Nudged to learn:

Exploring longitudinal nudging effects in a news aggregator

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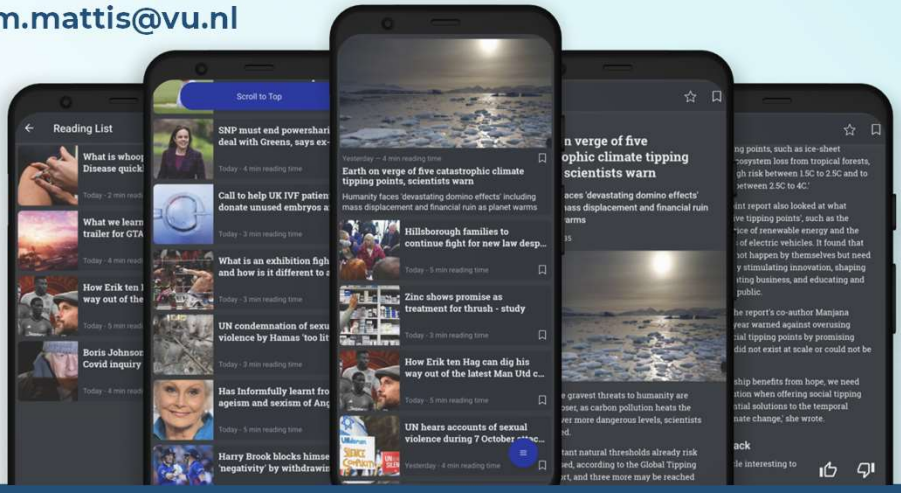
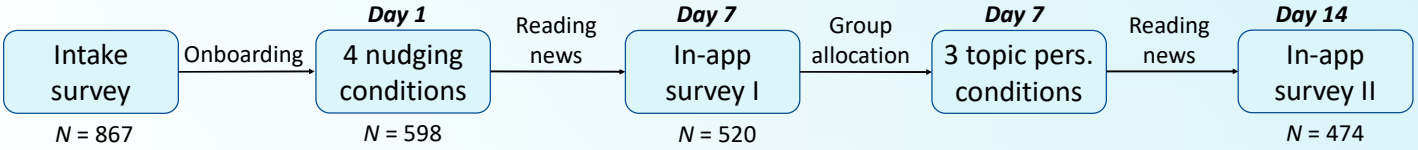


RQ: Can we nudge readers to a) select, b) engage with and c) learn from environmental news?



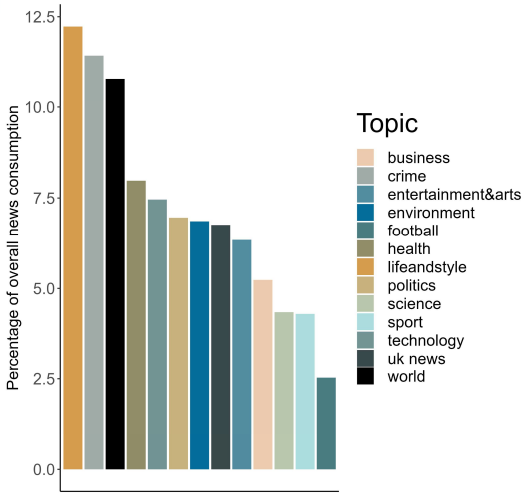
Experimental manipulation

The ***position nudge*** aimed to facilitate engagement & recall through prominent article position.
The ***complexity nudge*** aimed to facilitate recall through lowered text complexity
For ***topic personalization***, we used either explicit or implicit user preferences or kept everything the same (control)

Each day, we populated a news feed with 26 articles from the previous day. One of these was a handpicked environmental news article, where we manipulated a) its position in and b) its text complexity (using ChatGPT). As outcome variables, we measured news selection (clicks), news engagement (reading time) and recall of nudged articles. We also measured user satisfaction and perceived topic diversity..

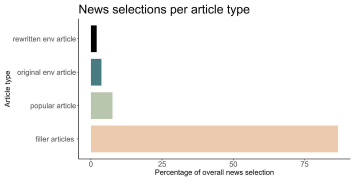
Our dataset & sample

Overall news selection per topic

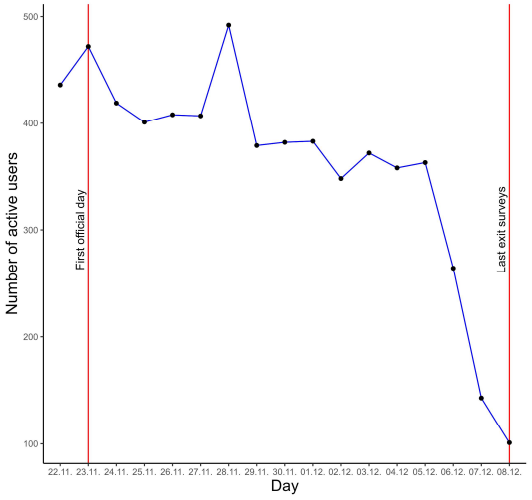


Sample	*M / SD*
Age	37.12 / 11.74
Env. interest	5.46 / 1.29
News interest	6.05 / 2.18
Selections	38 / 30
Reading time	78min / 62

Dataset	*N*
Interactions	35 808
Article ratings	27 585
Bookmarks	2 353
Favourites	2 965



Number of active users per day



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