



Report of the 2nd meeting

17-01-2023 & 18-01-2023

Location: Trendhuis - Jef Denynplein 14 - 2800 Mechelen - Belgium

Attendees:

Trendhuis - Mechelen, Belgium

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Momentum, Leitrim, Ireland

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Welcome and introduction at Trendhuis.

Nudging is a concept from behavioral economics that refers to small, subtle changes in the environment that can influence people's decisions and actions. Nudges are often used to encourage people to make healthier or more sustainable choices, but they can be used for a wide variety of purposes. Nudges are different from traditional forms of regulation or persuasion because they do not restrict people's freedom of choice. Instead, they simply make certain choices more appealing or easier to make.

We overviewed the project Nudging 360° as defined in the powerpoint ('nudging-programma') made by Trendhuis. Below in brief what we discussed:

What > description

Create two toolkits for nudging and self-nudging to utilize digital tools more effectively in the classroom

Who > target groups

Administrators and educators in higher education

When > planning project

WP1: Project management

To do: set a date or place for our meeting in April

WP2: Nudging Ethics Council + dividing tasks

everyone needs to choose an Ethics Council to ensure a solid privacy policy

WP3: Needs and Prioritisation Map

1. Context: higher education
Content: nudges & self-nudges to use digital tools
2. Desk & brain research: we already started.
There are many **digital tools** available, but **most** institutes have an existing tool-set of their own.
We found a lot of **nudging examples**, but those were different to what we are aiming for.
3. All partners must take 6 in-dept interviews
4. The survey depends on the result of the interviews, which helps us prepare the questionnaire.
5. Next meeting, we will report our findings.

WP4: Nudging and self-nudging toolkits

We need to create nudging and self-nudging toolkits

WP5: Video Training & MOOC

Follow-up at a later stage, created by Momentum

Why > Expected results

Our project will result in a set of nudges and self-nudges, that can be used by every university or college and its teachers. The aim of these nudges is to encourage professors to use more digital tools for their classes, adjusting their teaching skills to modern society.

How > WP's and tasks for every partner

To do before our next meeting:

1. Create platform to share documents (Adisa created a teams-platform already)
2. Quality survey send out by Adisa (done)
3. Set date and place for next meeting in April (Barcelona or Münster)
4. Every partner chooses an Ethics Council (as described above)
5. Every partner takes 6 in dept interviews & reports about this next meeting
6. Everyone can continue desk & brain research to prepare for our next meeting
7. ...



We know a lot of nudging examples, like the piano-stairs that encourages people not to take the elevator. Another example is, when a user signs up for a new online service or software program, the company could use a nudge by pre-selecting certain options as default.

Nathalie suggested sustainability as a context for nudging. Nudging techniques need content.

Thorsten explained nudging as a marketing tool using psychology (powerpoint 'Nudging English').

Laurence showed us an interesting video about 'the Science of Persuasion' by Dr. Robert Cialdini and Steve Martin. <https://www.youtube.com/watch?v=cFdCzN7RYbw>

We discussed how user experiences effect our decisions. However, using nudging in a teaching context needs a yet to be defined approach. Our goal is to nudge the educators, not the students. They should see the value of using more digital tools. One of these values is 'engaging their students'.

Véronique presented a variety of digital tools. The list is infinite. Conclusion: We want to motivate educators to use more digital tools for their classes. Colleges or universities use their own set of tools.

In the evening we went on a guided tour in Mechelen and enjoyed a delicious pizza in L'Artista.

That was the end of our interesting day one. We got to know each other a little better and the nudging project took more shape.



Nudging is one of the strategies from behavioral economics that aims to influence behavior by changing the environment. We propose that it could also be a valuable means to influence behavior in educational contexts.

Veronique presented a powerpoint ('nudging-tools')

Digital tools sorted by category:

- > Basic Learning Platforms
- > Gamification in learning platforms
- > Quizzes & Surveys
- > Apps for students
- > Digital workspaces for teams
- > Whiteboards
- > Knowledge Base
- > Presentation
- > Free visual content
- > Infographics & Diagrams
- > Video, Animations & Sound
- > Content editing & text revision

We won't use these tools for nudging, we want to nudge educators towards using those tools in their classes.



We looked at the nudging examples of Fabrizio (Nudging 360 - UNICAM.pdf) In his pdf he gives a clear view of the Nudging 360° problem definition and objectives.

Nudging to increase digital skills in Higher Education Institutions

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.

Priority & topics:

Stimulate innovative learning and teaching and address digital transformation.

Three topics:

- > 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 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.

Nudging examples (Fabrizio):

1. Changing defaults:

Educators need to make an audio recording of their course by default or opt out.

2. Informational nudges:

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

3. Social comparison nudges:

Create social pressure by saying that 90% of the educators use digital tools

4. Deadlines & reminders:

Educators may be assigned deadlines for making teaching material available to students such as uploading slides and lecture recordings. Due to attention limitations, there is a risk that people forget to take act, reminders can help.

3 examples of research that use nudging (Adisa):

1. Brief intervention to encourage empathic discipline:

This cuts suspension rates in half among adolescents: Educators need to have a more empathic mindset. Discipline less and encourage more. The teacher's mindset has a direct effect on the relationship between student and teacher.

2. Impact of a Parent Text Messaging Program:

This study examined the impact on pre-kindergarteners' literacy development during an academic year in a suburban public-school setting that prioritized enrollment for children living in poverty. Parents received either: (a) language and literacy text messages or (b) a health and well-being text messages. Findings indicated that children entering the school year with higher skill levels benefited from the language/literacy program while those with lower initial skill levels benefited from the health/well-being program. "One size" does not fit all families.

3. Teaching Adolescents That People Can Change to prevent depression:

In high school we notice an encrease of students with dpression. Maybe due to in-creasing beliefs about the fixedness of personal traits at a time of frequent social setbacks? Could teaching adolescents that people can change help prevent the increase in depressive symptoms? The intervention was effective at reducing the overall percentage of students with significant levels of depressive symptoms.

Nudging examples (Rita):

1. Automated Reminders

2. Notification and favorable pre-settings

(e.g., you are trying to send an email outside normal office hours)

3. Social proof (e.g., join 334.000 people who ...)

4. Mountain metaphor:

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

Rita provided two powerpoints, added to the teams-platform.

(Nudging_TASKS.UB.pptx & Nudging_Examples and Metaphor.UB.pptx)