



# Nudging Roadmap

## “Digital Transformation in Higher Education”

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 for **HE administrators to help them nudge and support educators** to use digital tools more effectively in the classroom.

**The second toolkit** is for **HE educators to practice self-nudging** to increase their own competence and confidence using digital tools for teaching.

*Roadmap for creating the nudges - Prepared by Trendhuis*

## Table of contents

<b>1</b>	<b>Nudging</b> .....	<b>3</b>
1.1	<i>What is nudging?</i> .....	3
1.2	<i>Who can use nudging?</i> .....	3
1.3	<i>Where can you find nudging?</i> .....	3
1.4	<i>Why use nudging?</i> .....	3
1.5	<i>How to nudge?</i> .....	4
1.6	<i>What is the difference between nudging and self-nudging?</i> .....	4
<b>2</b>	<b>Digital Nudging</b> .....	<b>5</b>
2.1	<i>What is digital nudging?</i> .....	5
2.2	<i>Who can use digital nudging?</i> .....	5
2.3	<i>Digital nudging for higher education (HE) educators</i> .....	5
2.4	<i>Where can you find digital nudging?</i> .....	6
2.5	<i>Why use digital nudging?</i> .....	6
2.6	<i>How to use digital nudging?</i> .....	7
2.7	<i>Reasons for behavioral change</i> .....	7
<b>3</b>	<b>Conclusions Needs and prioritization Map</b> .....	<b>8</b>
3.1	<i>Student and teacher preferences</i> .....	8
3.2	<i>Needs and barriers</i> .....	8
3.3	<i>Selecting digital tools</i> .....	9
<b>4</b>	<b>How to create the Nudging 360° toolkits?</b> .....	<b>10</b>
4.1	<i>Start creating nudging and self-nudging toolkits by following these steps</i> .....	10
4.2	<i>Sustainability strategies for implementing the Nudging 360° toolkit</i> .....	11
4.3	<i>Aligning with European Development Goals and UN SDGs</i> .....	12
<b>5</b>	<b>Digital nudging examples</b> .....	<b>12</b>
<b>6</b>	<b>Digital Nudging Manual</b> .....	<b>13</b>
<b>7</b>	<b>Conclusion</b> .....	<b>14</b>



## 1 Nudging

### 1.1 What is nudging?

Nudging, a concept popularized by behavioral economists Richard Thaler and Cass Sunstein, has transformed the landscape of decision-making and policy implementation. Essentially, nudging involves subtly influencing people's behavior without resorting to mandates or restrictions. Instead of coercion, nudges employ subtle cues and prompts to guide individuals towards making choices that are in their best interests. Nudging is like a gentle push in the right direction when used in a good way.

### 1.2 Who can use nudging?

Anyone can utilize nudging, regardless of his or her profession or background. This flexibility allows individuals and organizations to apply nudging strategies to a wide range of contexts, making it a powerful approach for positively influencing behavior.

### 1.3 Where can you find nudging?

Nudging techniques are widespread and can be found in numerous settings, both in the physical world and online. Here are some common places where nudging is prevalent:

1. **Public policy:** nudging strategies are implemented to encourage healthier behaviors and foster compliance with regulations, thus promoting societal well-being and public health.
2. **Retail environments:** retailers strategically employ nudging techniques to influence consumer purchasing decisions, thereby stimulating sales and enhancing customer satisfaction.
3. **Digital platforms:** nudging is leveraged to shape user behavior and optimize engagement on digital platforms, enhancing user experiences and achieving platform objectives.
4. **Healthcare settings:** within healthcare contexts, nudging is utilized to encourage patient adherence to treatment plans, facilitate wellness practices, and improve overall health outcomes.
5. **Educational institutions:** nudging strategies are deployed to support student success by fostering academic engagement, facilitating learning, and promoting positive educational outcomes.
6. **Workplace environments:** nudging techniques are employed to influence employee behavior, foster productivity, and enhance safety within workplace settings, contributing to a positive organizational culture and improved performance.

