

NUDGING THE STUDENT



**International Honors Conference
October 4, 2013**

Arie F. de Wild PhD

**Kenniscentrum Innovatief Ondernemerschap
Instituut voor Onderzoek en Innovatie**

NUDGING THE STUDENT



Program

- Introducing *nudging*
- Applying *nudging* to our education
- Discussion

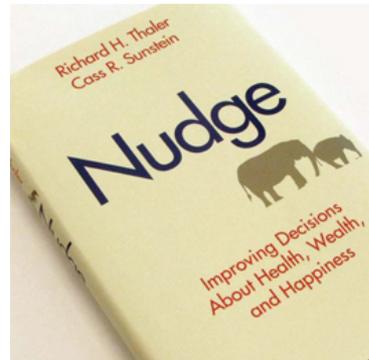
NUDGING THE STUDENT



A nudge is...

...a consciously chosen but subtle intervention, that subconsciously tempts people, whilst still allowing freedom of choice, to make a decision that improves their life.

Richard Thaler and Cass Sunstein



NUDGING THE STUDENT



A nudge...

...can be built up with cornerstones:



that give the impulse for the *nudge*



that determine the framework of how the *nudge* is experienced by an individual



from the social environment of the individual that amplify the effect of the *nudge*

NUDGING THE STUDENT



Cornerstone 'impulse'

Anchoring and adjustment

-  Offer an anchor as a starting point

Availability

-  Reminding a (good or bad) event

Priming

-  Prepare the mindset for a particular choice

Temptation

-  Offer an incentive

NUDGING THE STUDENT



Cornerstone 'impulse'

Status quo



Offer a default option

Habit



Replace a bad one for a good one

Give feedback



Tell what is wrong or right

NUDGING THE STUDENT



Cornerstone 'framework'

Framing



Present information differently

Loss aversion



Fears of losses loom larger than hopes of gains

Representativeness



Offer something to compare with

NUDGING THE STUDENT



Cornerstone 'social environment'

Being recognized

-  Offer possibility to become the best

Following the majority

-  Give information on the majority's behavior

Social pressure/group behavior

-  Not wanting to stand out

Following a role model

-  Following someone with influence

NUDGING THE STUDENT



Why *Nudging* (*the student*)?

- ❑ People do not always make the choice that improves their life
 - ❑ Short term → effort
 - ❑ Long term → goal

- ❑ Higher education desires a lot of self discipline and independence

- ❑ This is one of the reasons for lack of success

- ❑ Goal
 - ❑ Contribute to improving passing yield by applying nudges

NUDGING THE STUDENT



Application of nudges in higher education

- ❑ Innovatiefondsproject *Nudging the student*
 - ❑ R&D Behavioral Economics
 - ❑ Minor projects Risk Management & Behavior

- ❑ Experiments in the IFM education
 - ❑ Visualizing student's progress in a spreadsheet (*feedback*)
 - ❑ Gain / loss framing for bonus points (*loss aversion*)
 - ❑ Study intention question for difficult subjects (*priming*)
 - ❑ Reminders for exam enrolment (*default option*)

NUDGING THE STUDENT



Visualizing student's progress

Overzicht per module BE VT

Blok	Modulecode	Modulenaam	Studiepunten	Datum moment 1	Cijfer moment 1	Datum moment 2	Cijfer moment 2	Behaalde studiepunten
1.1	FINCEM0111	Commerciële economie ; management	2		6,0			2
	FINBAC0211	Bedrijfsadministratie ; bedrijfseconomie	3		7,0			3
	FBEREC0211	Inleiding recht en ondernemingsrecht	Volgend blok		8,0			Volgend blok
	FINAEC0212	Algemene economie	2		9,0			2
	FBEPRO0214	Planning & control ; bedrijfssimulatiespel: Maqqy	2		4,0			0
	FINNED0311	Nederlands - spelling en rapporteren	1		8,0			1
	FBESPO0112	Sport	Volgend blok		6,0			Volgend blok
	FBESLC0301	Studieloopbaancoaching	Volgend blok		7,0			Volgend blok
	vrije keuze	Keuzevakken of	2		6,0			Zie bijspiijkervakken
	Rekenen	Bijspijker/keuzemodules	1		7,5			1
Engels	Bijspijker/keuzemodules	1		7,5			1	
1.2	FBEREC0211	Inleiding recht en ondernemingsrecht	3		8,0			3
	FINBAD0312	Bedrijfsadm: voorz,transitoria, afschr.	2		6,5			2
	FINBEC0112	Bedrijfseconomie	2		7,0			2
	FINICT0111	Excel	1		5,0			0
	FBEPRO0213	Ondernemingsplan - financieel plan	3		8,0			3
	FINNED0112	Nederlands - adviesrapport en schrijfvaardigheid	1		8,0			1
	FBEBEN0101	Business communication	2		5,5			2
	FBESPO0112	Sport	1		6,0			1
	FBESLC0301	Studieloopbaancoaching	1		7,0			1
	vrije keuze	Keuzevakken of	2		7,0			Zie bijspiijkervakken
	Wiskunde	Bijspijker/keuzemodules	1		7,5			1
	Nederlands	Bijspijker/keuzemodules	1		7,0			1

