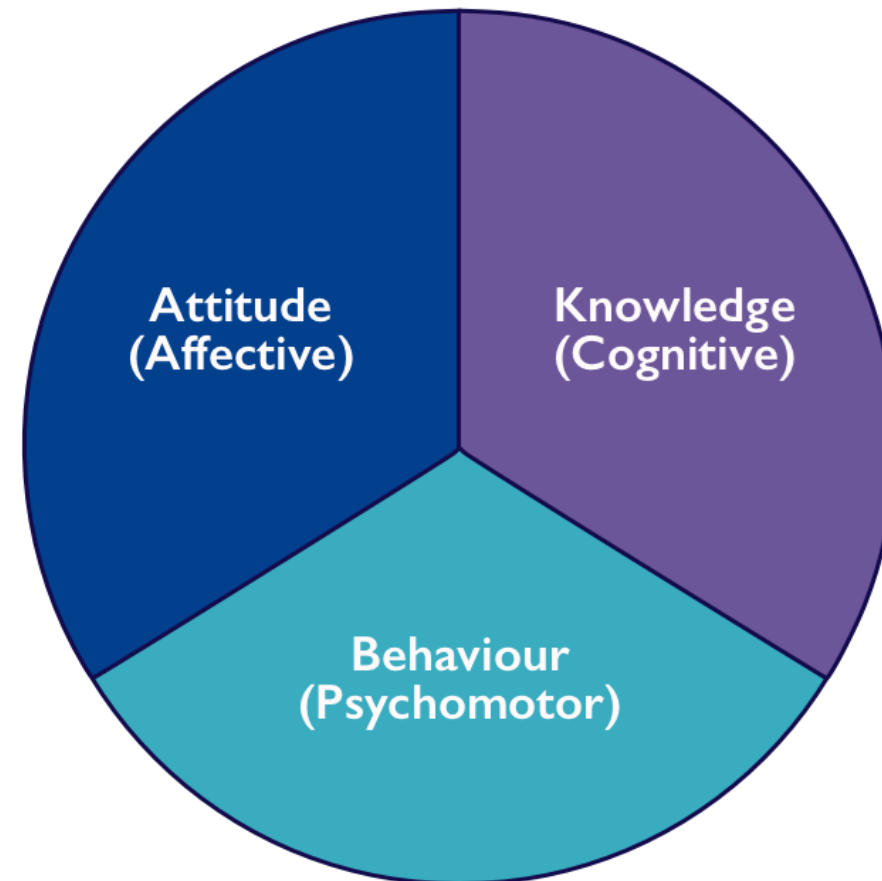


2. Culture and Business Learning Games

- i. Instructional Aim
- ii. Learning Design (Context and Learning Mechanics)
- iii. Game Design (Framing, Aesthetics, Game Mechanics and Synthesis)

3. Culture and Instructional Aim

Learning Domains of Culture



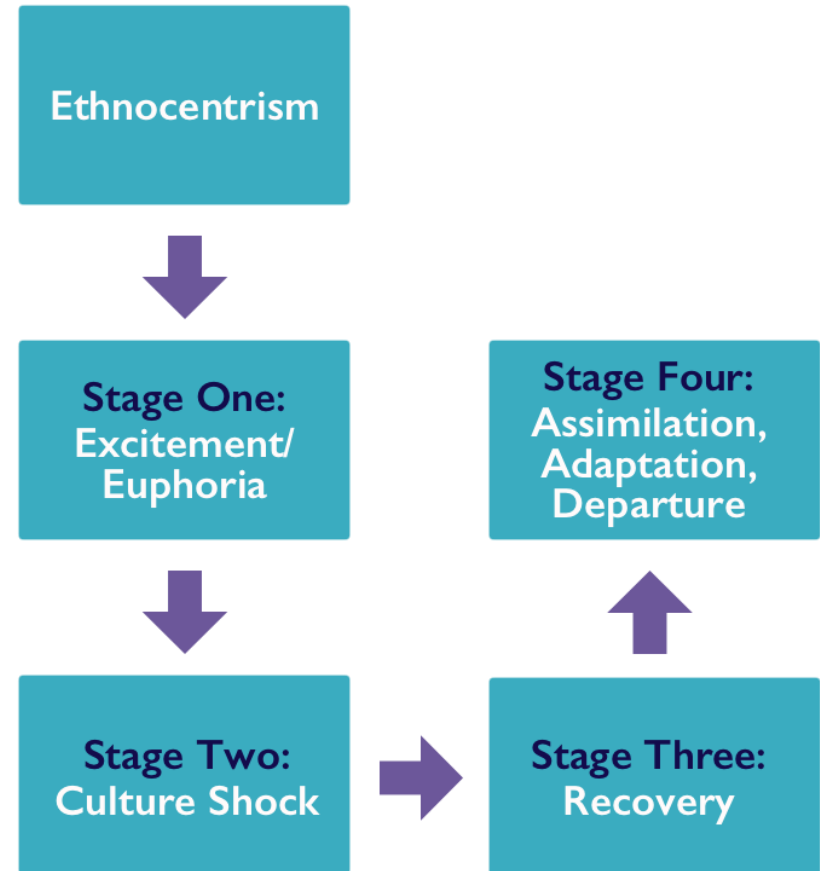
Bloom, Engelhart, Furst, Hill, & Krathwohl, 1956; Holliday, Hyde, & Kullman, 2004.

