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**:**

1. Reminding students to connect with social groups
2. Challenging unhelpful thoughts about setbacks
3. Delivering practical wellbeing and study tips



Quote: “*Grok was an app worth downloading - it helps you stay motivated, reflect on your self-identity/wellbeing and stay on track when it comes to academics.”*

The trial launched in semester one 2020 at two Australian universities.

We evaluated the impact of Grok on academic performance, completion, wellbeing and belonging.

**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 but **maintaining user engagement is a challenge**. BETA could make Grok accessible to researchers for further testing to understand its potential impact and broader application.