### 1.4 Why use nudging?

Human behavior is complex and often irrational, influenced by countless factors ranging from cognitive biases to environmental triggers. Traditional approaches to behavior change, such as regulation and taxation, often face resistance and unintended consequences. Grounded in psychology and economics, nudging offers a gentler yet effective alternative. By understanding human decision-making processes, nudges can help overcome common prejudices and habits that lead to poor choices, leading to improved individual and societal well-being.



## 1.5 How to nudge?

Nudges operate on the principle of choice architecture, which involves designing the decision-making environment to facilitate better choices. This can be achieved through various strategies, including:

1. **Make it easy:** facilitate desired behaviors by eliminating minor obstacles. Set a default option that aligns with the desired outcome, while still allowing individuals the freedom to opt out if they choose. Tailor choices to favor the preferred behavior.  
*Example: automatically enrolling individuals into programs unless they choose to opt out actively.*
2. **Make it attractive:** capture attention and align with motivation and beliefs through the use of visual cues, highlighting positives, and offering incentives. Presenting information in a way that underscores specific aspects or benefits can influence how choices are perceived.  
*Example: positioning healthier or preferred options prominently, like placing fruits and vegetables at eye level in stores, can promote healthier choices.*
3. **Make it social:** encourage behavior change by showcasing positive actions of others, enhancing the visibility of behaviors, and emphasizing opportunities for collaboration.  
*Example: use messages about what others are doing to encourage desired behaviors, like hotel signs indicating the majority of guests reuse towels.*
4. **Make it timely:** seize opportunities during moments of change and highlight immediate benefits by strategically timing interventions. Assist individuals in planning and following through.  
*Example: offer timely feedback or reminders to prompt desired actions, such as reminders to complete tasks or feedback on energy usage compared to peers.*

## 1.6 What is the difference between nudging and self-nudging?

Nudging and self-nudging both aim to influence behavior, but they use different approaches.

**Nudging** involves external influences applied by others, such as policymakers, marketers, or healthcare providers, to guide individuals towards particular choices or actions. These external influences can take various forms, including subtle cues, prompts, or changes in the choice architecture of environments.  
*Example: in a cafeteria, placing healthier food options at eye level and prominently displaying them can nudge customers to make healthier choices without explicitly telling them what to choose.*

**Self-nudging** involves individuals taking control of their own decision-making processes to influence their behavior. Instead of relying on external cues or prompts, individuals actively engage in self-reflection and self-regulation to steer themselves towards desired actions or outcomes.  
*Example: setting a daily reminder on your phone to exercise or meditate. By creating this prompt, you're influencing your behavior and encouraging yourself to engage in healthier habits.*

In summary, while both nudging and self-nudging aim to influence behavior, nudging relies on external influences applied by others, whereas self-nudging involves individuals taking control of their own decision-making processes to guide their behavior towards desired outcomes.



## 2 Digital Nudging

### 2.1 What is digital nudging?

Digital nudging harnesses the power of digital platforms to subtly shape behavior, utilizing insights from behavioral economics and psychology. By understanding how people think and make decisions, we can design subtle prompts and suggestions to help them make choices. Here are some examples:

1. **Personalized recommendations:** websites and apps often provide recommendations based on users' past behavior or preferences, nudging them towards content they might be interested in.
2. **Progress tracking:** Progress bars or visual indicators showing how close users are to completing a task, such as filling out a profile or completing a course, can encourage them to continue.
3. **Social proof:** displaying the number of likes, shares, or reviews on content can influence users to engage with it as well, leveraging social proof to nudge their behavior.
4. **Default options:** setting certain options as default choices can subtly guide users towards selecting them, such as pre-selecting "opt-in" boxes on subscription forms.
5. **Reminders and notifications:** sending reminders or notifications to users about upcoming deadlines, events, or tasks can prompt them to take action and stay on track.
6. **Gamification elements:** incorporating elements such as badges, points, or leaderboards into an app or platform can motivate users to engage more frequently and complete desired actions.
7. **Visual cues:** using arrows, icons, or other visual cues to draw attention to specific actions or features can guide users towards taking certain actions.
8. **Feedback and suggestions:** providing real-time feedback or suggestions based on users' interactions can help them make more informed decisions or improve their performance.

