PS919-15 Behavioural Change: Nudging and Persuasion

23/24

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 A6

	Weighting	Study time
Proposal of behaviour change project max 3000 words	50%	
Project proposal poster presentation	25%	
Students will create a digital poster and submit a recorded presentation. Marking will be based on the module leader's evaluation. Final Seminar will be used for an optional poster presentation where students can get feedback on their work before submission.		
Class test 1 Class test 1 (Incentives)	5%	
Class test 2 Class test 2 (Social norms)	5%	
Class test 3 Class test 3 (Risk)	5%	
Class test 4 Class test 4 (Negotiations)	5%	
Class test 5 Class test 5 (Change without nudging)	5%	

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

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)
- TIMA-L995 Postgraduate Taught Data Visualisation
    - Year 1 of L995 Data Visualisation
    - Year 2 of L995 Data Visualisation
- Year 1 of TMAA-G1PF Postgraduate Taught Mathematics of Systems
- Year 1 of TIMA-L99D Postgraduate Taught Urban Analytics and Visualisation

This module is Core option list A for:

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

This module is Option list A for:

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