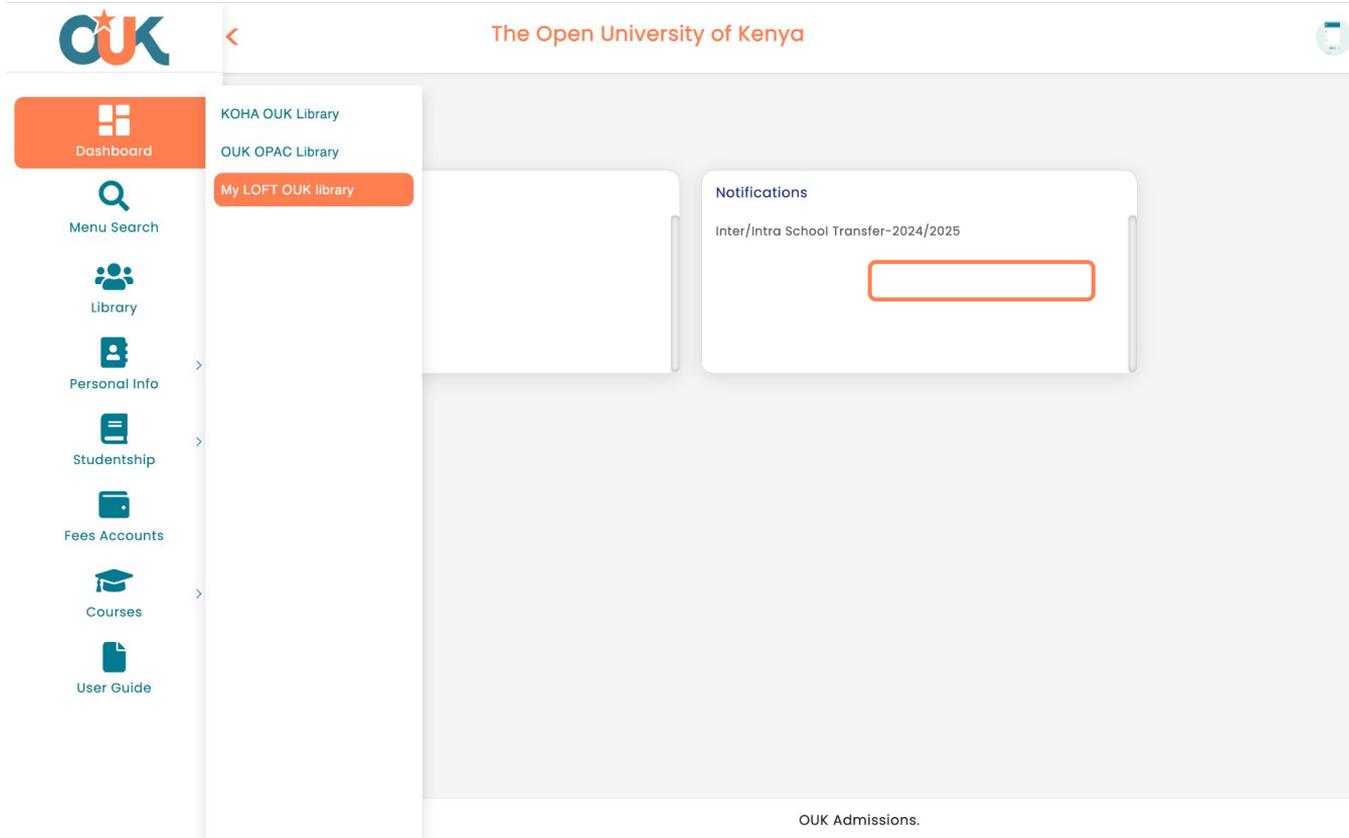




**OPEN UNIVERSITY**  
— **OF KENYA** —

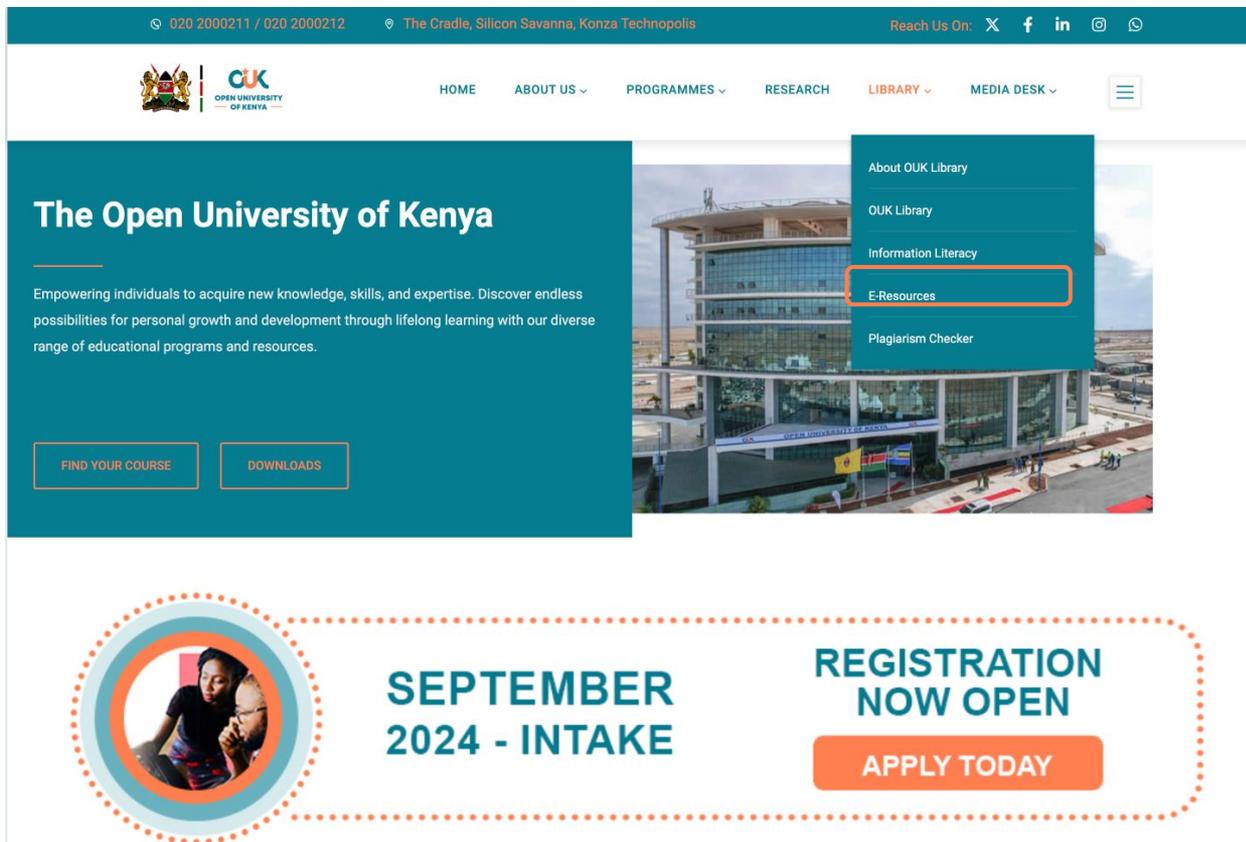
## **University Library Access Guide**

**Instruction:** Go to the student portal [myOUK](#), on the main menu, select **Library > My LOFT OUK Library**



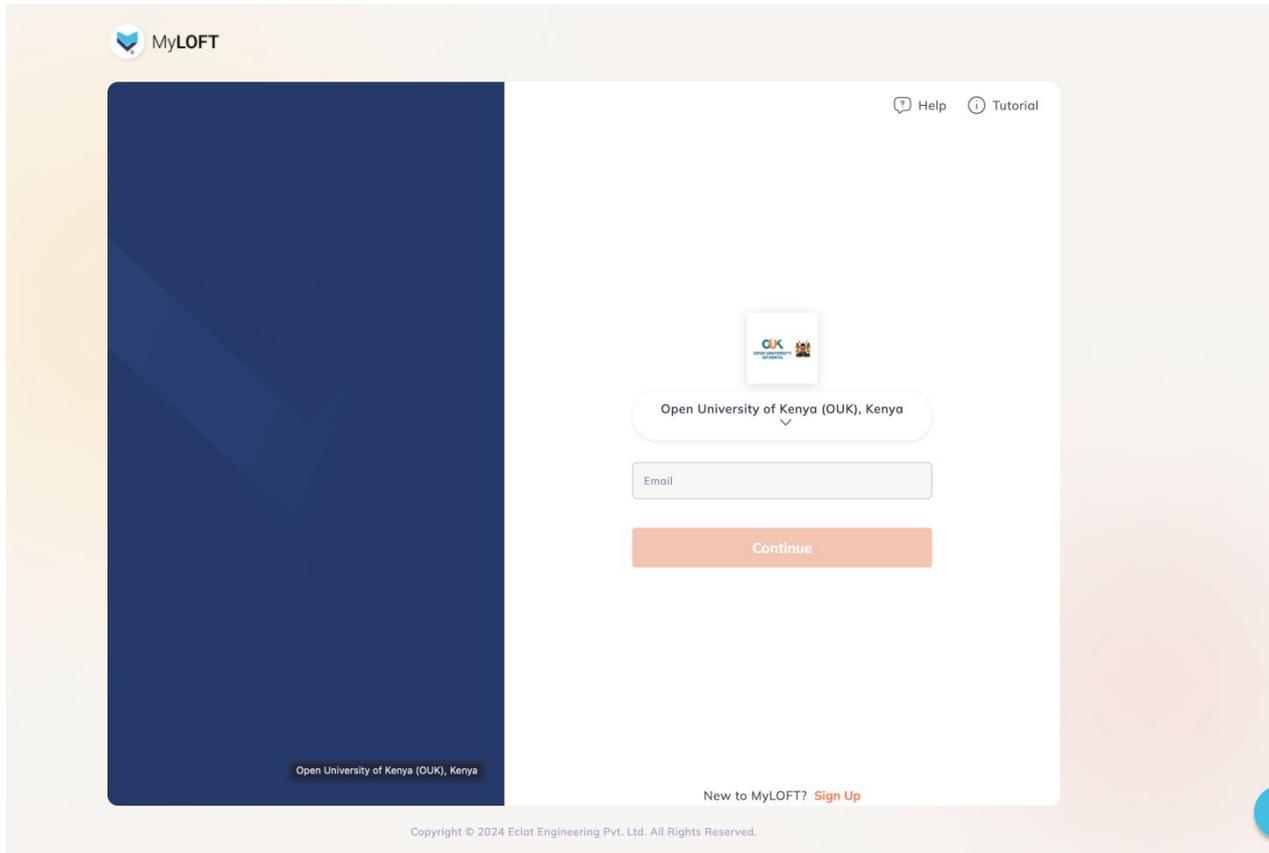
The screenshot displays the student portal interface for The Open University of Kenya. The header includes the OUK logo and the text "The Open University of Kenya". A navigation menu on the left lists various options, with "My LOFT OUK library" highlighted in orange. The main content area features a "Notifications" section with a notification titled "Inter/Intra School Transfer-2024/2025" and a red rectangular box. The footer contains the text "OUK Admissions."