### 2.2 Who can use digital nudging?

Digital nudging is a versatile tool utilized by businesses and individuals alike. For instance, it aids businesses in enhancing customer engagement and assists government agencies in promoting public health initiatives. Moreover, individuals benefit from digital nudging for personal development and behavior change, using it to foster positive habits like regular exercise and mindfulness practices.

### 2.3 Digital nudging for higher education (HE) educators

Nudging 360° addresses the digital transformation in higher education, aiming to encourage educators to integrate more digital tools in their classes through digital nudging. This initiative supports institutional efforts to enhance educators' digital literacy and foster innovation in higher education. Additionally, promoting self-nudging practices among educators empowers them to drive their professional development and utilize digital tools more effectively in teaching methodologies. Due to the improved digital skills of the Educators, their students will be more engaged in digital learning.



## 2.4 Where can you find digital nudging?

In various domains, digital nudging is a prevalent technique employed to influence user behavior and achieve specific goals. Here are some key areas where digital nudging is commonly utilized:

1. **E-commerce:** employing limited-time offers and personalized recommendations to prompt purchases and enhance the shopping experience.
2. **Social media:** utilizing prompts to like, share, or comment on posts, as well as notifications to keep users engaged and active on the platform.
3. **Banking:** sending savings reminders, spending alerts, and notifications about bill payments to promote responsible financial management among customers.
4. **Health apps:** providing exercise and medication reminders, as well as encouragement and feedback, to support users in adopting healthier habits.
5. **Education:** sending assignment reminders, study prompts, and notifications about deadlines to help students stay organized and on track with their coursework.
6. **Government services:** using reminders about license renewals, tax deadlines, and program requirements to ensure compliance and facilitate access to services.
7. **Job search platforms:** sending reminders to complete user profiles, apply for jobs, and follow up on applications to encourage active engagement in the job search process.

## 2.5 Why use digital nudging?

Digital Nudging holds the potential to shape online interactions, promote desirable behaviors, and improve decision-making outcomes for individuals and organizations alike. It serves multiple purposes, leveraging subtle prompts and interventions within online environments:

1. **Behavioral influence:** digital nudges can guide users toward making better decisions or taking desired actions, such as saving money, maintaining healthy habits, or engaging with courses.
2. **Enhanced user experience:** by providing timely reminders, personalized recommendations, and helpful prompts, digital nudges improve the overall user experience.
3. **Achieving goals:** businesses, governments, and organizations use digital nudges to achieve specific objectives, such as increasing sales, promoting public health, driving engagement, or ensuring regulatory compliance.
4. **Empowerment:** digital nudging empowers individuals to make informed choices and pursue their goals effectively. By presenting relevant information and gentle encouragement, nudges help users navigate complex online environments and overcome decision-making barriers.
5. **Ethical considerations:** understanding the ethical implications of digital nudging is crucial for ensuring that nudges are used responsibly, in ways that respect users' autonomy and well-being.



## 2.6 How to use digital nudging?

Digital nudging involves applying principles of behavioral economics and psychology through digital interfaces to influence users' decisions and behaviors. Here's how to use it effectively.

1. **Understand your audience:** begin by comprehensively understanding your users' motivations, preferences, and decision-making processes. This understanding will enable you to tailor nudges effectively to their needs and behaviors.
2. **Identify target behaviors:** determine the specific behaviors you aim to encourage or discourage among your users. Whether it's increasing engagement with a particular feature or promoting adherence to a certain process, clarity on the desired outcomes is essential.
3. **Design nudges:** create digital interventions that align with the principles of effective nudging. Ensure that your nudges are easy to understand and act upon, visually appealing, socially endorsed, and strategically timed. For example, simplify choices, utilize visual cues, highlight social norms, and time nudges strategically to maximize their impact.
4. **Test and measure effectiveness:** implement different nudges and closely monitor their impact on user behavior. Collect feedback from users and analyze data to assess the effectiveness of each nudge. Continuously refine your nudges based on insights gained from testing, ensuring that they remain relevant and impactful over time.
5. **Ensure transparency, consent, and ethical considerations:** transparency and user consent are paramount when implementing digital nudges. Clearly communicate to users the use of nudges and provide them with the option to opt out if they choose. Additionally, uphold ethical standards by avoiding tactics that could harm users or undermine their autonomy.

