



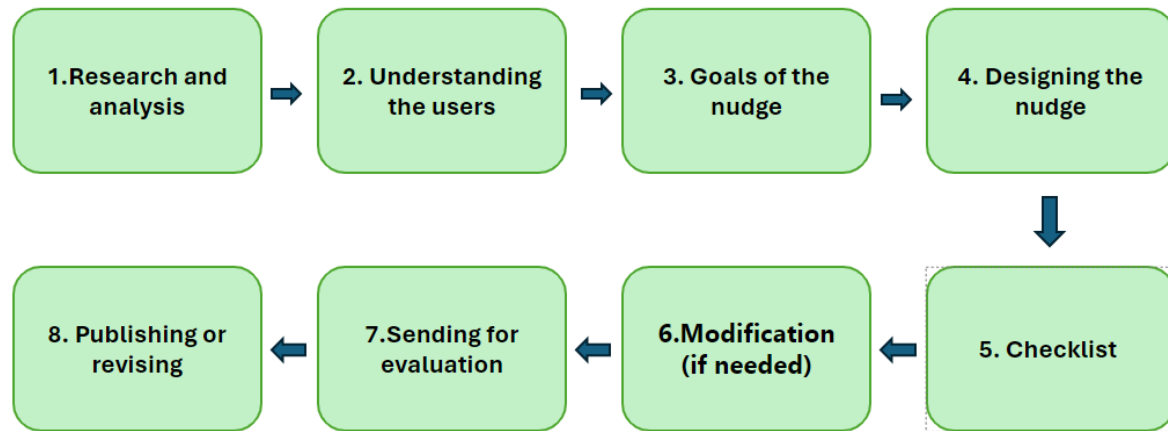
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Guidelines for creating nudges

Objective

The goal of this document is to help you to create nudges that would foster digital skills of teachers while increasing student engagement. These guidelines will take you through 8 simple steps of creating nudges. One of the steps also includes a checklist that needs to be completed for a successful creation of a nudge.

The 8 steps of nudge creation



1. Research and analysis

This is the first step where partners are expected to research the potential ways of creating nudges. This research can be conducted by analyzing academic articles, educational videos, blog posts and other available resources. The research can be done using specific key words and variable combinations of those key words. These key words could include but are not limited to “student engagement” “teaching” “learning” “digital tools” “digitalization” “educational technology”.

2. Understanding the users

Understand the intentions of potential users and their cognitive heuristics and biases. This means that the target group has been thoroughly identified and the preferential choice set of your target group has been identified.

3. Goals of the nudge

Derive the goals of digital nudging. The goals should be in alignment with the users’ preferential choice and / or stem from good intentions. They should benefit and do not harm the user.

4. Designing the nudge

Using the available resources, the partners are expected to create a draft nudge. Here is an example of a nudge: *“Putting a poster on the walls on university with a text: “Did you know that students usually lose their attention after just 10-15 minutes? Why don’t you use Kahoot in your classes for better engagement?”* This is an example of a that is aiming to increase the students’ engagement by using a digital tool, which will increase the digital skills of the teacher himself/ herself.

5. Checklist

Check your nudge against the checklist given below:

- The nudge is responding to the research question of the project. The research question of the project: *How can we increase students' engagement while increasing digital skills of educators using nudges?*
- The nudge is targeted to educators
- The nudge is related to digital skills
- The nudge is ethically acceptable
- If the nudge includes a statement, there is a proper reference for it.
- If the nudge is related to or promotes any existing digital tool, that tool is publicly available (Example: Kahoot has a free version available for everyone).
- The nudge can be easily avoided
- The nudge does not harm the user.

6. Modification (if needed)

If the nudge does not fit against any of the elements from the checklist above, adjust the nudge so that all the points would be checked. If everything is checked already, continue to the next step.

7. Sending for evaluation

Send your nudge for evaluation to the Ethical Council operated by ACEEU. Please send your nudge together with any relevant information to **XXX** email using **XXX** format.

8. Publishing or revising

If the Ethical Council approves the nudge, it will be published. If it is not approved for any reason, you will receive feedback and be asked to revise the nudge. After revision, you can resubmit the nudge.