

## The Power of the Nudge

Designing Behavioral Interventions for Student Success



### Cognitive Bias



### Nudge Tactic

*Where could you apply these ideas on your campus?*

### Cognitive Depletion

Overwhelming amounts of information fatigue our ability to make decisions

### Salience Nudge

Channels limited attention toward the most important information

### Decision deferral

Delaying action when faced with choices that are difficult to understand

### Mere-Measurement Effect

Asks people what they intend to do, which makes them more likely to follow through

### Present Bias

The tendency to favor immediate reward at the expense of long-term payoff

### Smart Disclosure

Frames trade-offs in concrete terms

### Planning Fallacy

Chronic underestimation of time involvement, which encourages procrastination

### Segmentation Effect

Divides a large and complex task into manageable sub-tasks with intermediate deadlines

### Herding

Interpreting the actions of others—especially a large group—as the right actions

### Social Norming

Leverages people's tendency to conform to others' actions to produce a desired behavior

## The Power of the Nudge Creative Thought Exercise

Consider How a Nudge Could Tackle Your Student Success Challenges

*Name some of the ways cognitive biases and nudging affect your day-to-day life.*

*What barriers and bottlenecks do your students face while navigating college?*

*Which 'cognitive biases' make those experiences more challenging?*

*Sketch an idea for a nudge intervention you could test to improve student decision-making around that experience.*