

Users' engagement in a serious game. Empirical study in public management education

PASCAL BRASSIER
UNIVERSITE CLERMONT AUVERGNE - CleRMa Lab
Véronique Favre-Bonté
Université Savoie Mont Blanc
PATRICK RALET
Université Clermont Auvergne - CleRMa Lab

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Abstract

User engagement is a hard point in public services, particularly in marketing management education. The design of the activity is then crucial. The use of serious games may offer a situation that increases the learner's engagement during the activity. This paper contributes to a better understanding of the importance of engagement in teaching through serious games, in particular what we call the engagement preceding the participants' entry into the game. We seek to show the relationships between ante-game engagement, in-game engagement, and post-game outcomes. This study is based on an online serious game involving nearly 500 students from a national network of public management schools. It shows that ante-game engagement has a significant impact on in-game engagement, which influences participants' results.

Keywords: *serious game; engagement; marketing education*

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