3. Culture and Instructional Aim

Acculturation

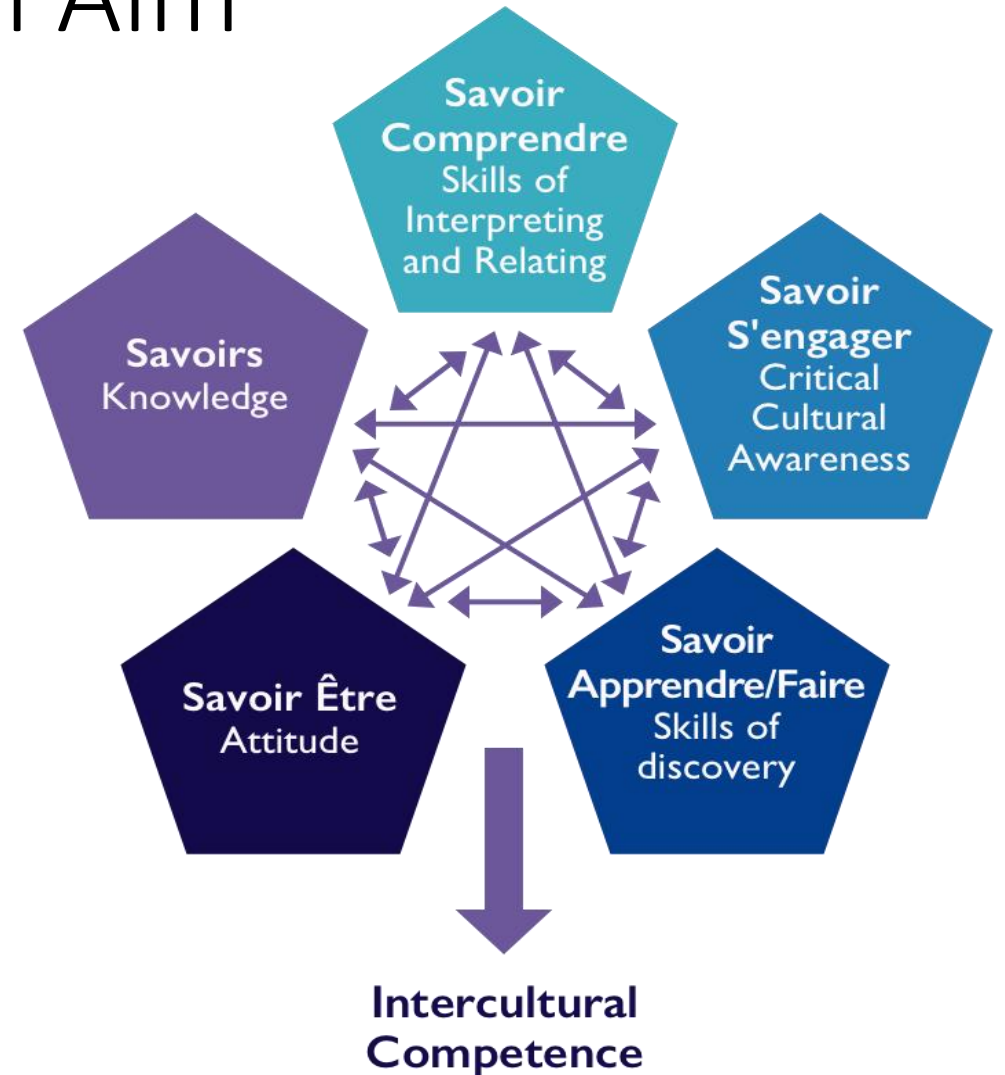
Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: Software of the mind* (3rd ed.). New York, NY: McGraw Hill.

Lysgaard, S. (1955). Adjustment in a foreign society: Norwegian Fulbright grantees visiting the United States. *International Social Science Bulletin*, 7(1), 45–51.



