

# Who is Yum-Yum?

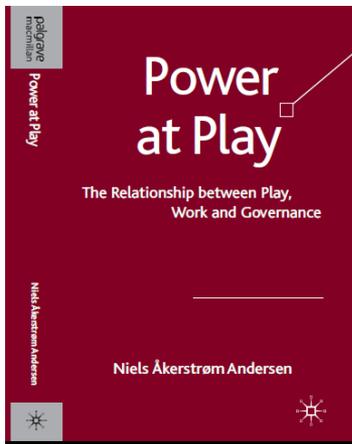
## Handling resistance through ludic technologies in the frame of a cartoon state

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# Ludic technologies and active citizenship

- School-home partnership games
- Family games prescribed by the schools
- Value games on voluntary work
- Social responsibility game for managers
- Community building games
- Health games
- Games empowering unemployed people



Sometimes I want to ask you if you would like to play with me.



You are often picking on other people in the group.



You often disturb when we sit in a circle.



I really pay attention to the things you do.



You often stop others from having fun.



You are good at telling people if you are sad.

## SHORT AND SWEET IN THE INTRODUCTORY PERIOD



A social-educational game

# Health at play

"It is not okay for students to try alcohol at home",

"Parents are the children's most important role models",

"Children and young people need to be motivated to live a healthy lifestyle"

"Children and young people must learn to take responsibility for their own health".

**PRIORITIZATION TABLE**

## HEALTH AT PLAY

FRUIT WATER VEGETABLES EXERCISE PLAY SKILLS SAFETY RESPONSIBILITY SELF-CONFIDENCE LIGHT  
 DRIVE CLASSROOM FRIENDSHIP HAPPINESS TRUST AIR

	Prioritized statements	Suggested arrangements for parents	Suggested arrangements for pupils	Suggested initiatives for the schools/the management
1				
2				
3				

# Infection Protection



The aim of this game is to empower children to take responsibility for their own health and hygiene. Through play, the children are to learn to protect themselves against infections. One child is selected to be the ‘virus,’ and another to be the ‘body.’ The remaining children are the ‘immune system.’

The children representing the immune system join hands and form a big circle around the body. The virus is on the outside. The virus tries to touch the body, while the immune system moves around to prevent the virus from touching the body. (Right to play 2007)

# Thesis

- With the concept of "active citizenship" the public administration expands its steering ambitions regarding the inner will and self-creation of the individual citizen
- The administration experience resistance among citizens. They lack the will of steering their inner will in the name of public administration.
- Ludic technologies is a way of handling this resistance.
- And this type of steering technology put at stake the form of state.

# Get healthy through play

- A campaign by the Danish Veterinary and Food Administration and the National Board of Health

# Resistance

- ”Many (employees) are attentive to the barrier that may be present with socially exposed citizens in form of a general scepticism and antipathy towards everything that they associate with the public system. In order to avoid citizens reacting with an unwillingness towards health promoting initiatives, the employees suggest the following principles for their work:
- 1) The employees must show that they ’are like the citizens’, ie. they have to be open about their own difficulties with living a healthy life.
- 2) The employees must be role models but in a way where they don’t appear as perfect or unattainable.” (National Board of Health 2007: 28).

# The system should not look like a system

- ”The employees also tell how they use humour and self irony when they make physical activities with the citizens. Eg. by making fun of their own lack of fitness, the employees can contribute to creating an unpretentious atmosphere that can include all.”(National Board of Health 2007: 40)

# Steering has to be fun

- ”Finally, several employees point out that happiness and fun should be an important element of the health promoting work. Some employees come with examples of activities that have been fun for everybody such as a snowball fight, rounders and cooking” (National Board of Health 2007: 31)
- ”In general, it stands to reason to consider how to promote people’s health through humour and fun. An interviewee, for example, says that she in an earlier activation course participated in a catch penny workshop as a part of the activation. They finished the workshop with a one hour catch penny show for their children to the delight of themselves, their children and the employees” (National Board of Health 2007: 40)

# Health promotion cannot look like health promotion

- ”One has to take ’small steps’ when working with health in relation to socially exposed citizens. (...) Many have a certain ’resistance against the system’ which means that they probably also will be sceptical towards health promoting initiatives. In those regards, the employees find it important not to focus too much on health. It must be integrated as a part of daily life through for instance fruit bowls at the lunch table etc.” (National Board of Health 2007: 30)

