



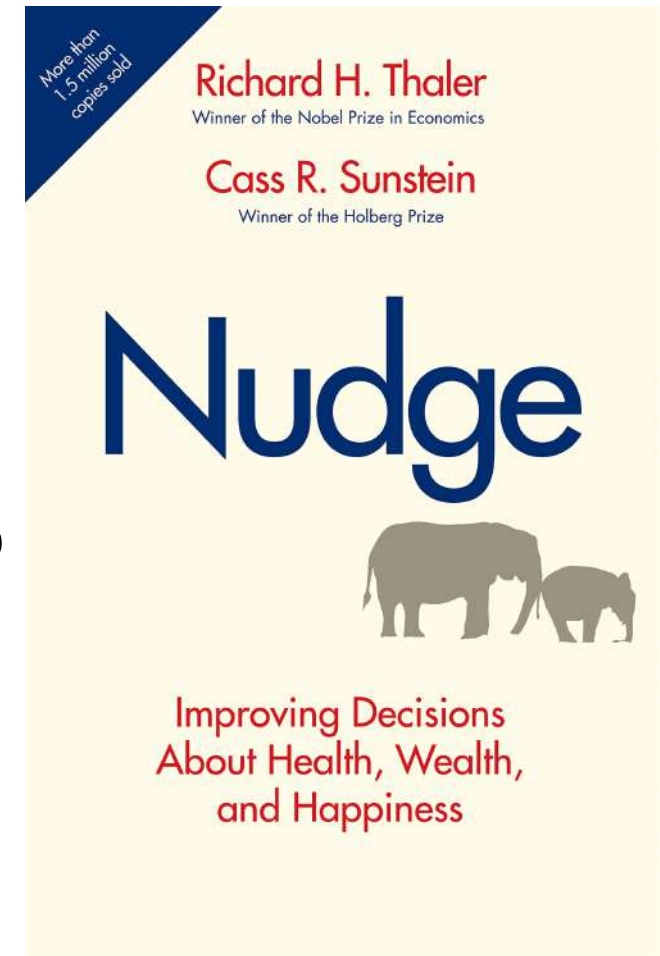
# NUDGING 360

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# NUDGING: DEFINITION, EXAMPLES AND METAPHOR

## Definition:

“A nudge, as we will use the term, is any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not.”  
(Thaler & Sunstein 2008, p. 6)






# Examples


- Automated Reminders

The screenshot shows a notification window titled "Commitments and follow-ups" with a subtitle "From your messages". It features a message from a contact with a blue profile picture, containing the text "Re: First Draft- Descripción del caso" and "2 days ago you said, 'Te enviaré los comentarios antes de Navidad.'". Below the message are two buttons: "Done" and "Remind me". A separator line follows, with the text "Surfaced by Cortana". At the bottom of this section are icons for a heart and an eye, and the text "Is this helpful? Yes No". Below this is another notification titled "Book focus time" with the time "10:30 – 12:00" and a "Book" button.

**Commitments and follow-ups**



From your messages

 Re: First Draft- Descripción del caso  
2 days ago you said, "Te enviaré los comentarios antes de Navidad."

[Done](#) [Remind me](#)

Surfaced by Cortana

  Is this helpful? [Yes](#) [No](#)

**Book focus time**

10:30 – 12:00 [Book](#)

# Examples

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- Notification and favorable pre-settings (here Email off-working hours)



Source: BCG

# Examples

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- Social Proof

. Copyblogger

Join over 334,000 people who get free and fresh Copyblogger knowledge as soon as it's published:

Register for your free My.Copyblogger account to access our proven marketing training library. Plus, get fresh, free articles and audio content from Copyblogger and Rainmaker FM.

Free training and updates

Sho

# Mountain metaphor

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- The **marked path** leads to success  
(but you are free to take any other route)



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**THANK YOU**





# NUDGING 360

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# NUDGING 360 PROJECT



Would you like to proceed?

**Yes**

No thanks.



# **AGENDA**

1. Summary status report of specific objectives
2. Key results of scoping review study
3. Preliminary results of diary study
4. Next Steps

# 1. WPs and TASKS in the Project

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## WP2 (Contributor): Nudging Ethics Council

- Criteria for selecting Council member and method for establishing proofs of Council
- Input and feedback for Framework for Council's action plans and policies.
- Nominating and providing suggestions to select 5 diverse members for Nudging Expert Council: one nudge expert and one ethics expert, one HE administrator and two HE educators. The activity will include:
  - approaching individuals to be council affiliates
  - informing them of their role and responsibility
  - providing a brief overview about council framework
  - Obtaining curricula vitae from interested participants
- Co-creating Council Building Roadmap internally disseminated across UB networks.

# 1. WPs and TASKS in the Project

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## WP3 (Leader): Needs and Prioritisation Map

- guidelines for conducting desk research
- Compiling all research on EU and national summaries into one report
- establish interviewee profile requirements, determine best practices for recording and transcribing the interviews, draft the interview script.
- transcribed interviews will be analysed by UB
- UB will draft a set of survey questions implement it on online survey tool
- UB will collect the qualitative and quantitative results from the desk research, interviews and survey, analyse them, and prepare a Needs and Prioritisation Map (report)
- UB will host TPM 3

# 1. WPs and TASKS in the Project

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Describe the content of the proposed activities.

## A1: DESK RESEARCH

The desk research will examine current trends and developments on the topic of digital skills in HEIs based on relevant reports, papers, best practices, and policy documents. The desk research should anticipate needs in the partner countries. The research results will be used for the interviews and survey to establish the needs and priorities for HE educators.

## A2: INTERVIEWS

Approx. 6 HE educator interviews will be conducted by each project partner to explore topics related to self-nudging, motivation, digital education, obstacles to providing technology-based education, and expectations for improving digital competencies. A content analysis to identify common and emerging themes will be done using specialized software (e.g. MaxQDA or Nvivo) depending on which license is held by the project partners. A report on the analysis and conclusions will set the basis for the design of the subsequent quantitative survey.

## A3: SURVEY

Based on the desk research and interview results, a survey considering key aspects in providing digital education (i.e. difficulties in developing digital competencies) will be created in English using a survey platform (e.g. Typeform or Paperform) for which the WP leader has a license. The survey will be sent to HE educators (excluding those who participated in the interviews) in the partners' networks. Each partner is responsible for approx. 100+ completed surveys.

## A4: Needs and Prioritisation Map

Based on the composite results from the previous 3 activities, the WP leader will compile the Needs and Prioritisation Map. This report will identify the needs and priorities of HE educators regarding nudging and self-nudging, as well as digital training, and will be used to create the Nudging Toolkits in WP4.

# 1. WPs and TASKS in the Project

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## WP4 (Contributor): Nudging and Self-Nudging Toolkits

- Providing input for Toolkits
- Internal testing of Toolkits
- promoting and disseminating the toolkits to UB networks via social media and other communications channels

# 1. WPs and TASKS in the Project

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## WP5 (Contributor): Video Training for HEI Administrators and MOOC for Self-Nudging HE Educators

- Co-responsible for creating a video training by using various digital software solutions like WIREWAX, TouchCast, Ezvid etc.

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**THANK YOU**

