



Summary

Title	1
Tag Line	1
Target Behavior // link to Problems from WP3	1
Description of the Nudge	2
Nudging Technique	2
Implementation Steps (Self-Driven)	3
Expected Outcomes	3
Evaluation Methods:	4
Challenges or Risks	4
Resources Needed	5
EXAMPLE	6

Title

"The Digital Deal"

Tag Line

"Make a deal with yourself: innovate, succeed, and reward your progress!"

Target Behavior // link to Problems from WP3

Digital transformation in teaching can feel like an uphill battle for educators. Despite the proven benefits of integrating technology into classrooms, the process often demands time, effort, and persistence, with little immediate payoff. This gap between effort and reward can leave even the most motivated educators feeling stuck, relying on familiar methods instead of exploring new possibilities.

The Digital Deal bridges this gap by using the power of self-reward to turn digital experimentation into an engaging, goal-oriented journey. By tying short-term incentives to milestones in adopting or mastering digital tools, educators create a personalized motivation system that transforms digital transformation into a rewarding experience. Whether it's mastering an online quiz tool or enhancing engagement with interactive lecture software, this nudge helps educators stay energized, motivated, and inspired.

Behavioral Change:

The **Digital Deal** addresses motivational gaps by linking professional achievements to personally meaningful rewards. Educators often lack immediate incentives for adopting new digital tools, which can discourage consistent efforts toward digital transformation. This nudge provides a tangible framework for motivation and accountability.

Behavioral Focus:

- **Goal-Oriented Behavior:** Encourages educators to set and pursue specific, achievable digital transformation goals.

- **Reward Responsiveness:** Leverages the power of extrinsic rewards to maintain momentum and drive sustained behavior change.
- **Commitment and Accountability:** Creates psychological ownership and accountability through self-imposed agreements.

Expected

Change:

Educators will actively set and achieve milestones in digital tool adoption, fostering a sense of accomplishment and reinforcing long-term commitment to professional growth.

Description of the Nudge

The **Digital Deal** is a self-nudge strategy where educators craft a personal contract to link professional milestones with meaningful, self-chosen rewards. The process is simple yet transformative: educators define their goals for experimenting with digital tools, set achievable milestones, and pair each milestone with a reward that excites them.

This system gamifies the adoption of digital tools by breaking the journey into manageable, rewarding steps. It reframes digital transformation from a daunting task into a series of small, fulfilling victories. Educators start by listing digital tools or methods they want to adopt, identify how these align with their teaching goals, and set specific actions for success. For example:

- **Goal:** Use an online collaboration tool (e.g., Miro) in three group projects.
 - **Reward:** Treat yourself to a nice dinner.
- **Goal:** Implement a gamified quiz (e.g., Kahoot) and receive positive feedback from students.
 - **Reward:** Watch a favorite movie guilt-free.
- **Goal:** Successfully integrate two digital tools into lectures this semester.
 - **Reward:** Plan a weekend getaway.

The “deal” is not only a written commitment but also a motivational tool that fosters consistency and excitement.

Nudging Technique

1. **Incentivization:**
Rewards add a tangible benefit to professional achievements. By linking effort to personal enjoyment, educators remain motivated and energized to experiment with digital tools.
2. **Commitment Device:**
Writing a personal contract or sharing goals with a colleague strengthens accountability. Knowing that the “deal” exists makes it harder to break the commitment.
3. **Gamification:**
The system breaks digital transformation into manageable milestones, transforming the process into a game-like challenge where each success unlocks a reward.
4. **Positive Framing:**
The emphasis on personal growth and celebrating victories encourages educators to view digital transformation as an opportunity rather than a chore.

Implementation Steps (Self-Driven)

Step 1: Define My Goals

I'll start by brainstorming specific, achievable objectives. I'll think about the digital tools I've wanted to explore and connect them to my teaching challenges:

- "I'll use a polling tool like Mentimeter in three lectures to increase participation."
- "I'll try using Padlet for collaborative brainstorming and evaluate its effectiveness."
I'll write these goals clearly and make them visible, perhaps on my desk or computer desktop.

Step 2: Set Rewards That Motivate Me

I'll reflect on what genuinely excites me as a reward. For small milestones, I might treat myself to a coffee or a favorite snack. For larger successes, I'll plan a bigger reward, like a dinner out or a day off to relax.

Example:

- **Goal:** "Successfully integrate a new digital tool into my final exam prep session."
✓ **Reward:** "Buy that book I've been wanting."

Step 3: Write My Digital Deal

I'll formalize my commitment by writing my "Digital Deal" on paper or digitally. Example:

- **"I commit to trying one new digital tool each month. For every three tools I successfully implement, I'll treat myself to a dinner at my favorite restaurant."**

Having this written contract will serve as a powerful motivator. I might even share it with a colleague for added accountability.

Step 4: Track My Progress

I'll set up a simple tracker to monitor my milestones. A small notebook, a Google Sheet, or even a dedicated column on my office whiteboard will do the trick. After each class, I'll take 30 seconds to record my progress and note any successes or challenges.

Step 5: Celebrate My Wins

When I hit a milestone, I'll follow through on the reward without hesitation—it's part of the deal! For larger achievements, I'll share my experience with colleagues in a department meeting or casual conversation to inspire and learn from others.

Step 6: Reset and Repeat

At the end of each semester, I'll evaluate what I've achieved. I'll reflect on what worked, what didn't, and adjust my goals and rewards for the next cycle. This will keep the process fresh and exciting.

Expected Outcomes

- **Sustained Motivation:** Short-term rewards keep me energized and engaged with digital experimentation.
- **Improved Engagement:** New tools lead to better interaction and student outcomes.
- **Personal Growth:** Celebrating successes fosters a positive association with professional development.

