

Nudging for Student Success

New Tools for a New 3Rs

José Antonio Bowen

1. Learning is about Change

The Learning Economy: Skill Set Employers Want

Solving Complex Problems, in groups, with diverse people

A curriculum for the unknown: curriculum as a toolbox

Grads who can learn new (yet undiscovered) content on their own

Teach Process = 3Rs: Relationships, Resilience and Reflection

2. Nudges (design systems that foster good decisions but allow choice)

A nudge “is any aspect of the choice architecture that alters 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 Overload: More Choices = Cognitive Depletion

[Iyengar, S.S., & Lepper, M.R.](#) (2000). When Choice Is Demotivating: Can One Desire Too Much of a Good Thing? *Journal of Personality and Social Psychology* 79, 995-1006.

The Goal Gradient: bring the goal closer

Hull, C. L. (1932). “The Goal-Gradient Hypothesis and Maze Learning,” *Psychological Review*

Kivetz, Urminsky, & Zheng (2006). The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusory Goal Progress, and Customer Retention. *J of Marketing*

Emotions, Social Norms and Gamification

Craft messages that reinforce social norms and real (ought vs is)

You’ve gone to class 5 days in a row! 😊

Schultz, P, et al. “The Constructive, Destructive and Reconstructive Power of Social Norms.” *Psychological Science* 18 (2007): 429-34.

Implementation Intentions

Improve follow-through by asking when and how

Measurement Effects (Are you going to study tonight?)

Leventhal, H. et al When Questions Change Behavior” *Journal of Personality & Social Psychology* 2 (1965): 20-29

Status Quo Bias, Defaults, Opt in/Opt out, Framing

Allow choice, but chose defaults for better choices

Your advisor appoint is set!

You’ve declared a major, here are next semester’s courses.

Provide Just-in-Time Information

Johnson, E. J. and Bellman, S. and Lohse, G. (2002). Defaults, Framing and Privacy: Why Opting In-Opting Out, *Marketing Letters* 13(1), pp. 5-15 (original with “health surveys

Loss Aversion & Rebates

Mobile Nudges (results from mHealth)

Specificity: Leave in 10m 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: Do you need help registering for classes REPLY Yes or No

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

Purpose: 60% of students found the review video helpful for the midterm 😊

Remove Barriers: I am here until midnight hoping to help you 😊

Nudge Perceptions and Behaviors (not outcomes)

Study Smarter: <https://teachnaked.com/study-smarter/>

3. Learning is S. W. E. E. T.

SWEET = Sleep, Water, Exercise, Eating and Time

Education is a DESIGN problem: to motivate, inspire & guide

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
- Wellness Programs

Nudging with Space: Invitations for Behavior

Good Teaching is Inclusive Teaching

Transparency: Clarity & Rubrics

Belonging: Demonstrate Caring, Communication, Syllabus, Names & Pronouns

Scaffolding: Structure + Flexibility, Study Smarter

Engagement: Early Feedback, Real-World Problems

Model Change: Support Ambiguity, Explain Difference, Slow Thinking

Everything Matters: Integration

What can we design better to connect, motivate, inspire and guide?

Teachers are really “**cognitive coaches**”

The one who does the work, does the learning.

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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).

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