

# NUDGING THE STUDENT



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

# NUDGING THE STUDENT



## Program

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

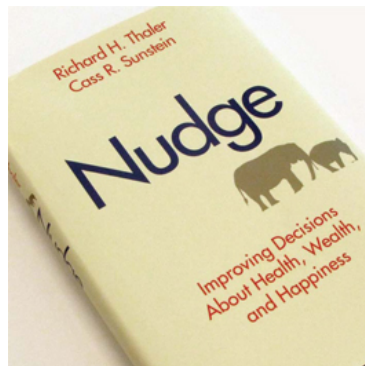
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## A nudge is...

...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



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## 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*

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## 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

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## 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

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## Cornerstone 'framework'

### *Framing*



Present information differently

### *Loss aversion*



Fears of losses loom larger than hopes of gains

### *Representativeness*



Offer something to compare with




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## 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



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## 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

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## 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*)

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## 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                     |

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## Voortgangsoverzicht

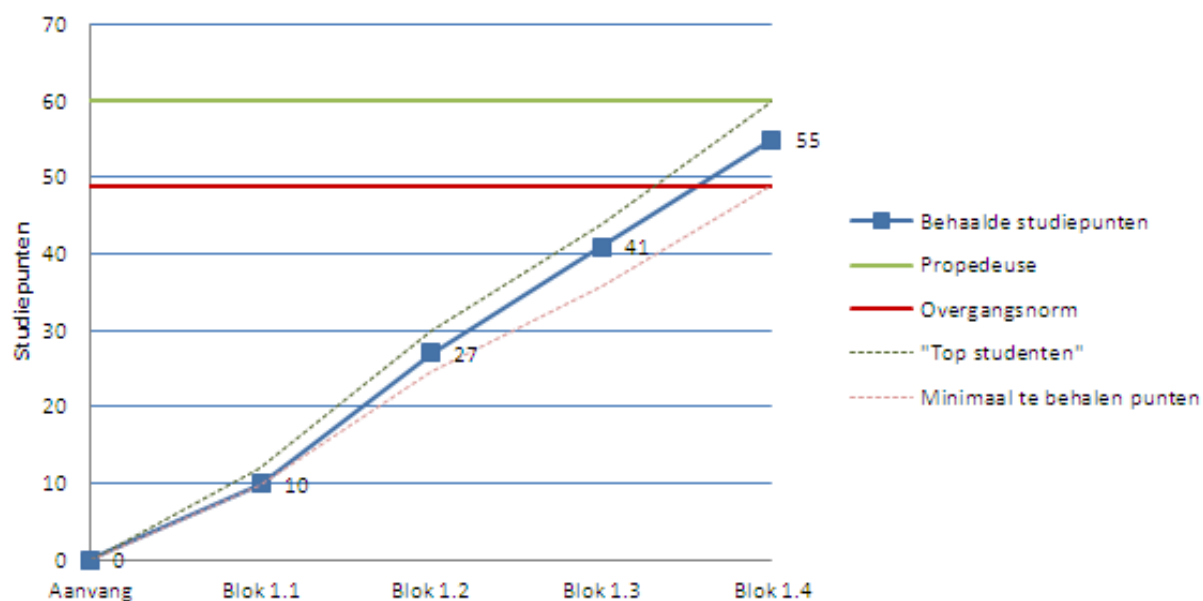
|  |     |
|--|-----|
| Behaalde studiepunten                          | 55  |
| Aantal studiepunten te behalen voor propedeuse | 60  |
| Nog te behalen studiepunten voor propedeuse    | 5   |
| Behaalde studiepunten                          | 55  |
| Aantal studiepunten te behalen voor overgang   | 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         |

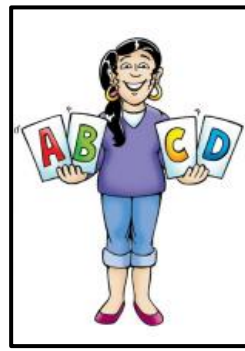
## Studievoortgang



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## 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

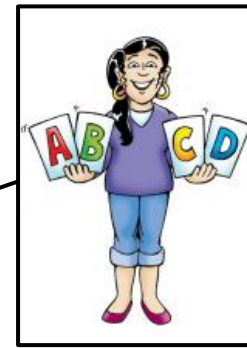
*Bonus point is  
'kept'*

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

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## 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'*

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# Study intention question

Intention question  
When do you start revising for your exam?

DECEMBER

19

Zoek de intentie

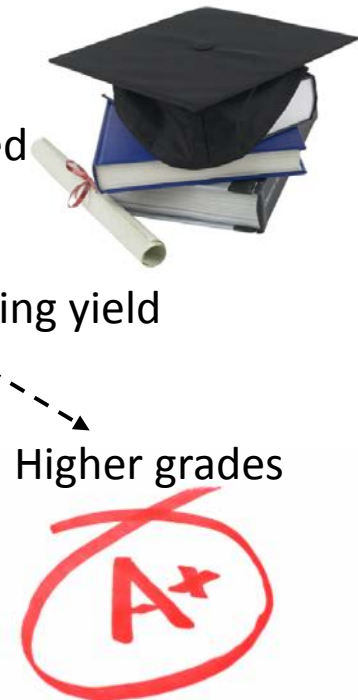
Earlier start of revision for the exam

Larger number of hours revised

Higher passing yield

More passes

Higher grades





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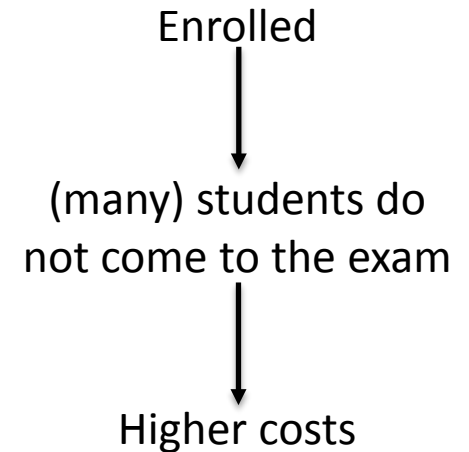
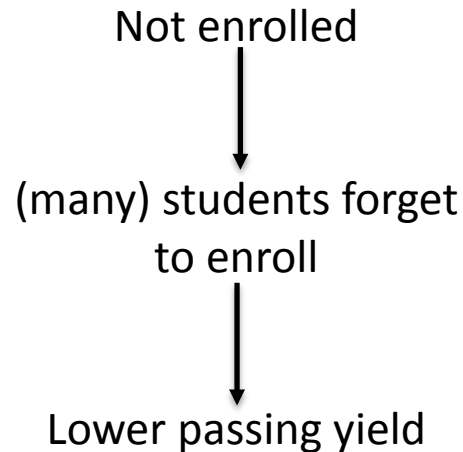


**Stressen voor  
je tentamens!**

## Reminders for exam enrolment

Standard email  
First reminder  
Second reminder

Default:



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## Application to you

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



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