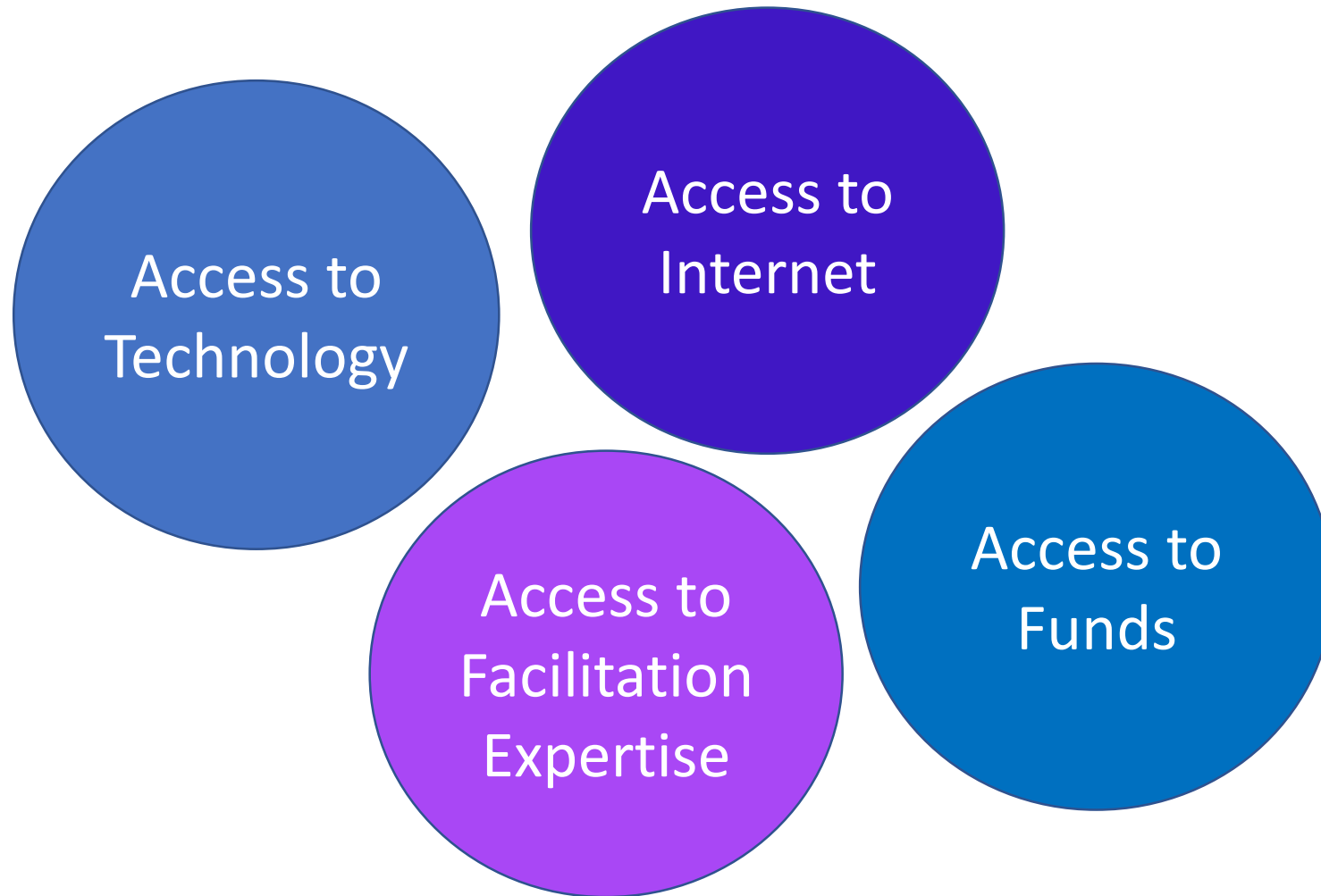
3. Culture and Instructional Aim

Intercultural Competence



Byram, M. (1997). *Teaching and assessing intercultural communicative competence*. Philadelphia: Multilingual Matters.

