José Antonio Bowen
Nudging Student Success Workshop

Nudges and Design Choices

Designs "that alter people's behavior in a predictable way without forbidding any options."
Thaler, R. H., & Sunstein, C. R. (2009). *Nudge: Improving Decisions about Health, Wealth, and Happiness*

- Choice architecture = everything matters: there is no neutral design
- Nudge not noodge: Free to choose, but the <u>default</u> alters behavior
- Little changes can have a big difference

Types of Nudges

- Choice Architecture
  - Quantity of Choices
  - Opt-in vs Opt-out
  - Default (Registration Nudges, Majors?)
- Goal Gradient (Grading?)
- Loss Aversion (Incentives and Rebates)
- Sunk-Cost Fallacy (Meta-Majors)
- The Course Cart (why Amazon works)
  - Exploring and putting things in your cart = FUN
  - Selecting = Cognitively HARD
  - "Save for later" has meaning
- Good Design = Anticipate Mistakes (ATM)
- Boomerang Effect, Social Norms and Emotions
- Emojis work!
- Mere-Measurement and Channel Factors

Mobile Nudges (results from mHealth)

Info: You need to leave in 10 min to be on time for your next class given current traffic
Modify Behavior: Self-monitoring – Noom
Support: Social networks for everything
Scale and Specificity: Highly targeted
Immediate Action
   Appointment and Deadline reminders
   Financial Aid and Forms – CLICK HERE to finish
   Do you need help registering for classes REPLY Yes or No
Personal and Specific
   Names: "José, are you feeling better this week? Dr. M."
   From a real person/instructor
Purpose and Engagement
   X% of juniors who went to the job fair found an internship!
   Y% of students found the review video helpful for the midterm ☺
Remove Barriers
   I am here until midnight hoping to help you ☺
Channel Hierarchy
   Text (Immediate) + App (Actions and Video)

Sleep Nudges
- Info on Sleep Myths
- LMS Assignment times
- Programable LED Lighting
- Screens (habit tracker and lighting apps)
- Meal Times and Study Breaks
- Class Schedules

Behavior and Study Time
- Sleep, Water, Exercise, Eating and Time
- The one who does the work, gets the benefit.
- Education is a DESIGN problem: to motivate, inspire, guide & consolidate
- Our goal is to design and integrate better to increase student capacity for learning.

Motivation as a Nudge: Instructions and Entry Point
- Safety First: avoid adrenaline
- Memory and Context: What's in your Closet?
- Expertise and Density
- Engagement, Motivation, Prediction
- Start with what matters to students, then connect with content
- Conditional Instructions -- Frame with uncertainty

Reflection Nudges
- Reflection Portfolios
- Cognitive Wrapper: Reflect, Compare, Adjust
- Structured Silence

Nudging with Space
- Creating Invitations
- Building Community
- Built Pedagogy
- Influencing Behavior

Integration
- Learning Everywhere: Just Connect
- Design Schema:
  Goals - Activities - Feedback
- Sequence Matters!
  - Learning is a Spiral
  - Put the most difficult learning face-to-face

*If we want them to _____, then **we** need to _____.*