NUDGING THE STUDENT



Voortgangsoverzicht

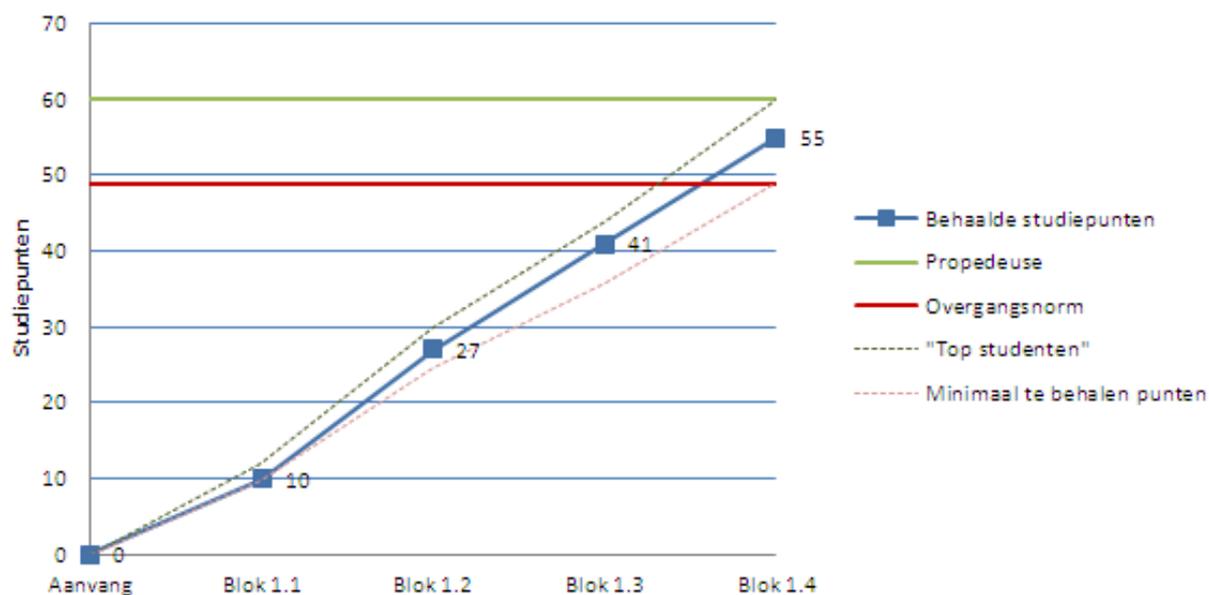
Behaalde studiepunten	55
Aantal studiepunten te behalen voor propedeuse	60
Nog te behalen studiepunten voor propedeuse	5
Behaalde studiepunten	55
Aantal studiepunten te behalen voor overgang	49
Nog te behalen studiepunten voor overgang	0
Gemiddelde cijfer jaar 1	6,8



Overzicht per blok

Tijdstip	Gemiddelde cijfer	Aantal studiepunten	Cumulatief
Aanvang	0,0	0	0
Blok 1.1	6,9	10	10
Blok 1.2	6,9	17	27
Blok 1.3	6,9	14	41
Blok 1.4	6,6	14	55

Studievoortgang



NUDGING THE STUDENT



Gain Loss Framing



Loss

week 1:
give the
bonus point

week 2 to 7:
6x MC test

week 7:

MC: 0-3 fails

*Bonus point is
'lost'*

MC: 4-6 passes

*Bonus point is
'kept'*

*"Good luck. Make sure you don't
lose the bonus point with this
test."*

NUDGING THE STUDENT



Gain Loss Framing



Gain

week 1:
announce a
bonus point

week 2 to 7:
6x MC test

“Good luck. Make sure you come one step closer to your bonus point with this test.”

week 7:

MC: 0-3 passes

*Bonus point
'not earned'*

MC: 4-6 fails

*Bonus point
'earned'*

NUDGING THE STUDENT



Study intention question

Intention question
When do you start revising for your exam?



Earlier start of revision for the exam

Larger number of hours revised



Higher passing yield

More passes

Higher grades



NUDGING THE STUDENT



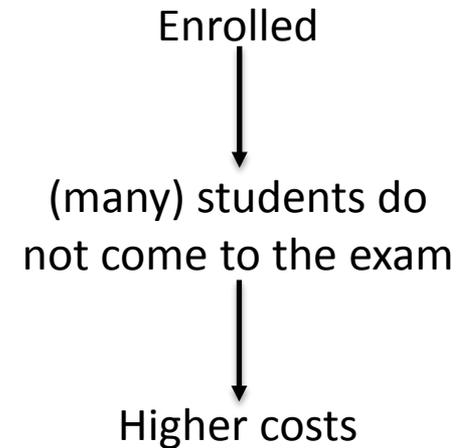
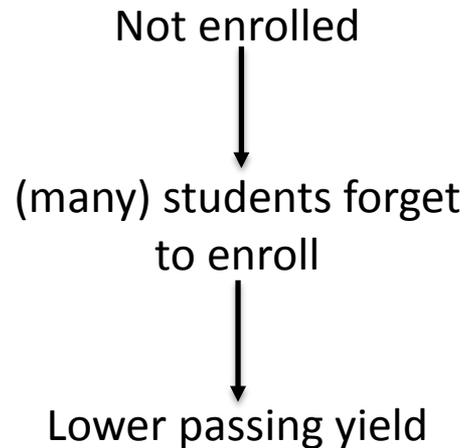
Stressen voor
je tentamens!

Reminders for exam enrolment

Standard email
First reminder
Second reminder



Default:



NUDGING THE STUDENT



Application to you

Apply nudging to your own teaching environment. What kind of nudge would you design?



NUDGING THE STUDENT



Kenniscentrum Innovatief Ondernemerschap
Instituut voor Onderzoek en Innovatie

