

THE DIFFUSION SIMULATION GAME

The Diffusion Simulation Game, developed in 1976 for the University Consortium for Instructional Design and Technology (UCIDT), is a board game in which participants play the role of a reading specialist in a middle school, attempting to persuade the teachers and staff of the school to use an innovative instructional technique. They choose different diffusion strategies and see the results in terms of progress toward adoption.

It is still used in IST courses at Indiana University and at other universities. The hard-copy version is no longer in print and copies cannot be obtained from any source known to me.

There is a board game in print that is related to The Diffusion Simulation Game. It is called "Making Change, 3rd edition," and is produced and distributed by The Network, Inc. www.thenetworkinc.org/. Molenda was a consultant in the design of the first version of this game.

A Web-based version of The Diffusion Simulation Game was developed at Indiana University by Huang, Kim, Ludwig, and Frick in 2002. It is available only to individuals with Indiana University computer accounts, at <http://www.indiana.edu/~istdemo/dsg/login.phtml>. For more information about the game and access to it, contact Prof. Ted Frick, Indiana University frick@indiana.edu.