

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 default 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)

Specificity: You need to leave in 10 min to be on time for your next class given current traffic

Behavioral: Self-monitoring – Noom

Support: Social networks for everything

Gamification: Points! (Duolingo)

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

Names: “José, are you feeling better this week? Dr. M.”

From a real person/instructor

Purpose

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.

Reflection Nudges

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

Nudging with Space

- Creating Invitations
- Building Community
- Built Pedagogy
- Influencing Behavior

Save 30% on BOOKS!

Teaching Change: *How to Develop Independent Thinkers Using Relationships, Resilience, and Reflection* (Johns Hopkins University Press, 2021)

Code HTWN at [JHUP](#)

Teaching Naked: *How Removing Technology from your College Classroom will Improve Student Learning* (San Francisco: Jossey-Bass, 2012). AAC&U Ness Award 2013

Teaching Naked Techniques: *A Practical Guide to Designing Better Classes* with C. Edward Watson (San Francisco: Jossey-Bass, 2017).

Code TNT30 for any Teaching Naked book at [Wiley](#)