# Edutainment

# SPIN THE BOTTLE

## WITH YUM YUM AND HIS FRIEND TIKKI TUFT

**1** Hånd er brødet et chokolade, når du er tørstig?  
A: Soda vand  
B: Kaffe  
C: Vand

**2** Hånden får du brugt kroppen?  
A: Spiller computer  
B: Dykker  
C: Ser fjernsyn

**3** Hånd på et ben som en flanske?  
A: Hop som en kamel!  
B: Gå på alle fire som en abe!

**4** Hånd er godt at spise hver dag?  
A: Æg, kage og smør  
B: Grønt, fisk, brød og smør  
C: Læggesedler

**5** Hånd med vingerne som en fugl?  
A: Tramp og ryst sanden som en elefant!  
B: Bank med vingerne som en fugl!

**6** Hånd kender kødet fra?  
A: Hvilken brød er godt at spise hver dag?  
A: Frøbrød  
B: Rugbrød  
C: Wienerbrød

**7** Hånd på brystet som en orangutang?  
A: Hvilken drik er uden sukker?  
A: Soda vand  
B: Vand  
C: Sitte vand

**8** Hånd på øret?  
A: Går du rundt og ser på ting?  
B: Går du rundt og ser på ting?  
C: Går du rundt og ser på ting?

**9** Hånd på hovedet?  
A: Går du rundt og ser på ting?  
B: Går du rundt og ser på ting?  
C: Går du rundt og ser på ting?

**10** Hånd på hovedet?  
A: Går du rundt og ser på ting?  
B: Går du rundt og ser på ting?  
C: Går du rundt og ser på ting?

**11** Hånd på hovedet?  
A: Går du rundt og ser på ting?  
B: Går du rundt og ser på ting?  
C: Går du rundt og ser på ting?

**12** Hånd på hovedet?  
A: Går du rundt og ser på ting?  
B: Går du rundt og ser på ting?  
C: Går du rundt og ser på ting?

**YUM-YUM**  
Lang tid med masser af god mad!

**TIKKI TUFT**  
Lang tid med masser af god mad!

**Ministeriet for Fødevarer, Landbrug og Fiskeri**  
Fødevarertryk.dk

**Spilleplaner:** Alle 22 aktiviteter, der er på listen, er gratis og kan bruges i alle klasser og på alle niveauer. De er udviklet af Danmarks Folkeskolelærere og er tilgængelige på [www.folkeskolelærere.dk](http://www.folkeskolelærere.dk).

**For mere information:** Kontakt [info@folkeskolelærere.dk](mailto:info@folkeskolelærere.dk) eller [www.folkeskolelærere.dk](http://www.folkeskolelærere.dk).

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# A ludic cookbook

## Knicht-cakes with golden eggs and fiery sprinkles

Fish-cakes with potatoes, carrot salad, and remoulade sauce

### This is what you need:

- 800 gr of cream of fish
- 4 large leeks – finely cut up
- 2 tablespoons of rape-seed oil
- 600 gr of potatoes
- 3-4 large carrots – grated
- ½ dl of remoulade
- 2 dl of soured whole milk (1,5%)

### This is how you do:

- Wash and peel the potatoes and boil them for 20 min.
- Wash, peel and grate the carrots
- Mix the cream of fish with the finely cut leeks
- Fry the fish cakes in oil on a hot pan
- Mix remoulade with soured whole milk
- Serv the fried fish cakes with boiled potatoes, grated carrots and remoulade sauce

**Safe half of the fish cakes for the next day**



# Family contract schemes

## MAKE AGREEMENTS WITH YOUR CHILD

### Eat fruit and vegetables

- Every day and at every meal

#### Tip

- A bowl of cut out fruit and veggies tempts Kids love to get their own bowl
- Give your child an apple or banana on your way home from daycare
- Use twice as many vegetables as meat



	Our agreement						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1							
Week 2							
Week 3							
Week 4							

