

Using Nudges to Boost Big Reading

By Joseph Poulshock, Senshu University & ReadOasis.com
By Douglas Forster, Japan Women's University & ReadOasis.com

Problem

- Critics say, "ER is great, but students don't do it."
- The challenge:
- Help students read big.



Reading Mandates

- This is an ORDER: Read or fail!
- Remove mandates, AND?
- Do mandates promote pleasure reading?



ER is PLAY

- ER is like play.
- Do we mandate play?
- What do you think?



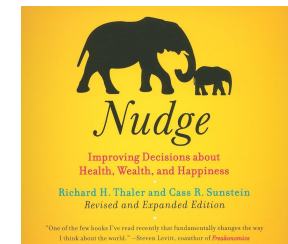
Solution – Nudges

- Instead of mandates: Nudges
- The difference between nudge and mandate?



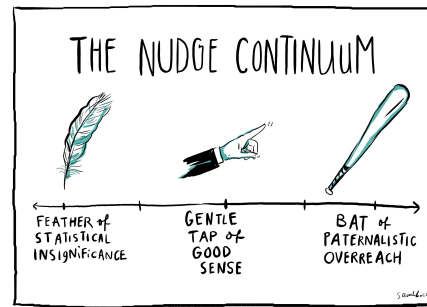
Nudge Theory

- Nudge: Improving Decisions About Health, Wealth, and Happiness by Thaler and Sunstein
- Richard H. Thaler won the Nobel Prize in Economics in 2017



Nudge Theory – Thaler and Sunstein

- Use choice architecture.
 - Nudge behavior in predictable ways.
 - Nudges do not forbid any options.
- Nudges steer people in a particular direction, but preserve freedom, allowing people to go their own way.



Nudge Theory – Thaler and Sunstein

- To be a nudge...
- People can easily and cheaply avoid the intervention.
 - **Mandate:** "Forbid sugary drinks."
 - **Nudge:** "Put healthy drinks at eye level."

General Nudges

- Warnings on cigarettes.
 - An email reminder that credit card payment is due.
 - Opt-out pension plans, instead of opt-in.



Education Nudges

- Email reminders to use a tutoring center or library
- Goal setting programs
- Growth mindset pen pal program
 - nudge4.ideas42.org



Word Target Nudge

- Weekly word target: 2500
 - "Word-target participants generally doubled their reading amount compared to when they were required to read one book per week."
 - McLean, & Poulshock, (2018). Increasing reading self-efficacy and reading amount in EFL learners with word-targets. *Journal Reading in a Foreign Language*, April 2018, Volume 30, No. 1. pp. 76-91.

Pillow Grading Scale

Big Reading Scrum Questions: (1) How many words did you **TRACK (T)** last week? (2) What is your reading **GOAL (G)** for this week? (3) What stories or books do you **recommend** for your group? (Remember good language learners get big data.)

[illegible]

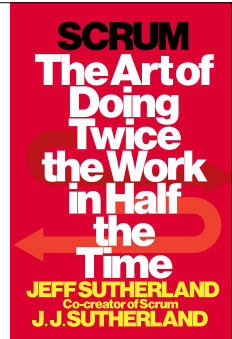
The Five Minute Drill

- **Students got extra credit for reading 3-5 minutes per day.**
 - **Correlational results showed that this "as-if" kick start drill increased reading amount.**
 - The Five-Minute Drill for Big Reading (ERWC 2)

[illegible]

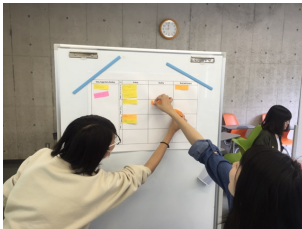
SCRUM for ER

- Teams manage projects.
 - Break big projects into steps.
 - Teams set weekly ER goals.
 - Social nudges to read more.



SCRUM for ER

- **Students saw each other's goals and supported each other.**

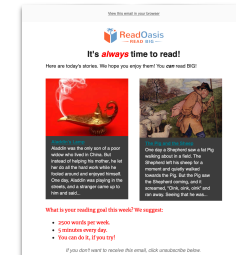


Scrum as a Social Nudge

ADVANCED: N = 9 INTERMEDIATE: N = 18	BOOKS AVERAGE PER SS	STORIES AVE PER SS	STORIES AND BOOKS AVERAGE	ALL WORDS AND STUDENTS	PERCENT INCREASE
All Before Scrum (N = 27)	25,015	3,655	28,670	888,779	63.65%
All During Scrum (N = 27)	42,277	4,642	46,919	1,454,490	

Nudges for Extensive Reading

- Email reminders to read and use the library
 - Using Mailchimp



N = 287	Total Word Count	Ave Word Count	*Ave Median Words
Pre-Nudge	2,834,550	8,847	3,752
Post-Nudge	3,297,572	10,486	5,035
Increase	463,022	1,639	1,283
Percent Increase			34%

*average median value for the median for each class

Conclusions

- We can use nudges to help students read more.
 - *We may need to adjust nudges to match learner differences and preferences.
 - *not a point re the empirically unsupported idea of learning styles.
 - We need empirical research for ER and nudges.
- We need more ER practitioners to research nudges.

Thank You

- To get this talk:
 - www.ilinguist.net
 - Search for Nudge

