



# Connections UK Conference 2023 PoP! & BSEG Series

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DSTL/PUB151833 v1.0

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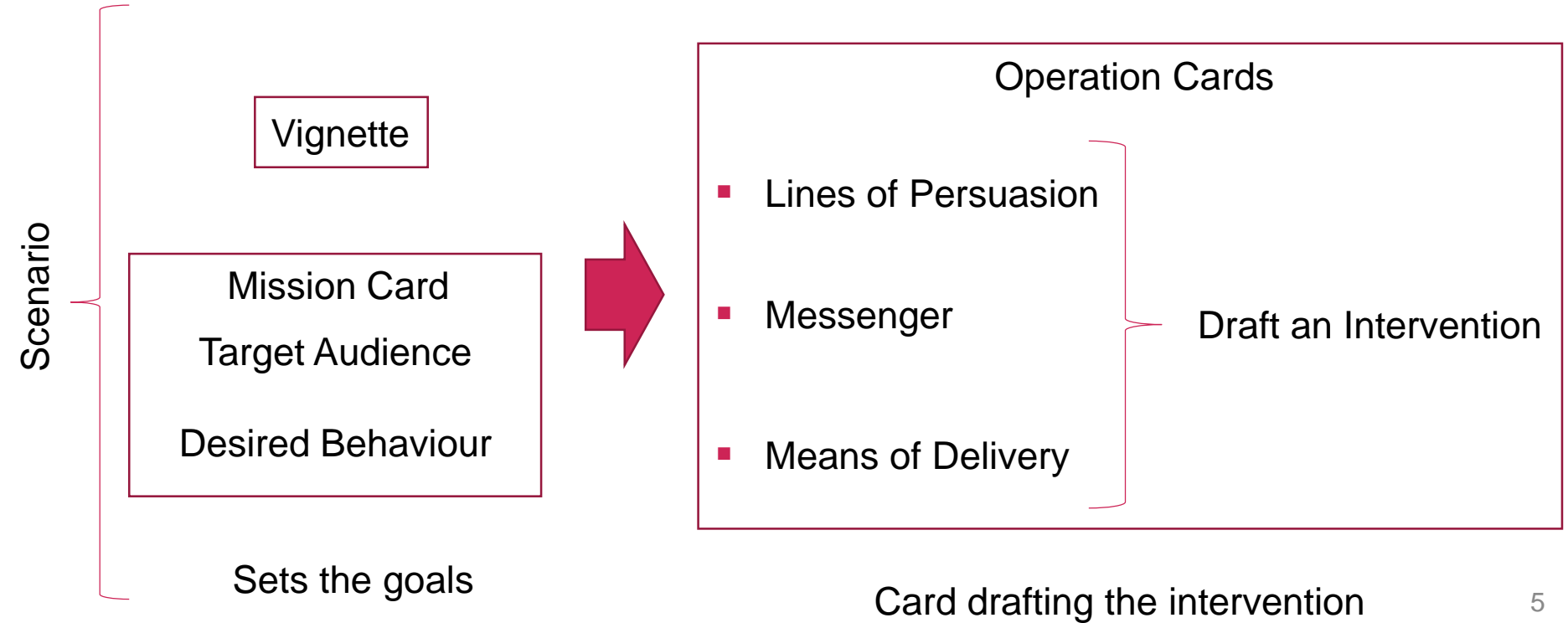
**[dstl]** The Science Inside

## 'Powers of Persuasion' PoP! The card game



- To teach basic principles behind influencing audiences within a military context
- Easy to play
- Quick to learn
- Portable
- Rapid game play

- To teach basic principles behind influencing audiences within a military context → Game Content
- Easy to play → Set Collection
- Quick to learn → Card Drafting (Rummy)
- Portable → Card Game
- Rapid game play → Volume of options



- How to decide how many operation cards for each player to have?

Pick  $x$  cards from a deck with 36 cards in 3 suits of 12.

What is the probability that the cards in a players hand possesses at least 1 of each suit?

Sometimes the formal approach, whilst solid and repeatable, is not the most efficient method.

Software approach (VBA in Excel)

1. Create three sets of 12 letters (a,b,c)
2. Assign each a random number between 0 and 1 to as many decimal places as possible.
3. Order the list.
4. Deal to four players (cards at  $4n-3$  go to player 1, cards at  $4n-2$  go to player 2 etc.)
5. Was the goal achieved, reset and loop until confident it's a good estimate.

- The basic design pack was hand made
- There were a total of five playtests
- The results from the playtests were fed back into the development
- On playtest 4 there were no changes recommended, and the game was tested once more with a group who were given the pack and the instructions and left alone to figure it out
- After this the writing of the rules was revised and the game was ready for a graphic designer to create the print files

## Example of first Draft

### Means of Delivery

**Engagement (Meeting with leaders, local population, religious leaders, local influencers, national influencers)**



**Scoring Reference: 7**

- To make scoring easier the number becomes a feature
- Colour coding for the three elements of an intervention
  - **Lines of persuasion**
  - **Messenger and**
  - **Means of delivery**
- Helps the player understand their hand at a glance
- Flavour text is added and checked and checked and checked...
- Project WIRE branding is embedded in the backs of the card





- Why is a ■ more negative than ■ is positive?
- Why am I allowed to only submit 1 or 2 cards rather than being forced to show 3?
- Why do I have to discard a card from my hand and not the one I picked up?
- Does my intervention have to make sense?



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