3. Learning Design: Context

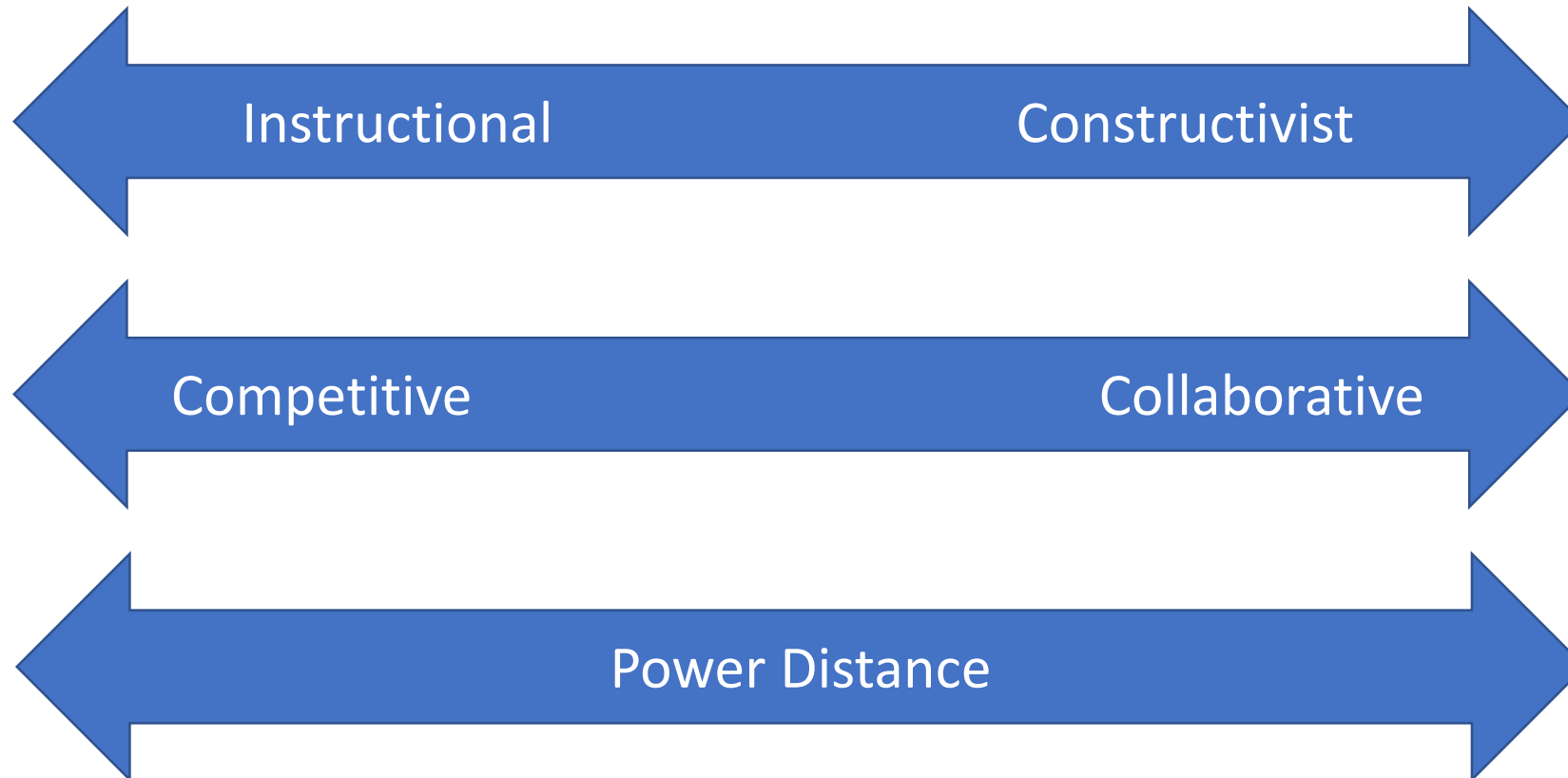


3. Learning Design: Learning Mechanics

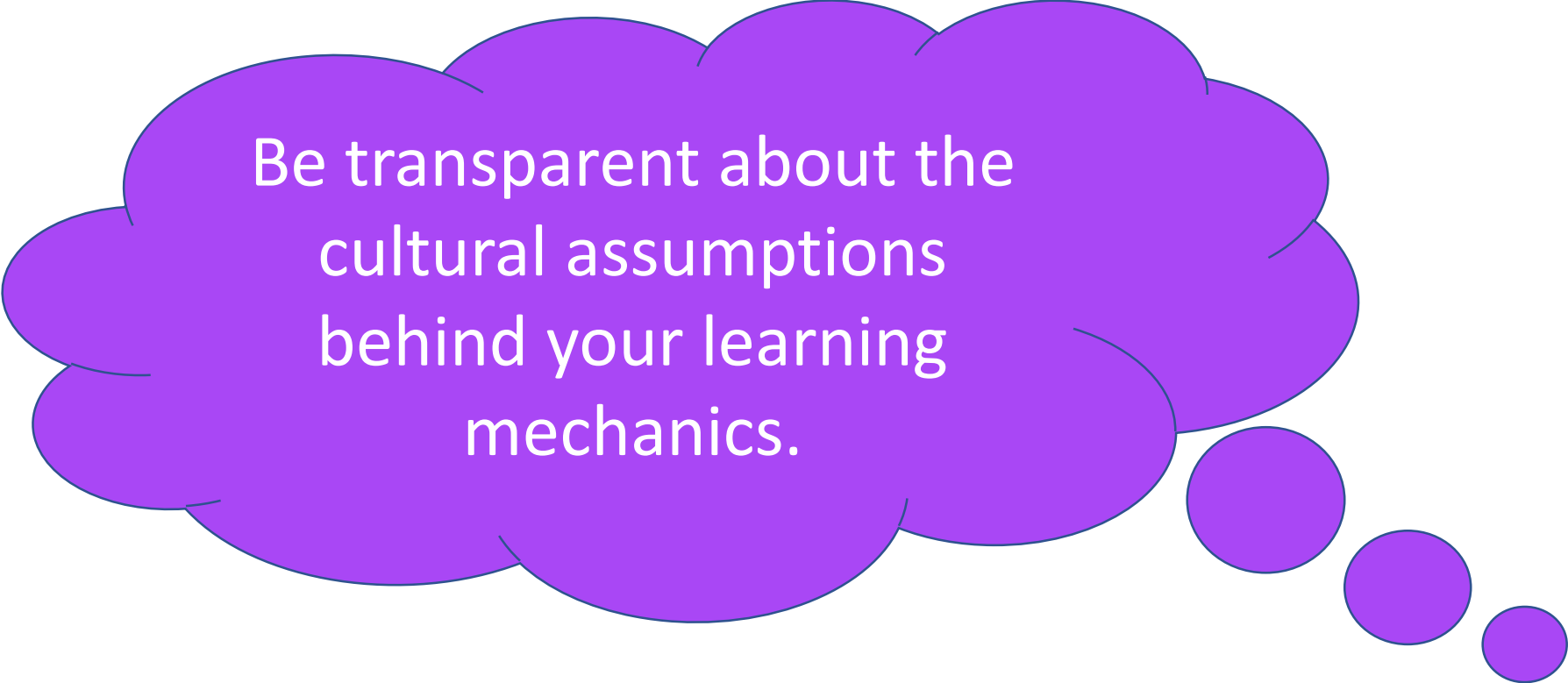


Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: Software of the mind* (3rd ed.). New York, NY: McGraw Hill.