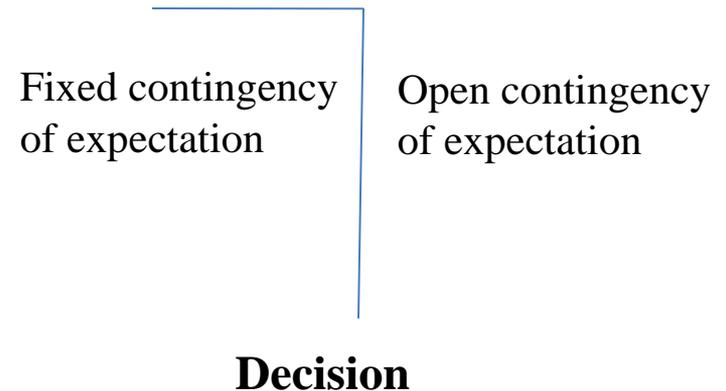
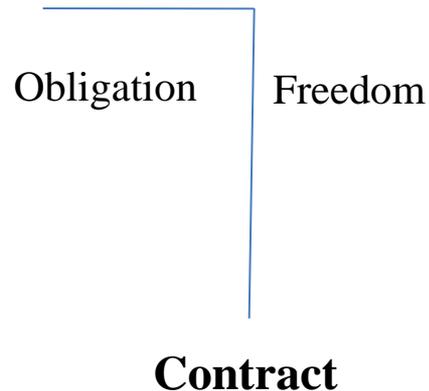
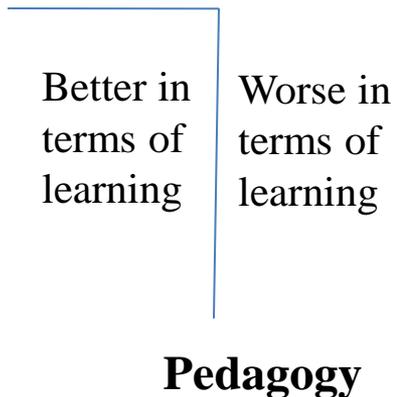
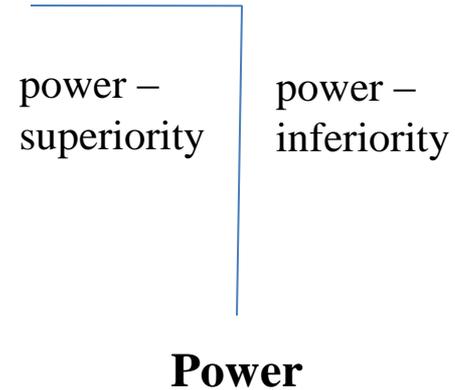
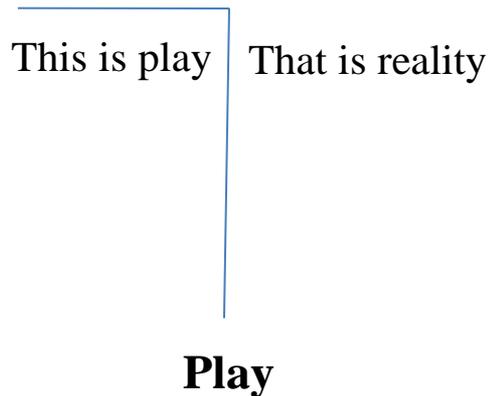
Children at the age of 1-3 need fruit and Vegetables at every meal

Children at the age of 3-6 need 2 pieces of fruit and 200 gr of vegetables every day



- Fresh and frozen fruit and Vegetables are equally healthy
- Fruit and vegetables bring color to the food

# Heterogeneous logics of communication



# Oscillocracy and triple binded communication

- What is constructed is a scene of interaction in constant oscillation between heterogeneous logics of communications
- We got drifting packages of expectations
- One can never fully know whether one is playing, agreeing, steering, being steered, making a decision or something else
- The participants risk to be put in a double or even tripled-binded communication where they are expected to fulfill contradictory expectations

# Play as the last retreat of steering

- The campaign keep the selection of communication media open
- The effect is that the campaign always can withdraw its offers of communication when resistance is observed
- When the families articulate resistance against steering, the professionals can say that the matter is a volunteer contract,
- and when the families then say that the contract is too much obligation, then the contracts can be agued as “just a game”

# Self-suspension

- The “Healthy through Play” campaign neither wants to be recognized as campaign nor to be rejected as such.
- We get regulation that does not want to be seen as regulation, contracts that do not care for obligations but only freedom, and a pedagogy that seek not to be instructive.
- Perhaps the most probable result is that the campaign itself becomes a game.
- It is play-campaigning with the benefit of being able to quickly and easily suspend the campaign’s quality of regulation, pedagogy, and obligation if it senses opposition from citizens.