## 2.7 Reasons for behavioral change

Understanding why people change behavior is crucial for effective digital nudging.

1. **Motivation for growth:** individuals often adjust their behavior driven by personal goals and values. Whether it's striving for self-improvement, professional growth, or aligning actions with core values, the desire to achieve personal milestones motivates change.
2. **Extrinsic incentives:** external rewards or consequences prompt behavioral adjustments. Financial incentives like bonuses or discounts, as well as social rewards such as peer recognition, influence action. The promise of rewards or the threat of negative consequences spurs behavior change.
3. **Peer influence and social norms:** social interactions and norms significantly shape behavior, as individuals are influenced by peers and community standards. The desire to conform or imitate influential peers can prompt behavior change.
4. **External pressures:** deadlines, expectations, and societal demands create external pressures that compel behavior change to meet work or social obligations, driving individuals to adapt their actions to fulfill external requirements or standards.



## 3 Conclusions Needs and prioritization Map

In collaboration with all project partners, the University of Barcelona created a comprehensive Needs and Prioritization Map. Our collective goal was to understand the needs and preferences of both HE educators and students regarding digital teaching methods. This involved extensive research, including in-depth interviews, and direct engagement with stakeholders, resulting in the creation of two surveys—one for students and another for staff members. The participation of 428 students and 140 staff members provided valuable perspectives.

### 3.1 Student and teacher preferences

Upon comparing the survey results, several key insights emerged.

1. **Content is king:** both parties express a desire for more quality visual content, infographics, and videos. This emphasizes that beyond fancy tools, the development or curation of engaging educational content is a shared priority. If it's not interesting, there's no added value.
2. **Alignment on essentials:** both students and teachers highly value basic tools like learning platforms, presentations, recorded content/videos, and quizzes. This suggests a clear need for a well-structured platform and core content delivery tools.
3. **Varying perspectives on interaction:** live classes are highly valued by students, while teachers express a strong focus on collaboration. This highlights a potential need to translate live class time into more collaborative and interactive experiences to fully address the priorities of both groups.
4. **Room to grow with digital collaboration tools:** students embrace interactive collaboration apps, while teachers are eager to support collaboration. This suggests an opportunity to introduce and integrate specialized tools for enhancing collaborative learning, beyond basic workspaces.
5. **Differing interest in emerging tech:** while students showed some openness to AI tools like ChatGPT, teacher interest was lower but still present. This indicates a need for awareness and training to leverage effectively AI's potential.

### 3.2 Needs and barriers

We've studied digital tool usage in higher education, identifying priorities and uncovering challenges.

1. **Digital competence priority:** both students and teachers recognize the importance of improving their digital skills. Therefore, nudging initiatives aimed at promoting digital competence are highly relevant and necessary. Nudging 360° addresses the digital transformation in Higher Education.
2. **Varying adoption levels:** not everyone starts with the same level of knowledge regarding digital tools. Some may be experts, while others are just starting out. Nudges should be flexible to accommodate everyone's comfort with technology.
3. **Content creation needs:** the demand for content like videos and infographics suggests the need of nudges focusing on content creation tools. While leveraging the right digital tools is important, crafting quality content remains paramount for audience engagement. Therefore, it's essential to nudge towards both creating quality content and utilizing digital tools effectively.





4. **Motivation & incentives:** the absence of institutional support demotivates teachers. System changes matter. Collaboration with stakeholders managing digital infrastructure is vital. HE institutions should provide infrastructural resources like training and support services. Additionally, they can consider including digital teaching indicators in educator performance evaluations.
5. **Collaboration vs. individualization:** teachers appreciate both collaborative learning and personalized instruction. This enables educational nudges to encourage group activities for social learning while also providing tailored support to individual students.
6. **Emerging tech acceptance:** educators are open to new technologies, AI-powered tools could be successful if student concerns and levels are addressed properly. Nudges should focus on highlighting AI's benefits, such as personalized feedback, before promoting its use for direct content generation.

