

SERIOUS PLAY: ON-LINE PEPULATOR

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ABSTRACT

In order to explain the process of negotiation, which is a route from the conceptual and theoretical, to the basic definition, the importance of negotiation as a daily present process and in all aspects of all kinds, as organizations, explaining existing models such as the Nash equilibrium and model of the Boston Consulting Group. All of this to finally explain the development of Pepulator negotiation game, its foundations, the results of this practice and the respective analysis to complement the game and catalog it as a suitable model for teaching negotiation.

DESCRIPTION OF THE GAME

The game theory has been applied in management as negotiation, communication, teamwork, and others. This is because it involves scenarios of conflict theory; besides, it implicates interactions between two or more individuals, where the final result depends on the decisions made by each of them, given that the main objective is to find the optimal strategy for each player, being a strategy, a plan or a rule, the best single player is the one that allows himself to maximize the expected profit.

Pepulator is a game based on two computers using as source the prisoner's dilemma style of negotiation between representatives of two companies about the monthly price for the "Pepulator" products.

To set the scenario where this exercise takes place, Pepulator market is handled by two multinationals: Pulsar and Consolidated. Monthly benefits for both companies are uniquely determined by the price that is set and how it is compared with the competitor's price. In this game, participants play the role of board of directors of each company, which they have to determine the price of their company's Pepulators, month by month. Their goal is to maximize the company's profits.

The mechanic of this exercise contains two groups, where each one contains one person on the board of his company. The game has a third indirect participant, who called the manager; he is responsible for monitoring and moderating the scenario, also he manages the game flow and set it up.

To start the game, month after month, a message is displayed in order to explain the scenario. After the first message every gamer start to make a decision according to a rule which explains that the price must be a multiple of ten. Gamers use an interface that allows them to fix the Pepulator price monthly. Thus, each month, after the message, the game continues and the results are obtained with respect to the competition or agreements between gamers.

The manager interface allows seeing the results of every peer during the game time. It is possible to know if a person is cheating when the price is not was agreed in the negotiation sessions that occur thrice throughout the game. Finally, the system is responsible for displaying the results and their profits, indicating that the game is over.

The game director, assigns participation turns and registers the opinions of the players on the board, they have a 15-minutes discussion about game results and acquired learning, and presents conclusions about the game in a 5-minute session.

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