

PS919-15 Behavioural Change: Nudging and Persuasion

20/21

Department

Psychology

Level

Taught Postgraduate Level

Module leader

Lukasz Walasek

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module will provide students on the MSc in Behavioural and Economic Science with the knowledge and skills necessary to effect behaviour change in real-world contexts.

[Module web page](#)

Module aims

It complements the other modules (especially “Psychological Models of Choice”) through showing how principles of behavioural science can be applied outside the laboratory.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Introduction to Behavioural Science
Nudging and Incentives
Social Norms

Risk Perception and risk communication
Negotiations 1
Negotiations 2
Behavioural change without nudging
Nudge Theory in Organisational Setting
Nudging and the Inferential Self
Limits of nudging

Learning outcomes

By the end of the module, students should be able to:

- Ability to identify the key areas where behavioural science either has been, or potentially could be, applied to behaviour change
- Ability to develop and test simple behavioural change interventions.
- Understand the practical considerations underpinning implementation and testing.

Indicative reading list

Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. New Haven, CT: Yale University Press.

Benartzi, S., Beshears, J., Milkman, K. L., Sunstein, C. R., Thaler, R. H., Shankar, M., . . . Galing, S.

(2017). Should governments invest more in nudging? *Psychological Science*, 28(8), 1041-1055.

Cialdini, R. B. (2007). *Influence: The psychology of persuasion*. New York: Collins,

Malhotra, D., & Bazerman, M. H. (2008). *Negotiation genius: How to overcome obstacles and achieve brilliant results at the bargaining table and beyond*. Bantam.

Subject specific skills

Identification of the key areas where behavioural science either has been, or potentially could be, applied to behaviour change

Understand how to apply behaviour change in the real world.

Transferable skills

Ability to develop and test simple interventions

Understanding of practical considerations for implementation and testing

Effective personal planning skills

Study

Study time

| Type | Required |
|---------------|-----------------------------|
| Lectures | 9 sessions of 2 hours (12%) |
| Seminars | 4 sessions of 2 hours (5%) |
| Private study | 124 hours (83%) |
| Total | 150 hours |

Private study description

self-directed study related to seminars, reading, and behavioural science project

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A4

| | Weighting | Study time |
|--|------------------|-------------------|
| Proposal of behaviour change project max 3000 words | 50% | |
| Test 1 | 25% | |
| Project proposal poster presentation | 25% | |

Final Seminar will be used for a poster presentation. Students will present their work to other students and academics. Marking will be based on the module leader's evaluation.

Feedback on assessment

Formative feedback: during practical sessions/lab follow-up sessions and seminars.

Summative feedback: written feedback and comments on project, posters and class tests.

Availability

Courses

This module is Core for:

- Year 1 of TPSS-C8P7 Postgraduate Taught Behavioural and Economic Science (Science

Track)

This module is Core optional for:

- Year 1 of TPSS-C803 Postgraduate Taught Behavioural and Data Science

This module is Optional for:

- Year 2 of TIMS-L990 Postgraduate Big Data and Digital Futures
- Year 1 of TPSS-C8P7 Postgraduate Taught Behavioural and Economic Science (Science Track)
- Year 1 of TECS-C8P8 Postgraduate Taught Behavioural and Economics Science (Economics Track)
- Year 1 of TIMA-L99D Postgraduate Taught Urban Analytics and Visualisation

This module is Option list A for:

- Year 1 of TIMS-L990 Postgraduate Big Data and Digital Futures