

FARMVILLE: WHAT BUSINESSES CAN LEARN FROM IT

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Social games have increased in popularity in recent years due to the emergence of social networking sites such as Facebook. Social games are a specific type of online game that players can typically use free of charge using a standard Web browser as an interface. Since social games are usually part of social network sites they are already integrated with one another, including a majority of the social websites features. Throughout all these social online games, Farmville is one of the fastest growing and most popular.

Farmville is a relatively simple game with a concept where people manage a virtual farm by planting, growing and harvesting virtual crops, trees, and livestock. However, Farmville offers something that is more unique to other social games; it is about community-based sharing that brings people together to collaborate towards achieving a common goal. In addition, the main design concept uses in Farmville is similar to real life social interactions where players have the freedom to choose what to play, what actions to take and with whom to interact with. Farmville is not typical in the sense that there are tasks to manage. It is designed in such a way that people get fully engaged and has the opportunity to learn while playing. Farmville teaches people about strategy and planning, how to be part of a community and benefit from it, socializing, and being patience. Therefore, looking at how successful Farmville is in uniting people and making them work together effectively; we propose a model that could be used by organizations to improve their overall performance and effectiveness.

It should be noted that the suggested model in this abstract focuses on the internal factors only; all the factors are about the internal workings of organizations. The model suggests six main factors affecting organizational effectiveness: 1) Sense of Community, 2) Clear goals, 3) Immediate feedback, 4) Motivation and Competition, 5) Potential Control and 6) Influence.

The game conveys many strategies that organizations can learn from. Organizational effectiveness is critical to success in any organization. In order to achieve organizational effectiveness, organizations not only need to have the right strategy but also to effectively engage their employees.

With the popularity of Farmville games on the rise, we look at the contributing factors to its success. We can see that our most robust communities can now be found online inside Farmville. It is a powerful communal infrastructure on which millions of people efficiently and effectively share their lives. Farmville is very successful because it does what nothing else has, that is, it brings together a massive number of people globally. The concept of community in Farmville is a success. It demonstrates how much common ground we can find in humans if we do things the right way. In this study we see Farmville as an educational tool, designed to train us to be better at community. There are some main factors in Farmville that are being practiced by Farmville players and together bring about a success of the game. These factors are building block of our proposed model in relation to organizational effectiveness and success.