3. Learning Design: Learning Mechanics

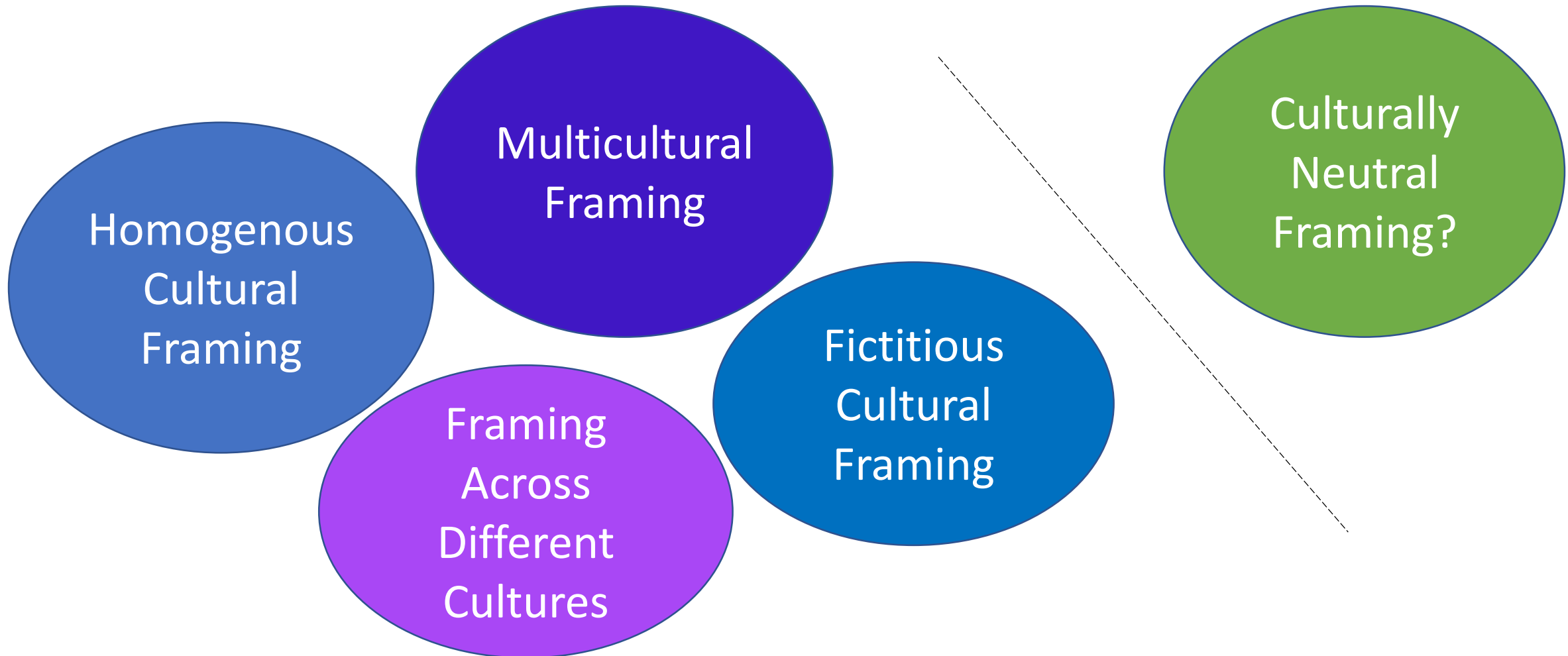


3. Learning Design: Learning Mechanics

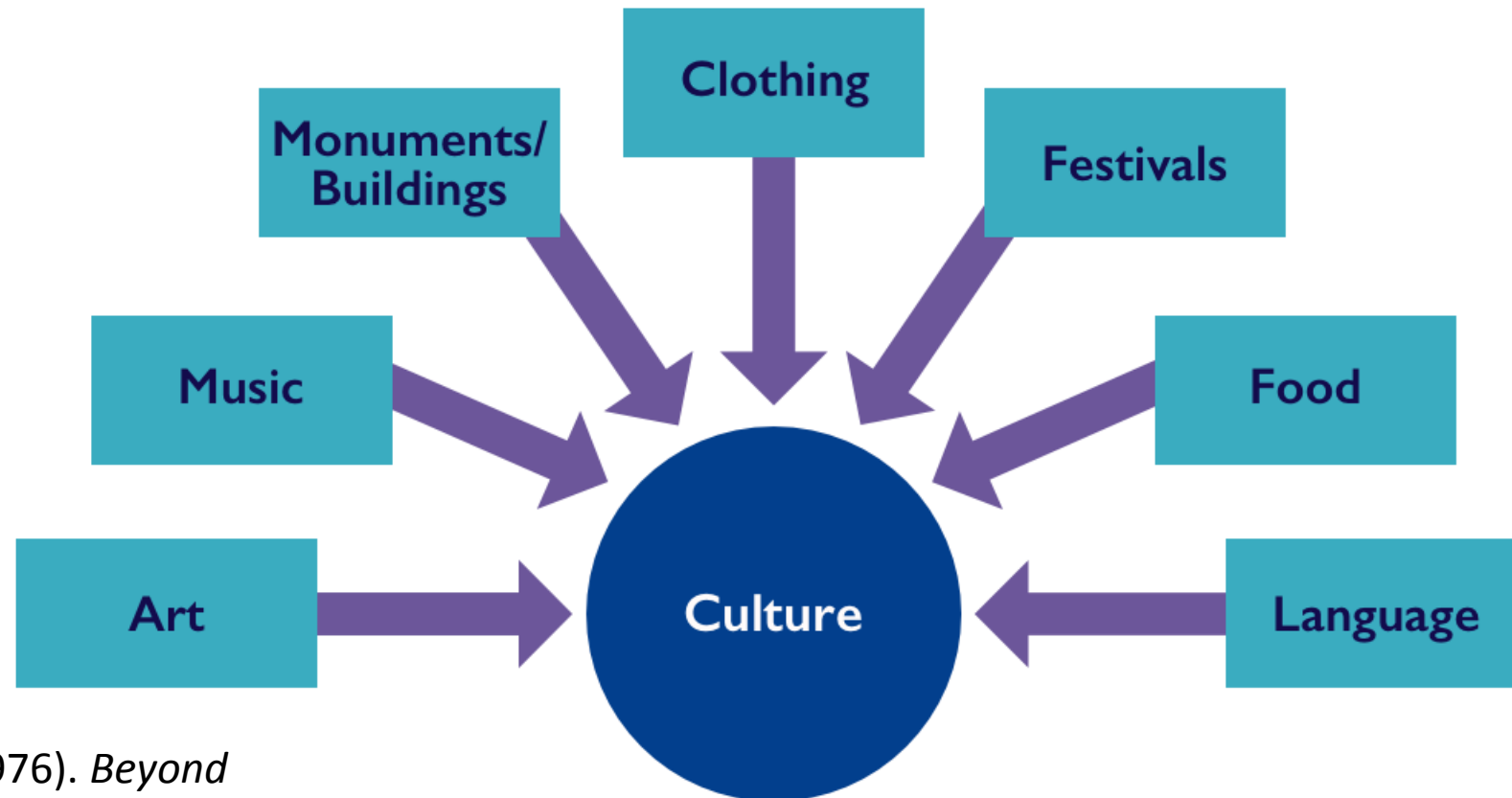
A large purple thought bubble with a white outline, containing the text "Be transparent about the cultural assumptions behind your learning mechanics." To the right of the main bubble are three smaller purple circles of decreasing size, arranged in a descending line, suggesting a thought process or a sequence of ideas.

Be transparent about the
cultural assumptions
behind your learning
mechanics.

