

 Nudging 360°

Dissemination plan Nudging 360

For the dissemination of WP5 of the Nudging 360 project, considering the involvement of universities, an ethics bureau, and marketing agencies, we propose a multi-layered approach. This multi-layered strategy harnesses the diverse expertise of the partners and ensures a broad and effective dissemination of the video, MOOC, and other project results.

1. Academic dissemination through universities

The University of Barcelona and the University of Camerino can focus on the academic community:

- **Conferences and symposia:** organize panels or presentations at international higher education conferences, such as the European Association for Institutional Research (EAIR) or the European Distance and E-Learning Network (EDEN). Presentations can focus on the impact of nudging on digital literacy among educators and students.
- **Publications in Academic Journals:** articles on research findings and the impact of digital nudging in higher education can be published in peer-reviewed journals like *Higher Education* or *Educational Technology Research and Development*.
- **Guest lectures and webinars:** universities can organize guest lectures on digital nudging and self-nudging within their own educational programs, as well as webinars open to the broader academic community.

2. Ethical Dissemination through ACEEU

As an ethics bureau, ACEEU can focus on the ethical dimension of nudging in higher education:

- **Ethical case studies and policy reports:** publish reports and case studies that address the ethical aspects of nudging in education. These can be shared with ethics committees at other universities and policymakers in higher education.
- **Workshops on ethics and nudging:** organize workshops or roundtable discussions with academics and educational institutions on the ethical challenges of nudging in educational contexts. ACEEU can also develop an "Ethics in Nudging" toolkit, targeted at universities and governments.

3. Marketing campaigns and digital dissemination via marketing and research agencies

The two marketing agencies, Momentum Marketing Services (MMS) and Trendhuis, can implement strong digital marketing strategies:

- **Targeted social media campaigns:** utilize a robust social media presence to launch targeted campaigns on platforms like LinkedIn, Twitter, and Facebook. These campaigns could feature engaging content, such as short videos explaining the core concepts of digital and self-nudging, with links to the MOOC.

- **Content marketing:** publish blogs and articles on popular platforms aimed at educators, such as *EdTech* and *Times Higher Education*, to raise awareness about the benefits of the Nudging 360 toolkits and the MOOC.
4. Cross-Promotion through partnerships and networks
- **Partnerships:** leverage the networks of all partners involved to expand the reach. Universities can use their connections with other educational institutions to promote the MOOC within their networks.
 - **Cross-Promotion with previous Erasmus+ projects:** collaborate with partners from previous Erasmus+ projects for broader dissemination. Other universities and organizations that previously participated in Erasmus+ projects may be interested in implementing the Nudging 360 results.
5. Dissemination through educational technology platforms
- **MOOC Platforms:** make the MOOC available not only on the project website but also on larger MOOC platforms, such as Coursera, EdX, or FutureLearn, for worldwide accessibility.
 - **Community building:** create an online community around digital nudging through educational platforms and social media. For instance, a LinkedIn group could be set up for educators and educational administrators to share experiences, ask questions, and support each other in applying nudging techniques.
6. Workshops and training
Coordinate workshops and training sessions on digital nudging and self-nudging for specific target groups:
- **Training for HE Administrators:** led by universities with support from the ethics bureau, administrators learn how to apply nudging within their institutions to improve educators' digital literacy.
 - **Training for Educators:** workshops where educators are trained to use the tools in the Nudging 360° toolkit.
7. Monitoring and feedback
Finally, ACEEU can be responsible for collecting feedback on dissemination efforts through:
- **Surveys and Interviews:** assess the effectiveness of dissemination activities among the target audience (educators, administrators, and academic institutions).
 - **Data Analysis and Reporting:** analyze dissemination results and adjust strategies as necessary to enhance impact.

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