### 3.3 Selecting digital tools

Our research emphasizes the importance of aligning digital tool selection with the needs and preferences of educators and students. Prioritizing engagement, collaboration, personalized learning, and content quality is paramount.

#### The essentials: what are the fundamental components for quality education?

1. **Quality content:** creating quality content is vital for crafting engaging and personalized learning materials. It fosters active participation, adaptation to digital learning trends, and collaboration among educators, enriching learning experiences and equipping students with skills for the modern world. Quality content stands out through its relevance, accuracy, clarity, and creativity, ensuring effective engagement and meaningful learning experiences for learners.  
*Examples: Courses, E-books, video's, infographics, Collaborative Documents, presentations, library, ...*
2. **A learning management system (LMS):** this platform plays a crucial role in optimizing course delivery, resource access, and interactivity within an educational setting. It empowers educators to provide personalized instruction tailored to individual student needs, promoting collaboration and engagement. Additionally, the LMS acts as a central hub for monitoring student progress, conducting assessments, and delivering feedback, thereby enhancing the educational journey.  
*Examples: Blackboard, Moodle, Canvas, edX, Coursera, Udemy, LinkedIn Learning, ...*

#### Expanding the toolkit: let's explore some additional tools that spark interest.

1. **Presentation tools:** presentation tools significantly boost engagement and collaboration among educators and students. By enabling the creation of dynamic and visually captivating content, these tools facilitate interactive learning experiences. As a result, they play a pivotal role in improving information retention and nurturing a more inclusive educational environment.  
*Examples: Powerpoint, Google Slides, Prezi, Keynote, ...*
2. **Quizzes:** quizzes function as both assessments and polls, enabling educators to gain insights into students' opinions, preferences, or prior knowledge on a topic. They offer feedback to both students and teachers, aiding in the identification of strengths and weaknesses.  
*Examples: Kahoot, SurveyMonkey, Google Forms, Typeform, Microsoft Forms, Qualtrics, ...*



3. **Tools for collaboration:** in today's digital era, wide ranges of digital platforms are available for real-time communication and collaboration, enhancing engagement and teamwork. Notably, learning management systems, commonly used in educational settings, offer features such as discussion forums, group assignments, and interactive quizzes, further fostering collaboration.  
*Examples: Google Docs, Microsoft Teams, Slack, Blackboard, Moodle, Canvas, ...*
4. **Emerging tech:** AI and other cutting-edge technologies revolutionize education, are enabling personalized learning, streamlined administration, real-time feedback and insights into student progress. Ensure equitable access, combat biases, and safeguard privacy in their implementation.  
*Examples: Chatbots (ChatGPT), Virtual assistants (Siri), Adaptive Learning Systems (Duolingo), ...*

## 4 How to create the Nudging 360° toolkits?

### 4.1 Start creating nudging and self-nudging toolkits by following these steps

1. **Define objectives and goals:** clearly outline the objectives of the initiative. What specific digital skills or practices do you aim to improve among HE educators? Is the focus on enhancing content creation, utilizing specific digital tools, or fostering collaboration? Establishing clear goals will guide the development of nudges and the toolkit.
2. **Identify target audience:** understand the demographics and needs of the HE administrators and HE educators who will be using the toolkits. Consider factors such as their current level of digital literacy, teaching styles, and subject areas. Tailor content and format of the nudges and toolkit to resonate with this audience.
3. **Gather resources and expertise:** partner with experts in educational technology, instructional design, and digital pedagogy to validate and refine the nudges and toolkit. Gather a range of resources including best practices, case studies, and tutorials to enrich the development process. Reach out to stakeholders such as students, faculty members, administrators, and community partners to involve them in the co-design and refinement of nudges and toolkit components.
4. **Choose relevant content:** select compelling themes that resonate with the identified target groups, ensuring that the chosen content is both relevant and engaging. Focus on topics that align with the objectives outlined in step 1 and cater to the specific needs and interests of HE educators and HE administrators.
5. **Design nudges:** develop a collection of nudges that prompt educators to explore, practice, and apply digital tools in their teaching practices. Nudges can take various forms, including email reminders, social media posts, workshops, and interactive modules. Ensure that nudges are engaging, actionable, and aligned with the objectives of Nudging 360°.
6. **Create the toolkit:** assemble the collection of nudges into a comprehensive toolkit that provides educators with the necessary resources and support to enhance their digital skills. Organize the nudges in a user-friendly format that allows educators to easily access and implement them.