4. Culture and Game Design: Framing

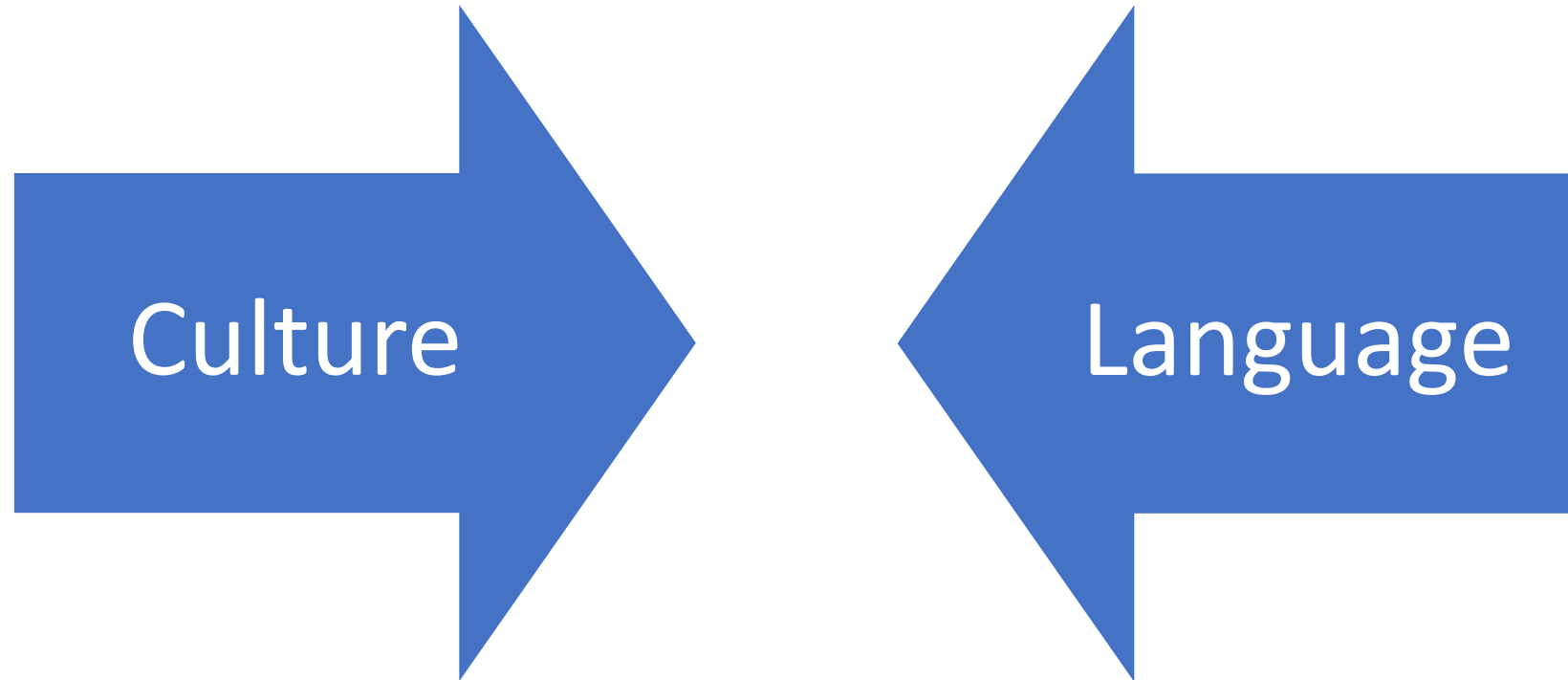


Culture and Game Design: Framing



Hall, E. T. (1976). *Beyond culture*. New York: Doubleday.

4. Culture and Game Design: Framing



4. Culture and Game Design: Framing



- Idiomatic Language
- Colloquial Language
- Formulaeic Language
- Non-verbal communication

4. Culture and Game Design: Framing

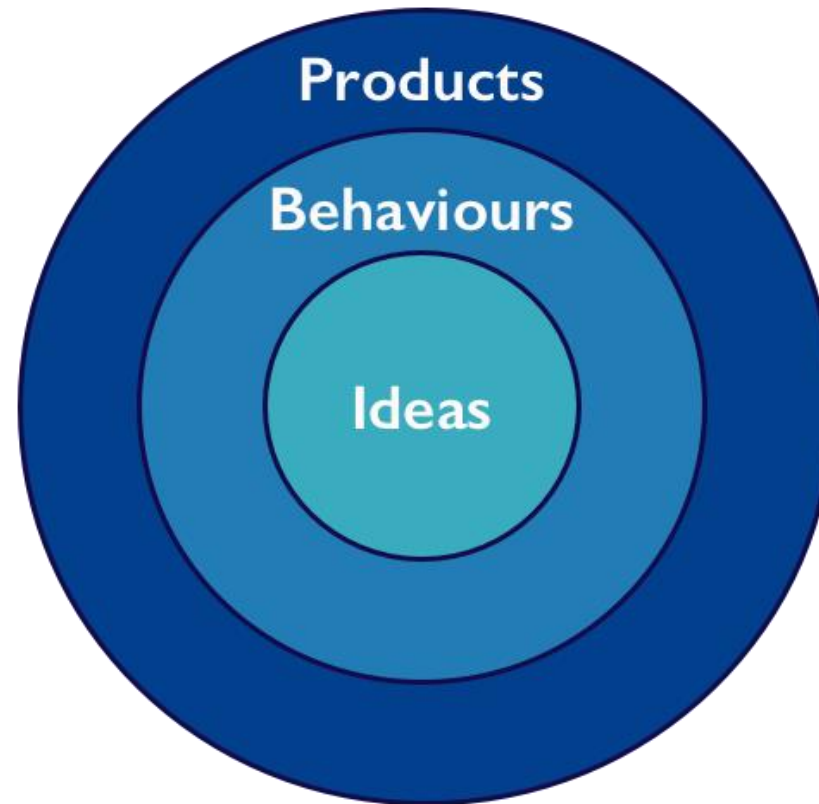


Selfridge, R. & Sokolik, S. (1975). A comprehensive view of organizational management. *MSU Business Topics*, 23(1), 46–61.

