

# PS919-15 Behavioural Change: Nudging and Persuasion

24/25

**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

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## 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

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## **Study**

## **Study time**

<b>Type</b>	<b>Required</b>
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.

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### **Assessment**

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

#### **Assessment group A6**

	<b>Weighting</b>	<b>Study time</b>
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	5%	
Class test 1 (Incentives)		
Class test 2	5%	
Class test 2 (Social norms)		
Class test 3	5%	
Class test 3 (Risk)		
Class test 4	5%	
Class test 4 (Negotiations)		
Class test 5	5%	
Class test 5 (Change without nudging)		

## 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.

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## 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