7. **Pilot test:** prior to full deployment, conduct a pilot test of the nudges and toolkit with a small group of educators. Gather feedback and pinpoint areas for enhancement. Utilize surveys, focus groups, and performance metrics to assess the efficacy of the interventions and refine them as needed.
8. **Launch and iterate** roll out the nudges and toolkit to a wider audience of HE educators, incorporating insights from the pilot test phase. Continuously monitor and evaluate the impact of the interventions, iterating on the content and delivery methods as needed to ensure ongoing effectiveness and relevance.

#### 4.2 Sustainability strategies for implementing the Nudging 360° toolkit

When creating the Nudging 360° toolkit, sustainability is vital. Here are key aspects to consider:

1. **Long-term goals:** define clear long-term goals for the nudging initiative beyond the initial deployment phase. Consider how the toolkit can continue to support ongoing professional development and digital skill enhancement among HE educators in the future.
2. **Integration with institutional practices:** Ensure integrating the nudging toolkit into institutional practices and workflows to foster sustainability. This may involve collaborating with relevant departments or committees within the institution to embed nudging principles into existing processes and initiatives.
3. **Capacity building:** invest in capacity building efforts to empower internal stakeholders, such as faculty development teams or instructional designers, to continue leveraging the nudging toolkit independently. Provide training and resources to build internal expertise and ensure continuity in implementing nudges effectively.
4. **Inclusivity:** make sure the nudging toolkit is accessible and fair to all educators, regardless of their backgrounds. Include diverse perspectives in its development and actively seek input from various stakeholders. By focusing on inclusivity, institutions can create an environment where every educator feels empowered to improve their digital skills and teaching methods.
5. **Promote continuous dialogue:** foster ongoing communication among stakeholders by establishing various channels for open discussion, such as forums and regular meetings. These platforms provide opportunities for stakeholders to share insights, exchange ideas, and provide feedback on the implementation of nudges and the overall effectiveness of the toolkit.
6. **Feedback mechanisms:** establish feedback mechanisms to gather ongoing input from educators using the toolkit and stakeholders involved in its development. Regularly solicit feedback on the effectiveness of nudges, user experience, and areas for improvement to inform iterative refinements and updates.
7. **Evaluation and monitoring:** implement robust evaluation and monitoring processes to track the impact of the nudging toolkit over time. Continuously assess its effectiveness in improving digital skills, enhancing teaching practices, and achieving desired outcomes. Use data-driven insights to inform strategic adjustments and ensure the toolkit remains relevant and impactful.



By addressing sustainability considerations, institutions can maximize the long-term benefits of the nudging toolkit and support continuous growth and development among HE educators in the digital age.

### 4.3 Aligning with European Development Goals and UN SDGs

Embedding sustainability principles into the Nudging 360° toolkit enables higher education institutions to advance both European development objectives and global sustainability aspirations outlined in the United Nations SDGs. This holistic approach ensures that educational initiatives like the Nudging 360° toolkit play a vital role in shaping a more sustainable and equitable future.

For instance, SDG 4 emphasizes inclusive, equitable quality education and lifelong learning opportunities. By nurturing continuous professional growth and enhancing digital skills among educators, the toolkit directly supports SDG 4. Additionally, it promotes inclusivity and accessibility, aligning with the ethos of leaving no one behind as outlined in the SDGs.