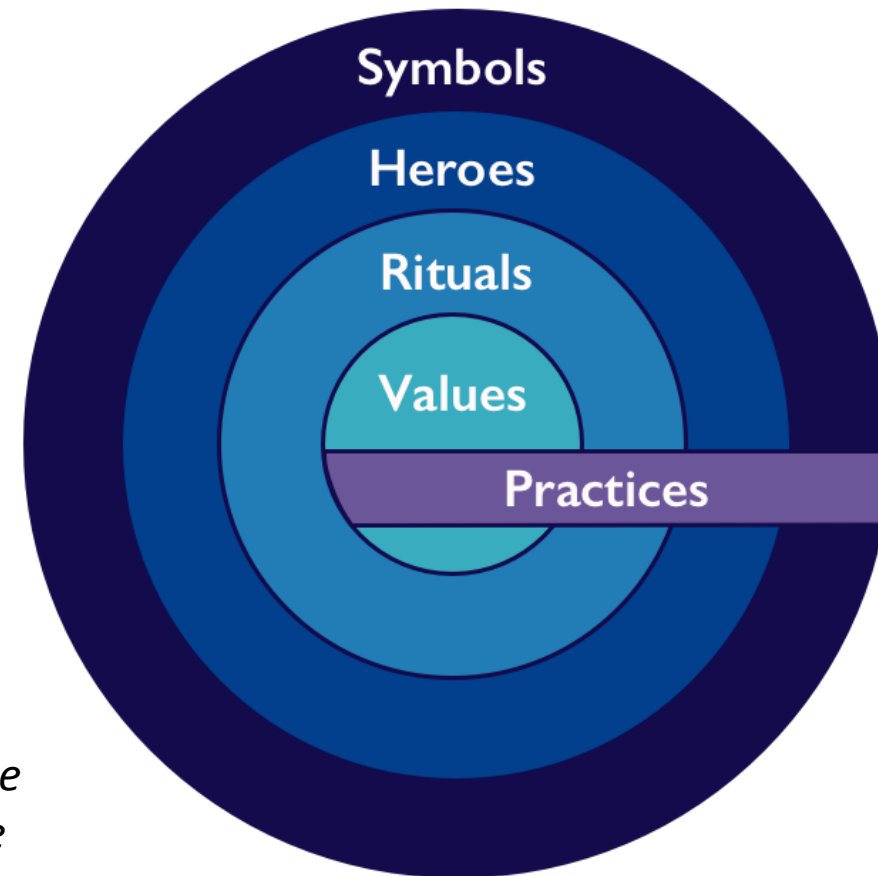
4. Culture and Game Design: Framing

Culture is products (literature, art, artifacts, food, folklore, music), behaviours (customs, habits, leisure activities) and ideas (beliefs, values, institutions).

From Robinson, G.L.N. (1985) as quoted in Tomalin, B. and Stempleski, S. (1993). Cultural Awareness. Oxford University Press.



4. Culture and Game Design: Framing



Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Thousand Oaks, CA: Sage Publications.

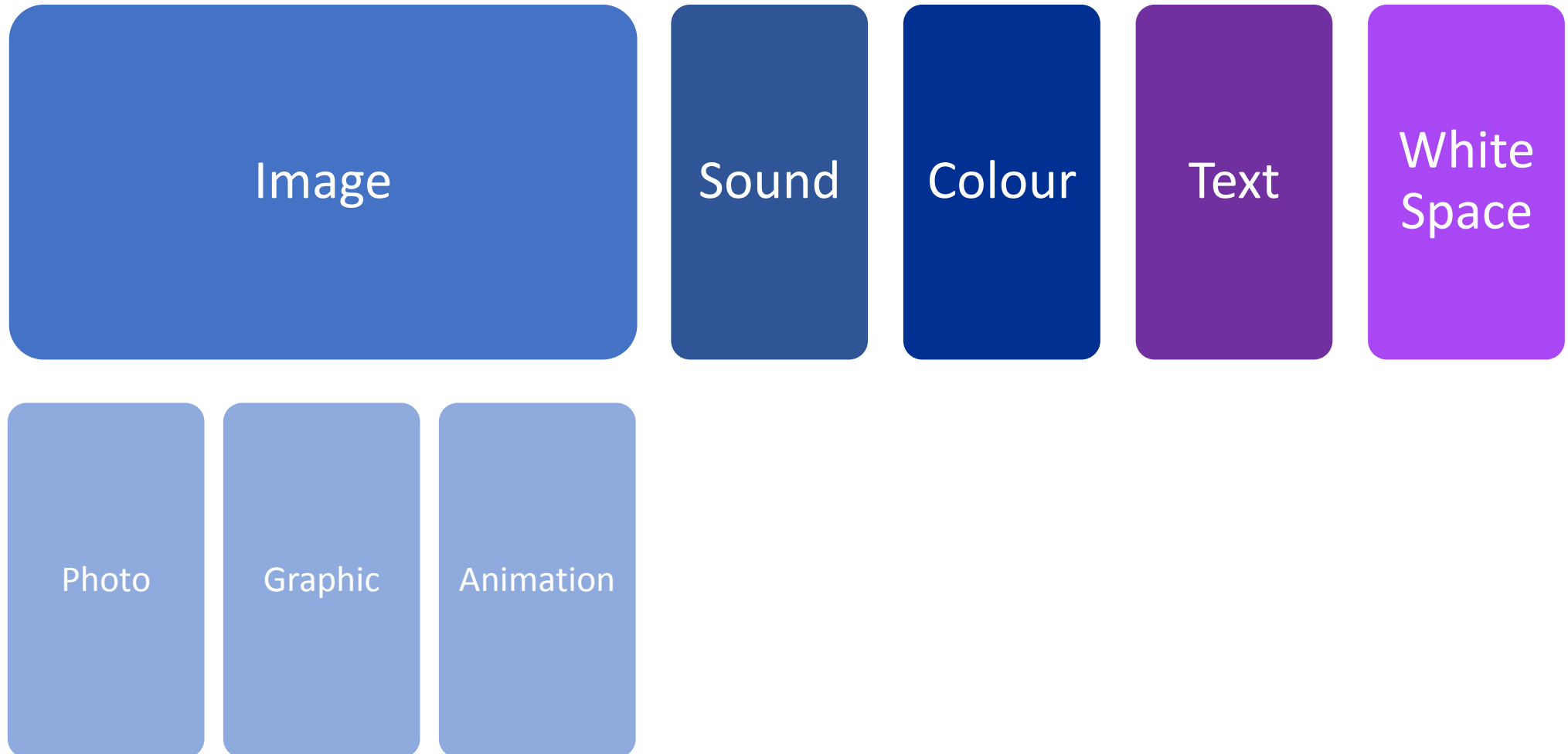
Hofstede, G. (1991). *Cultures and organizations: Software of the mind: Intercultural cooperation and its importance for survival*. New York: McGraw-Hill.

