

Behavioral Design for EdTech: Creating Products that Motivate, Engage, and Enhance Learning

Bibi Groot, PhD



Through a multidisciplinary approach, we integrate Behavioral Sciences, Social Sciences, and Philosophy with the aim of generating positive and effective impacts in the organizational context, public policies, and (why not) on a personal level..

Este workshop será realizado em Inglês, contudo a profesora Bibi Groot compreende perfeitamente o Português.



Behavioral Design for EdTech: Creating Products that Motivate, Engage, and Enhance Learning

This course equips EdTech professionals and educators with the knowledge and skills to leverage behavioral science in the design and development of effective educational products. We will explore how insights from psychology, economics, and neuroscience can be harnessed to create products that truly resonate with users, foster engagement, and drive meaningful learning outcomes.

Specific Themes

Introduction to Behavioral Insights in EdTech

Nudges in EdTech

Fogg Behavior Model (FBM)

EAST Framework

Engage Model

Ryan & Deci's Self-Determination Theory (SDT)

Evaluation Methodology (A/B Testing and Randomization)

Behavioral Ethics in EdTech

COURSE PROFESSOR



Bibi Groot, PhD
Course Director

[+ information](#)

Bibi is Honorary Research Fellow at UCL Institute of Education and Head of Behavioural Science at I= Eedi.

As an Applied Behavioural Scientist with a PhD in Behavioural Public Policy (University College London), her career is rooted in the intersection of behavioural science and product development. She specializes in creating engaging, motivating learning experiences that drive meaningful behaviour change.

Core Areas of Expertise

Product Development: Leveraging behavioural insights to design products that foster engagement and motivation within the wonderful world of EdTech.

Experimentation: Conducting rapid A/B experiments to iteratively improve product features and interventions, ensuring they are both effective and user-centric.

Mixed Methods Evaluations: Utilizing a combination of quantitative and qualitative research methods to evaluate the impact of interventions and products, providing a comprehensive understanding of what works.

Some work from Bibi



Bibi Groot, PhD
Course Director

- Groot, B., Sanders, M., Rogers, T., & Bloomenthal, E. (2017). I get by with a little help from my friends: Two field experiments on social support and attendance in further education colleges in the UK. BIT-UK Paper.
- Groot, B., & Sanders, M. (2020). Applying behavioral insights to boost transversal skills in the classroom and at home. In The future is now: Transversal skills in Latin America and the Caribbean in the 21st century (Chapter 13). Inter-American Development Bank (IDB).
- Groot, B., & Sanders, M. (2021). Evidence-based behavioral interventions to boost 21st century skills. In The power of curriculum to transform education: How education systems incorporate 21st century skills to prepare students for today's challenges (Chapter 5). Inter-American Development Bank (IDB).
- O'Reilly, F., Chande, R., Groot, B., Sanders, M., & Soon, Z. (2021). Behavioural insights for education: A practical guide for parents, teachers and school leaders. BIT-UK and Pearson.
- Redesigning our workplaces for more inclusion and diversity. TEDx Talks.
Retrieved from <https://www.ted.com>



Course Goals:

- Apply key behavioral science principles to design and develop effective EdTech products.
- Critique existing EdTech products using behavioral science frameworks like the Fogg Behavior Model, EAST, and Engage.
- Develop strategies to incorporate nudges, gamification, and personalization into EdTech products to drive engagement and learning outcomes.
- Measure and evaluate the impact of behavioral interventions in EdTech products using A/B testing and other rigorous methods.

Expected Outcomes:

Development of products that make a real difference in the lives of learners.

Ability to critique and improve existing products based on behavioral frameworks.

Implementation of behavioral interventions that increase engagement and educational effectiveness.



Format

Online (synchronous)

Workload

12 hours

Meetings

6 classes

CRONOGRAM

Sessions will take place on Wednesdays, at 4:00 PM Brasília time and 7:00 PM, Portugal time.

1: February 5, 2025

2: February 12, 2025

3: February 19, 2025

4: February 26, 2025

5: March 12, 2025

6: March 19, 2025

HOW WILL THIS HAPPEN?

Methods

Lectures and presentations, group discussions and brainstorming, case study analysis, role-playing exercises, hands-on activities and workshops, guest lectures and field trips (virtual or in-person)

Activities

- ✓ Readings: Articles, research papers, and case studies.
- ✓ Assignments: Practical exercises and design challenges.
- ✓ Optional final project: Design a behavioral intervention for an EdTech product.

WHY SHOULD SOMEONE TAKE THIS COURSE?

This course offers tools to create products that make a real difference in the lives of learners.

It enhances your career prospects in the rapidly growing EdTech industry.

With this knowledge, you are able to become a sought-after expert in user-centered design.

Exemplos de Aplicações

- ✓ Personalize learning pathways based on individual student needs and preferences.
- ✓ Create adaptive learning platforms that respond to student progress in real time.
- ✓ Gamify learning experiences to make them more fun and engaging.
- ✓ Design user interfaces that encourage habit formation and sustained engagement.

FOR WHOM IS THIS COURSE DESIGNED?

- ✓ EdTech product managers
- ✓ UX/UI designers
- ✓ Content creators
- ✓ Instructional designers
- ✓ Entrepreneurs and innovators in the education space

No prior study or knowledge of the subject is required, although the course does not focus solely on introductory and general components related to the application of behavioral sciences.



INVESTMENT

R\$ 2.880,00

480,00 €

Payment in up to 3 installments on a credit card.

CONTACTS

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