Framing the Intersections of Culture and Behavior: Choice Architecture in Education Abroad

Nudge 2.0

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REGION V HIGHLIGHT

THE POWER OF CHOICE:
HELPING STUDENTS MAKE THE "RIGHT" DECISIONS

Theory and Practice

NAFSA National Conference, May 29, 2013
Agenda

1. Definitions
2. Case studies
3. Action plan
4. Ethics
CHOICE ARCHITECTURE AND NUDGES

What is Choice Architecture?

The organization of choices to help people make wiser decisions to benefit themselves.

Small changes in context in which people make decisions

Example....
School cafeteria

Goal = make kids healthier

Important note –
We are not prohibiting choices
A bat and a ball cost $1.10 in total.
The bat costs $1.00 more than the ball.
How much does the ball cost?

10 5
GOALS OF CHOICE
ARCHITECTURE

Who knows me better than me?
CONCEPTS FROM THE BOOK

Following the herd

Anchoring and adjustment

Elimination by aspect

Default option (status quo)

Framing

Availability bias

Unrealistic optimism

Priming

Mapping
NUDGES IN STUDY ABROAD

...Because we are choice architects
Because we are choice architects...
LET’S LEARN FROM OUR PEERS
Group Work

FOR SMALL GROUP DISCUSSION

1. How would YOU implement this specifically at your institution? How could you make this even more effective?

2. Have you already implemented a Nudge? How did it work?

3. Are there any challenges and obstacles that might exist that restrict you from making this happen (PROBLEMTUNITIES)?
   – What are potential solutions to get around those obstacles?
HOW CAN YOU USE NUDGES?

FRAMING THE INTERSECTIONS OF CULTURE AND BEHAVIOR: CHOICE ARCHITECTURE IN EDUCATION ABROAD
DIY Nudge

How can you design your nudge
Where do you start?

Hint: You don’t have to have read the book

Let’s run through some basics, and then try it on your own
Start at the End

Define the outcome you’re seeking

– Students in homestays
– More faculty support
– Better advising conversations
– Language immersion
Who?

Identify your constituency

- Students
- Faculty
- Staff (local/on-site)
- Parents/Family
- Other?
Map the Status Quo

How do things currently work?
What needs to change?
What is the decision making process you want to improve?
Ready, Set, Nudge

How can you shape or influence the process?

– How can you get to the desired outcome?
– What influences your constituency? What do they respond to?
– Knowing the decision matrix, how do you get to the desired outcome?
Now it’s your turn

1. Define your desired outcome
2. Identify your constituency
3. Map your current process
4. Create your nudge
5. Repeat

Each group should come up with 4 +
It’s only a Nudge, right? Where’s the harm in that?

- Ethics and Choice Architecture
  - The Forum Compass to guide ethical decision-making:
    - Is it true, fair and transparent?
    - Does it but the interests of the students first and contribute to their intellectual and personal growth and well-being?
    - Does it reflect the best practices of the field?
    - Does it foster international understanding?
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Will you fill out your evaluation now or during the break?

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