



Faculty of Arts and Social Sciences  
Psychology

## Syllabus

### Positive behavioural change

<b>Course Code:</b>	PSAM25
<b>Course Title:</b>	Positive behavioural change <i>Positiv beteendeförändring</i>
<b>Credits:</b>	7.5
<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:**  
PSA (Psychology)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2026-02-11, and is valid from the Autumn semester 2026 at Karlstad University.

#### Prerequisites

A bachelor-level degree of at least 180 credits, including 90 credits in Psychology and an independent project of at least 15 credits at G2E level. In addition, upper secondary level Swedish 3, English 6 or Swedish level 3, English level 2.

An equivalence assessment can be made.

#### Learning Outcomes

Upon completion of the course, students should be able to

1. describe and explain theories of behavioural change, motivation, and psychological forms of influence,
2. apply methods of behavioural design that lead to behavioural change promoting sustainable development,
3. explain how psychological research can be used to implement behavioural change at the individual, group, and societal levels, and
4. problematise ethical and moral dilemmas associated with behavioural change interventions that may be of practical relevance for sustainable development.

#### Content

The aim of the course is for students to acquire increased knowledge and understanding of theories of behavioural change and motivation, behavioural change models, and psychological forms of influence. A special type of psychological influence that the course focuses on is called nudging. The course is intended to provide theoretical knowledge of psychological theories explaining what drives change in human behaviour, as well as practical methods relevant to such change. 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. Special emphasis is placed on behavioural change related to sustainable development.

The course requires active participation in creating the course content through seminar discussions and other learning activities throughout the course. The course involves independent study, continuous reading, and active reflective participation in group discussions.

#### Reading List

See separate document.

**Examination**

All learning outcomes are assessed based on written and oral assignments, completed individually and in groups, presented and discussed in 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 Pass with 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.