4. Culture and Game Design: Framing



- Stereotypes (appearance, behaviour, values)

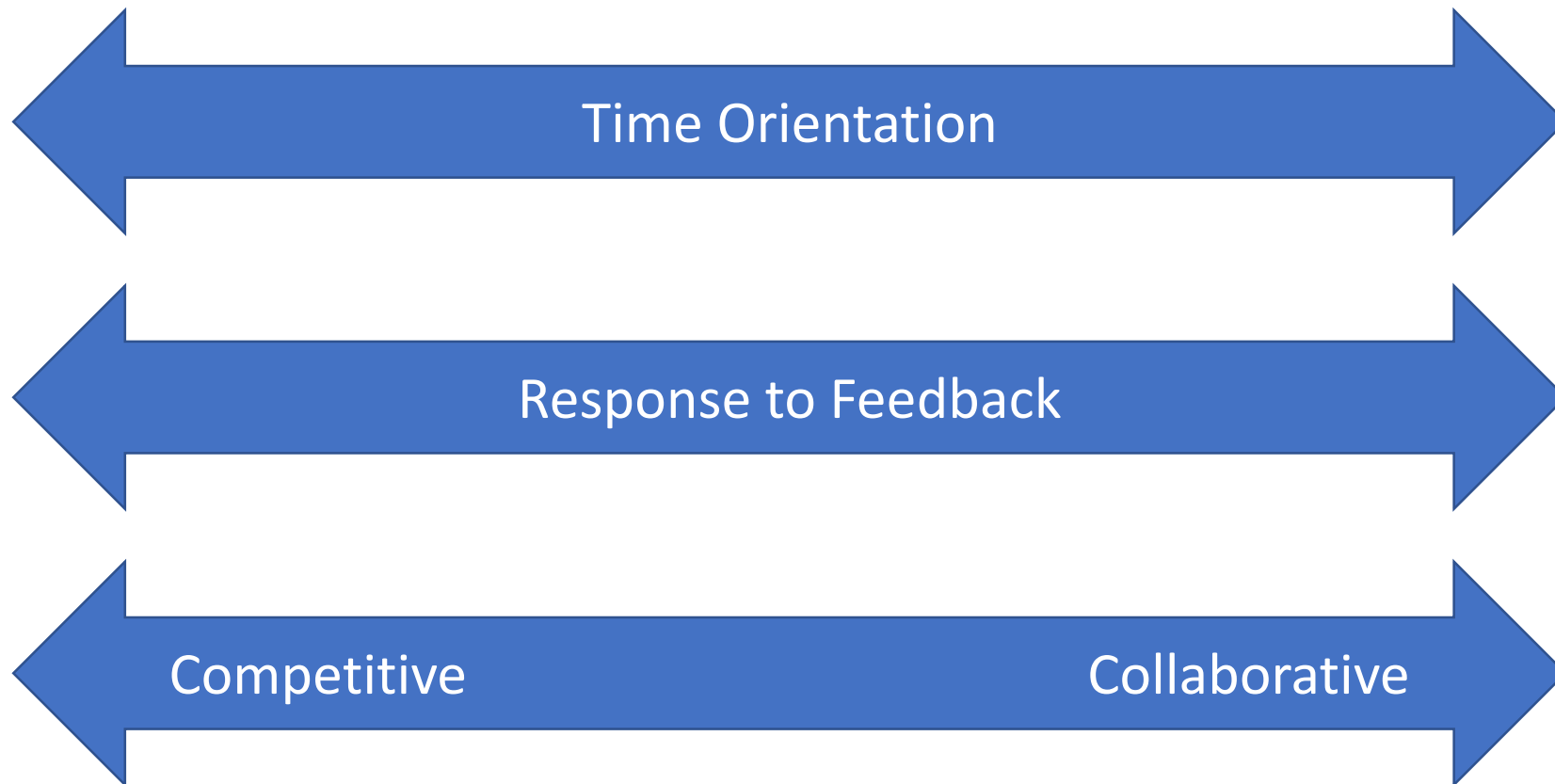
4. Culture and Game Design: Aesthetics



4. Culture and Game Design: Game Mechanics



4. Culture and Game Design: Game Mechanics



4. Culture and Game Design: Game Mechanics



- Clear instructions.
- Short steps.
- Simple language.
- Illustrations.

4. Culture and Game Design: Synthesis



Review

1. What is Culture?
2. Culture and Business Learning Games
3. Culture and Instructional Aim
4. Culture and Learning Design
5. Culture and Game Design

Questions or Comments

@AdvConsEd

www.linkedin.com/in/diannetyers/

Dianne@aceducation.ca