Moreover, the toolkit holds potential in supporting other pertinent SDGs, such as SDG 9 (Industry, Innovation, and Infrastructure), by encouraging innovative teaching methodologies through digital nudges. Furthermore, by fostering dialogue and collaboration among stakeholders, it contributes to realizing SDG 17 (Partnerships for the Goals), underscoring the significance of multi-stakeholder alliances in sustainable development.

In essence, embedding sustainability principles into the Nudging 360° toolkit ensures its contribution to European and global sustainability goals, shaping a more equitable and sustainable future for all.

## 5 Digital nudging examples

The Nudging 360° project benefits from the knowledge, resources, and experience of two Higher Education Institutes (the University of Camerino and the University of Barcelona), two marketing firms (Trendhuis and Momentum), and a quality assurance body (ACEEU).

**Each partner was tasked with providing several example cases from the context of higher education.**

Trendhuis will draft an external document containing these case summaries, following this format.

1. **Executive summary:** provides a concise overview of the nudging initiative, including the type of nudging, target groups, techniques employed, and key outcomes.
2. **Background information:** offers contextual information about the nudging project, including the methodology used for case selection, rationale behind the chosen nudges, and their implementation.
3. **Future outlook and conclusion:** discusses potential future directions for the nudging initiative, along with concluding remarks summarizing key findings and implications.
4. **References**

This structured method fosters uniformity and clarity in all examples, making it simple to compare and analyze the different nudging initiatives. These examples are interesting additions to our journey of



creating digital nudges and offer valuable references for our project.

## 6 Digital Nudging Manual

After establishing this roadmap, the subsequent step entails commencing the creation of a Digital Nudging Manual. Our aim is to provide a guide that outlines a methodology for creating impactful digital nudges within comprehensive toolkits.

**Here are some ideas for structuring the manual.**

1. **Clear instructions:** step-by-step guidance on designing, implementing, and evaluating digital nudges, ensuring clarity and ease of use for educators at all levels.
2. **Practical examples and case studies:** concrete instances, real-world case studies and attractive content demonstrating effective applications of digital nudges in educational settings. These examples offer valuable insights and inspiration for educators seeking to deploy similar strategies in their own environments.
3. **Emphasis on ethical considerations:** a dedicated section highlighting the ethical considerations inherent in the use of digital nudges. This section will outline principles and guidelines to ensure that nudging practices prioritize ethical standards and respect for individuals' autonomy and dignity.
4. **Data privacy measures:** comprehensive information on data privacy measures and best practices for collecting, storing, and using data in the context of digital nudging. The manual will emphasize the importance of safeguarding individuals' privacy rights and complying with relevant data protection regulations.
5. **Inclusivity and diversity:** an emphasis on inclusivity and diversity to ensure that digital nudges are designed and implemented in a manner that respects and reflects the diverse needs and backgrounds of students and educators. The manual will provide guidance on promoting equity and accessibility in the use of digital nudges.
6. **Collaborative development process:** the manual will detail a collaborative development process that encourages input from diverse stakeholders, including educators, researchers, technologists, and ethicists. By fostering collaboration, the manual aims to ensure that it reflects a wide range of perspectives and expertise, resulting in a more comprehensive and robust resource for educators navigating the terrain of digital nudging in education.



## 7 Conclusion

The Nudging 360° project aims to improve teaching practices in higher education through digital nudging, drawing on insights from behavioral economics and psychology. This approach empowers administrators to guide educators in adopting new practices or tools, while educators can also employ self-nudging techniques to refine their teaching methods.

Extensive research and stakeholder engagement have enabled us to pinpoint key needs and barriers within higher education. Our roadmap outlines the process of strategically designing digital nudges to address these challenges, promoting positive progress in teaching and professional development. It includes design, implementation, and evaluation to ensure the effectiveness of our interventions. After developing this roadmap, we will proceed to create a digital nudging manual.

We are committed to aligning our efforts with global sustainability goals. This involves integrating sustainability initiatives into our digital nudging toolkits to contribute to a more sustainable future.