LSE Sludge Audit
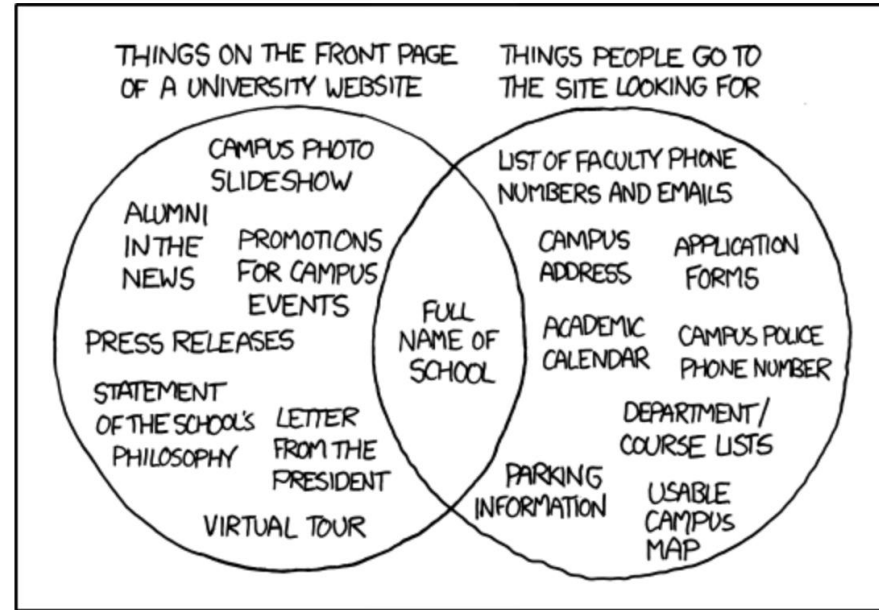
Cian Lin and Muskaan Pal

What is sludge?

➜ Sludge refers to **excessive administrative burdens** and **unjustified frictions** that hinder individuals from achieving their goals or fulfilling their desires.

➜ Sludge can be found in **various areas** such as application processes, consumer complaints, rebates, customer service, subscriptions, financial aid, etc.

➜ Sludge imposes various costs, reduces navigability and impedes freedom of choice, creating walls and barriers.

Sludge in Higher Education

The **transactional touchpoints** in higher education websites are often buried deep within the architecture of the website (Londeree, 2022).

These are often unintentional and unrecognised, but are burdensome.

Our focus is on investigating sludge in LSE's website navigability.

Source: Londeree, C. (2022, Jan 30). *On the Other Side of Sludge: Saving Time, Money, and Brand Reputation*. Simpson Scarborough. https://insights.simpsonscarborough.com/sludge

Sludges vs Deliberation-Promoting Nudges

Administrative burdens can serve important goals (Sunstein, 2019).

Necessary Administrative Burden

+ counteract self-control problems, recklessness, and impulsivity

+ promote public and private accountability

Unnecessary Administrative Burden

- difficulties in navigating

- create gaps between intentions and behavior

Identifying "sludge" at LSE

1. Disseminate survey seeking opinions on which processes are burdensome for students.
2. Create user flowcharts to dissect these processes.
3. Identify aspects of sludge.
4. Build recommendations based on identified aspects.

Thank you!

Kindly help us by filling the following form out:

Survey on Sludge at LSE