



Course and Examination Fact Sheet: Autumn Semester 2021

7,025: IC: Digital Nudging

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (20%)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (30%)

Examination time: term time

Decentral - examination paper written at home (in groups - all given the same grades) (50%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[7.025.1.00 IC: Digital Nudging](#) -- Englisch -- [Rieder Annamina](#)

Course information

Course prerequisites

None

Learning objectives

- Understand digital nudging and the scientific foundations (i.e., behavioral economics, nudge theory, psychological effects).
- Critically assess and reflect digital nudges (e.g., with respect to their effects).
- Autonomously design and develop digital nudges using the Digital Nudge Design Method.
- Systematically develop digital nudges and present the result in a scientific paper.

Course content

We might not be aware of it, yet digital nudges surround us like the air we breathe. When booking a flight for our weekend trip, they exert pressure on us revealing that only two seats are left, thus causing us to act more quickly. At the office, they reverse the printer settings so that we automatically print double sided and thereby save paper and cost. And after a rainy weekend spent on the sofa, they gently remind us that going for a walk would make for a healthful change.

Digital nudges are elements of user interfaces that make use of psychological principles to influence user behavior in digital environments. The concept of "nudge" --or a gentle poke--builds on knowledge from behavioral economics and aims to exploit systematic imperfections in human decision-making. Organizations can employ digital nudges in various contexts, and in B2C as well as B2E environments. In order to develop effective digital nudges that are in line with organizational as well as user goals, nudge designers should follow a systematic approach.

In teams, you will work your way into the scientific foundations of and basic psychological principles used in digital nudging. Starting from this solid theoretical foundation, you will design and develop your own digital nudge concepts using the «Digital Nudge Design Method» which systematically guides the development of effective nudges.

Course structure and indications of the learning and teaching design

This course counts 4 credits. Accordingly, the total workload for students is 120 hours. This includes self-study, campus time and all examinations.

The course will be held in a blended learning format, encompassing four synchronous sessions as well as independent



preparation, study, and working phases. In between the sessions, you may schedule individual feedback meetings with the lecturer.

Course dates:

- Monday, September 27, 2021, 16.15-18.00: Digital Nudging Basics
- Monday, October 04, 2021, 16.15-18.00: Digital Nudging Applied
- Monday, October 25, 2021, 16.15-19.00: Midterm presentations
- Monday, November 29, 2021, 16.15-19.00: Final presentations

(Note: dates may be subject to change, please view Canvas for more information)

Course literature

Benartzi, S. and Lehrer, J. (2015). *The Smarter Screen: Surprising Ways to Influence and Improve Online Behavior*. New York: Penguin.

Kahnemann, D. (2011). *Thinking, Fast and Slow*. New York: Straus and Giroux.

Mirsch, T., Lehrer, C., and Jung, R. (2018). *Making Digital Nudging Applicable: The Digital Nudge Design Method*. Proceedings of the 39th International Conference on Information Systems, San Francisco (ICIS2018).

Thaler, R.H. and Sunstein, C.R. (2008). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. New Haven: Yale University Press.

Weinmann, M., Schneider C., and vom Brocke, J. (2016). Digital Nudging. *Business & Information Systems Engineering*, 58(6), 433-436.

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in AS2021, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom;
- The recordings of the course will not be saved;
- The lecturer informs via StudyNet on the changed implementation modalities of the course.

The examination information listed below would be changed as follows:

- The presentations are conducted online and are being recorded.

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (20%)

Examination time: term time

Remark

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Examination-aid rule

Presentations

In presentations, aids for visual presentation can be used. These aids can be specified or restricted by the lecturers.



Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (30%)

Examination time: term time

Remark

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Examination-aid rule

Presentations

In presentations, aids for visual presentation can be used. These aids can be specified or restricted by the lecturers.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - examination paper written at home (in groups - all given the same grades) (50%)

Examination time: term time

Remark

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Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOUREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School).

The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)).

For all written work at the University of St.Gallen, the indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, etc.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Examinations will be held in groups:

- Midterm and final presentations of the developed digital nudge concepts
- Term paper on the developed digital nudge concepts

Examination relevant literature

Basic readings listed above and scholarly articles to be identified in a literature review.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 26 August 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 18 October 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 18 October 2021);

Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 45 (Monday, 8 November 2021).