

Brand New Master Course on **NUDGING**



Universiteit Utrecht

Department of Psychology

Nudges are gentle suggestions to support people in behaving in the desired way and attract considerable attention from professionals and policy makers as a new type of intervention. This course is open to all master students and addresses the psychological underpinnings of nudging as well as ethical issues, policy implications and design of nudges. Next to 8 lectures on nudging, group work on the design of a nudge is planned. Group work is presented during a final symposium.



Nudge

Kijk voor meer informatie op:

<http://www.uu.nl/masters/klinische-en-gezondheidspsychologie/tracks>



Applications in health and consumer behavior, safe and social behavior, traffic and environmental behavior

When? 2nd semester (February – April 2016) on Fridays
Where? Uithof Campus
Course load: 5 EC

More information?
Contact dr. Jeroen Benjamins
(j.s.benjamins@uu.nl)

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Master Course Nudging, February 2016 – April 2016

Coordinator: Jeroen Benjamins (j.s.benjamins@uu.nl; tel. 030 253 9265)

Course Description

Nudges are gentle suggestions that support people to behave in a desired way. Based on insights into human behavior, nudges attract considerable attention from professionals and policy makers as a new type of intervention. This course is open to all master students and addresses the psychological underpinnings of nudging as well as ethical issues, policy implications and the design of nudges. Next to 8 lectures on nudging, group work on the design of a nudge is planned. Group work is presented during a final symposium.

Course Format

Lectures and tutorials (discussion of assignments and essay; poster presentation). All course work is scheduled on Fridays from 11 AM to 15 PM (exact times pending).

Details lectures:

When	What	By Whom?
12-2-2016	Introduction on Nudges	Jeroen Benjamins
19-2-2016	Dual Systems	Denise de Ridder
26-2-2016	Heuristics	Floor Kroese
9-3-2016	Attention & Perception	Jeroen Benjamins
11-3-2016	Guest lecture: Nudge design	Reint-Jan Renes
18-3-2016	Guest Lecture: Policy of nudges	Jasper Zuure
26-3-2016	Good Friday; no class	
1-4-2016	Guest lecture: Ethics of nudges	Mariëtte van den Hoven
8-4-2016	Guest lecture: Nudges in practice	Thomas Dirkmaat

Dr. Jeroen Benjamins, Dr. Floor Kroese and Professor Denise de Ridder are psychologists working at the SelfRegulationLab at the Department of Psychology at Utrecht University (www.selfregulationlab.nl). They are engaged in a number of research projects on nudging in public health and collaborate with policy makers and practitioners to determine the effectiveness and working mechanisms of enhancing behavioral change by gentle support.

Dr. Reint Jan Renes works as Lector Crossmedia Communication in the Public Domain. He studied Social and Organizational Psychology at Utrecht University and got a Ph.D. in psychology at the Free University Amsterdam. His current work focuses on applying behavioral insights into policy making in collaboration with designers.

Dr. Mariëtte van den Hoven is senior lecturer at the Ethics Institute, Utrecht University. Her research focus is on public health ethics (obesity, immunization, child abuse, youth care) and professional ethics & education. As a teacher she

participates in the master of Applied Ethics, in bachelor and master courses in various faculties (medicine, pharmacy, social sciences).

Jasper Zuure graduated in social and organizational psychology from Leiden University. He is currently working on a dissertation in political philosophy on mass psychology, next to working as a senior advisor at the *Dutch Council for Public Health and Society (RVS)* and the *Dutch Centre for Ethics and Health (CEG)*. His focus is on the working of political institutions from the perspective of political philosophy and psychology.

Dr. Thomas Dirkmaat studied Economics and Law at Utrecht University. He obtained a PhD from the same University in Economics (game theory and experimental economics). In 2009 he started to work for the Dutch Ministry of Economic Affairs. He has worked on a broad range of topics. He has a strong interest in Evidence Based Policy Making. Since November 2014 he is the coordinator of the Behavioural Insights Team.

Tutorials

Students work in small groups on designing their own nudge in the public health domain. During the weekly tutorials, progress will be evaluated with the teacher as well as with peers. During tutorials there is also room to discuss lectures and literature. Moreover, students will work on an individual essay on nudges.

Final Event

The final event of this course involves a public presentation of nudges that were developed during the course. All nudges will be evaluated by a jury consisting of experts in the science and practice of nudging. For the winner of this gentle competition, there is a special Nudge Student Award.

