



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Nudging and psychological influence

<b>Course Code:</b>	FEAD94
<b>Course Title:</b>	Nudging and psychological influence <i>Nudging och andra påverkansformer - vägen till positiv beteende förändring</i>
<b>Credits:</b>	5
<b>Degree Level:</b>	Master's level
<b>Progressive Specialisation:</b>	Second cycle, has only first-cycle course/s as entry requirements (A1N)

**Major Field of Study:**  
FOA (Business Administration)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-06-15, and is valid from the Autumn semester 2022 at Karlstad University.

### Prerequisites

90 ECTS credits in the Social, Behavioural, or Natural Sciences, including at least 30 ECTS credits at the G2F level or higher, and at least 2 years of relevant work experience, plus upper secondary level English 6, or equivalent

### Learning Outcomes

Upon completion of the course, students should be able to:

1. give an account of theories of psychological forms of influence and nudging, and how behavioural change can be the result,
2. apply nudging methods that lead to behavioural change in relevant areas,
3. explain how psychological research can be used to achieve large-scale behavioural

change, and

4. problematise ethical and moral dilemmas related to behavioural change efforts.

### **Content**

The aim of the course is for students to acquire increased knowledge about and understanding of psychological forms of influence and behavioural change. A special type of influence that the course focuses on is called nudging. The course aims to facilitate the students' own designs for behavioural change, for instance in connection to organisational changes, societal developments, or other kinds of events that require large groups of people to change their behaviour to some extent.

The course provides knowledge about psychological theories regarding what can change human behaviour, and relevant practical methods. That knowledge and those tools are related by students to their own specific work and challenges in order to increase their understanding of how behavioural change can be promoted. Based on theory and practice as well as the students' experiences, four workshops are alternated with lectures. The workshops start out from theories about psychological forms of influence and the theoretical principles of nudging, and students discuss the possibilities and limitations of specific interventions intended to change behaviours together with each other and the teacher.

The course requires active participation in creating the course content through seminar discussions and other learning activities throughout the course. The course content is partly contributed by the students themselves and based on their experiences, questions, and challenges in the context of their own work. The course involves independent study, continuous reading, and active reflective participation in group discussions.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on written and oral, individual and group assignments presented and discussed in mandatory seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

### **Course Certificate**

A course certificate will be provided upon request.

### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.