

ERASMUS+
KA220-HED - COOPERATION
PARTNERSHIPS IN HIGHER EDUCATION

Nudging to Increase Digital Skills in Higher Education Institutions

Nudging 360



PARTNER ORGANISATIONS

TRENDSHUIS - Belgium

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MOMENTUM MARKETING SERVICES LIMITED - Ireland

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Nudging 360





Some HE educators and administrators are unprepared and unmotivated to handle the challenge of incorporating hybrid digital tools or adapting to fully digital education environments, which ultimately hinders student performance. Bojović et al. note that “many teachers resist changing traditional teaching methods” (2020, p. 1472) and found working with online tools like Zoom and Moodle “was a bigger challenge for teachers than for students” (p. 1481). At present, educators have adequate confidence in administrative and basic digital tasks, but far less confidence in doing more complex digital tasks like programming or forming databases (Deloitte & Ipsos, 2019a).



Priorities and Topics

Higher education

Stimulating innovative learning and teaching practices

HORIZONTAL

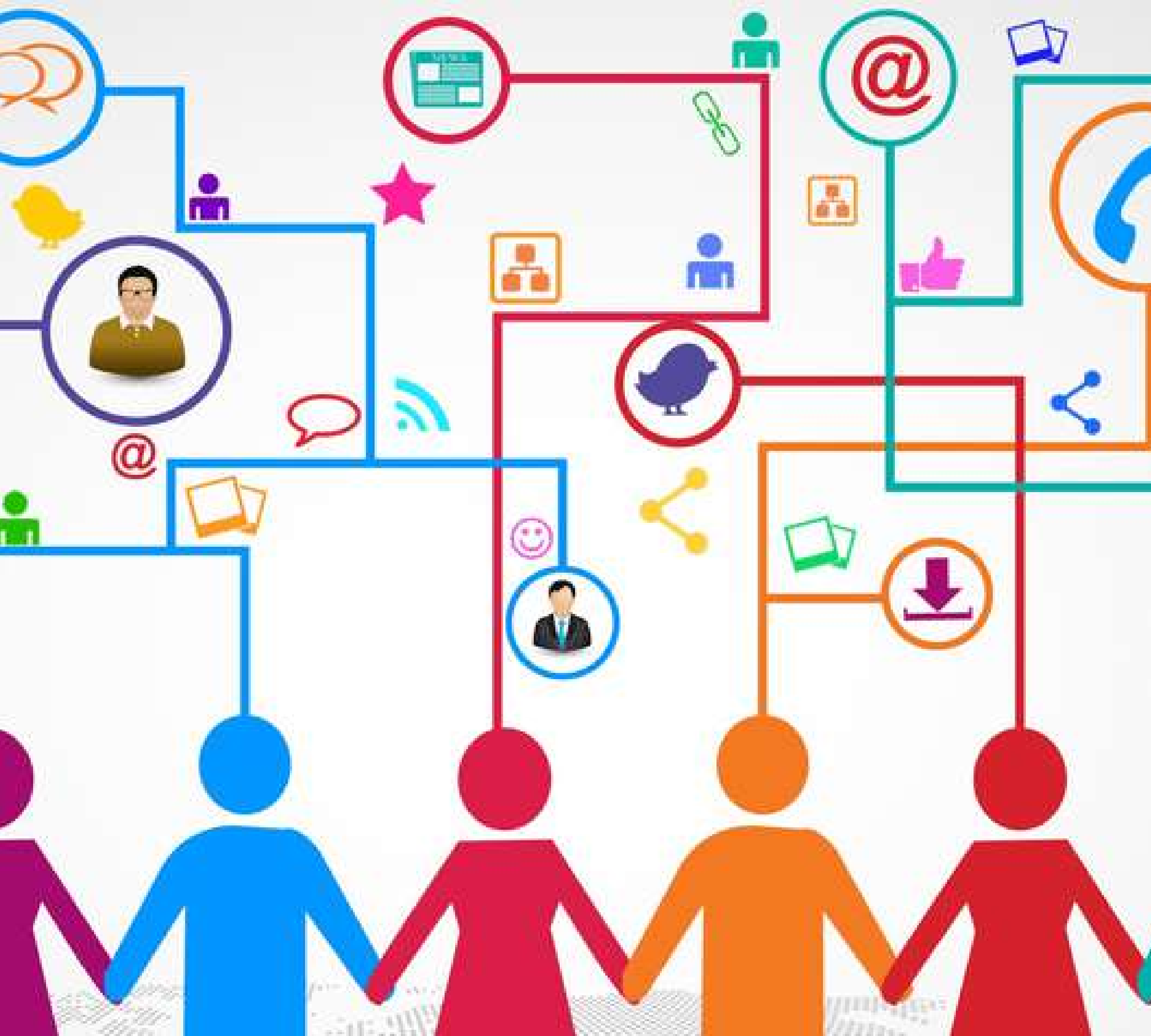
Addressing digital transformation through development of digital readiness, resilience and capacity

Three topics addressed

Initial and continuous training for teachers, trainers and other education staff;

New learning and teaching methods and approaches;

Digital content, technologies and practices.



Nudging 360

Through the creation and use of two toolkits, Nudging 360 aims to develop and improve HE educators' digital skills by nudging them to explore, practice using, and apply digital tools in their teaching practices. The first toolkit is developed for HE administrators (i.e. faculty dean, vice-president) to help them nudge and support educators to more effectively utilize digital tools in the classroom, and the second toolkit is for HE educators so that they can practice self-nudging to increase their own competence, use of, and confidence using digital tools for teaching..

NUDGING360

OBJECTIVES

1

Replicable method

to make nudging a more replicable method for motivating educators to improve specific skills

2

Empower motivation

to foster HE educators' intrinsic enthusiasm towards developing digital education offerings and to ultimately improve the overall effectiveness of digital education in HEIs by fostering and rewarding innovative teaching practices.

***GENERAL NOTE.** UB and UniCam, as well as MMS, have the capabilities to create the outputs for WPs 4 & 5. UniCam and UB, are essential because they are uniquely able to implement the Work Packages internally, provide first-hand knowledge and insight on digital skills needed by HE educators at their institutions or in their networks, and for establishing the ethics council.*



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NUDGING EXAMPLES

CHANGING DEFAULTS

Defaults

People tend to stick to the default. This is known as default bias. Changing defaults can be a powerful policy tool.

E.g., to incentivize HE educators in providing online lectures, the HE administrator can establish by default that lectures will take place in a mixed modalities i.e. both in presence and online, leaving them the possibility to opt out if explicitly requested providing a motivation.

INFORMATIONAL NUDGES

Information

Providing information to HE educators about their impact on the students career can lead to a higher commitment of the educators in providing better courses which include the use of digital technologies.

E.g., telling educators that using digital technologies and making their courses more attractive can positively impact the students.

SOCIAL COMPARISON NUDGES

Social Comparison

The nudges provide information that facilitates comparisons with others and in doing so may appeal to people's preferences for adhering to the social norms and/or may create social pressure to adhere to the norms.

E.g., telling educators that 90% of educators use digital technologies may impact their adherence to the norm.

DEADLINES AND REMINDERS

Deadlines

Deadlines may serve as a commitment device for HE educators to carry on activities that can have an influence on students.

E.g., HE educators may be assigned deadlines for making teaching material available to students such as uploading slides and lecture recordings

Reminders

Due to attention limitations, there is a risk that people forget to make decisions they intended to make and fail to take action they planned to take.

E.g., reminders can help meeting deadlines