Communicating to Students with Behavioral Science

Example communication

**CHECK OUT THE WRITING CENTER**

Jordan, check out the Writing Center!

Writing skills are useful every day, from getting good grades to getting your boss to switch your schedule. Many students improve their reading and writing skills at the Writing & Communication Center!

**Where:** Leslie Hall, room 264  
**Hours:** Monday – Friday, 9:00-5:00

Make a specific plan now so you don’t miss out before the semester ends. When will you visit the writing center?

**Date?**

**Time?**

Where will you be coming from?

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Personalization grabs the student’s attention, helping ensure they read your letter or email.

Students don’t know what “normal” behavior for a college student is. **Social norms** subtly tell a student that seeking help is okay.

Students may have **scarce cognitive resources** at any one time. Make the key information easy to process.

Identify the utility value of your request. Focus on what students can use here and now.

No one likes losing something. Use **loss aversion** to help students think about campus resources as something that is theirs to lose.

Help students make a plan to follow through. **Implementation intentions** set the where, when, and how of accomplishing a goal.