## Grow. Gather. Graduate.

## **Using Behavioural Insights to Help Students Graduate from University**

Dropping out of university is associated with a heightened risk of unemployment or long-term welfare dependence.

Supported with funding from the Try, Test and Learn Fund, BETA designed a new behaviourally informed app called 'Grok'.

Grok aimed to improve university completion rates by growing student resilience through:

The trial launched in

Australian universities

of Grok on academic

semester one 2020 at two

We evaluated the impact

performance, completion,

wellbeing and belonging.

Challenging unhelpful thoughts about setbacks



**Delivering practical** wellbeing and study tips

and stay on track when it comes to academics.'

'Grok was an app worth downloading - it helps you stay motivated, reflect on your self-identity/wellbeing

4463 students downloaded Grok

Feedback was largely positive...

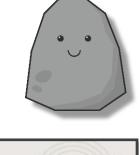
but overall app usage was low

We found no significant difference between those who had access to Grok and those who did not.

This could be due to the app content, low usage or impacts of COVID-19.

Mobile apps are highly accessible bu
<mark>challenge</mark> . BETA could make Grok a
testing to understand its potential im

WEEK1











it maintaining user engagement is a accessible to researchers for further pact and broader application.

Reminding students to connect with social groups