The **Digital Deal** turns professional growth into a fun, fulfilling journey while aligning personal rewards with educational innovation.

Evaluation Methods:

1. Quantitative Metrics:

- ✓ **Goal Achievement Rate:** The percentage of defined digital transformation goals completed within a specified period.
- ✓ **Tool Adoption Frequency:** The number of new digital tools integrated into teaching practices over a semester.
- ✓ **Time Commitment:** Average time spent by educators experimenting with and mastering new digital tools.
- ✓ **Student Engagement Metrics:** Improved attendance, participation rates, or feedback scores linked to digital tool usage.

2. Qualitative Metrics:

- ✓ **Reflection Feedback:** Educators' self-reported satisfaction with the reward system and its influence on their motivation.
- ✓ **Behavioral Insights:** Feedback gathered during peer-sharing sessions or workshops to assess perceived challenges and successes in implementing the deal.
- ✓ **Perceived Impact:** Anecdotal evidence of how digital tool integration has enhanced classroom dynamics or streamlined teaching processes.

3. Longitudinal Tracking:

- ✓ Evaluating sustained engagement by tracking educators' participation in subsequent cycles of the Digital Deal.
- ✓ Monitoring the continuation of self-reward systems beyond initial implementation.

Challenges or Risks

While **The Digital Deal** is designed to be straightforward and impactful, certain risks and challenges may arise during its implementation.

Challenges:

1. **Inconsistent Follow-Through:** Educators may struggle to complete their "deal" due to competing professional demands or loss of motivation

Mitigation:

- ✓ Introduce peer accountability by encouraging educators to share their deals with colleagues.
- ✓ Offer institutionally supported incentives or recognition to supplement personal rewards.

2. **Misalignment of Rewards:** The rewards chosen by educators may lack personal significance or fail to provide sufficient motivation.

Mitigation:



- ✓ Provide guidance on selecting meaningful, proportional rewards during the planning phase.
- ✓ Use examples or case studies to inspire effective goal-reward pairings.

3. **Over-Ambitious Goal Setting:**

Educators might set goals that are too broad or difficult, leading to frustration or abandonment.

Mitigation:

- ✓ Encourage educators to start with smaller, achievable milestones and progressively scale their ambitions.
- ✓ Provide templates for breaking larger goals into manageable steps.

4. **Reward Neglect:**

Educators may achieve their goals but fail to follow through on their rewards, undermining the nudge's motivational effect.

Mitigation:

- ✓ Emphasize the importance of celebrating milestones as a critical step in the process.
- ✓ Facilitate public recognition or group celebrations to reinforce the reward system.

Risks:

1. **Short-Term Engagement:**

Some educators may view the Digital Deal as a temporary effort, reverting to old habits once initial goals are completed.

Mitigation:

- ✓ Encourage continuous goal-setting cycles to maintain momentum.
- ✓ Integrate the Digital Deal into professional development plans for long-term adoption.

2. **Cultural Resistance:**

Institutions with limited emphasis on digital transformation may lack the supportive environment necessary for widespread adoption.

Mitigation:

- ✓ Promote early successes as examples of the program's impact to encourage broader participation.
- ✓ Align the Digital Deal with institutional priorities to ensure administrative backing.

Resources Needed

1. **Personal Tracker:**

I'll need a simple system to monitor my progress. A physical notebook might feel tactile and rewarding, while a Google Sheet or app like Notion could help me organize data and track trends.

2. **Templates for "Digital Deals":**

Pre-designed templates with sections for goals, milestones, and rewards will make the process more formal and motivating. For example, a customizable PDF with goal-setting prompts and progress columns.

3. **Digital Tools and Tutorials:**

Easy access to tools I want to explore is essential. I'll bookmark tutorials or training resources for platforms like Mentimeter, Padlet, or Miro so I can quickly troubleshoot and refine my approach.

4. **A Support Network:**

Sharing my progress and rewards with colleagues or mentors can provide encouragement and accountability. I'll create informal check-ins to share ideas and learn from their experiences.

EXAMPLE

Here are examples of universities worldwide that implement strategies closely aligned with the "Digital Deal" self-nudge, focusing on motivating and rewarding educators for integrating digital tools into their teaching:

1. **EHL Hospitality Business School (Switzerland)**

EHL integrates gamification and digital tools into teaching while recognizing educators' efforts in adopting these methods. For instance, faculty who successfully implement innovative tools in their classrooms receive institutional support and are spotlighted during events and workshops. EHL's structured recognition system aligns with the concept of rewarding milestones in digital adoption. [EHL's Digital Transformation Case Study](#)

2. **University of Deusto (Spain)**

The University of Deusto emphasizes innovation in teaching through its faculty training programs and rewards educators for adopting new digital practices. Their programs provide incentives such as professional development credits and peer recognition for faculty who integrate digital tools effectively. [University of Deusto Digital Transformation Insights](#)

3. **Pontifical Catholic University of Paraná (Brazil)**

This university has implemented structured initiatives to promote digital transformation by rewarding faculty who adopt innovative pedagogical approaches. They provide recognition for educators who achieve specific milestones in blended and online learning, aligning well with the idea of incentivized digital progress.

[Read more at MDPI: Digital Transformation Case Studies](#)

4. **Norwegian Higher Education Institutions (Norway)**

Norwegian universities promote active digital learning by blending technology with innovative teaching practices. Educators who contribute to the development of digital learning environments are acknowledged through institutional programs, fostering continuous engagement and experimentation with new tools.

[Frontiers: Digital Transformation in Higher Education](#)

Prepared by the university of Camerino