**Instruction:** You can also go to the main **OUK** website, under the library main menu, select **E-Resources**.

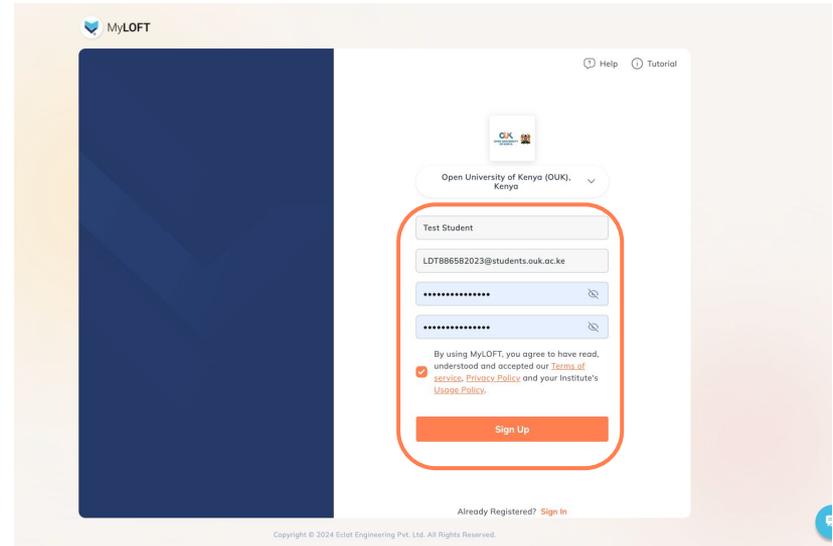
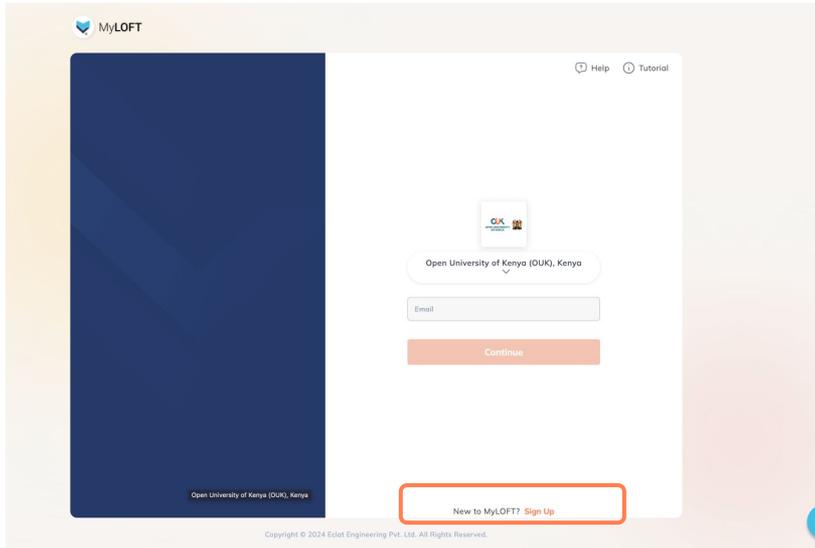


The screenshot displays the Open University of Kenya (OUK) website. At the top, there is a teal header with contact information: "020 2000211 / 020 2000212" and "The Cradle, Silicon Savanna, Konza Technopolis". Social media icons for X, Facebook, LinkedIn, Instagram, and WhatsApp are also present. Below the header is a navigation bar with the OUK logo and menu items: HOME, ABOUT US, PROGRAMMES, RESEARCH, LIBRARY, and MEDIA DESK. The LIBRARY menu is expanded, showing options: About OUK Library, OUK Library, Information Literacy, E-Resources (highlighted with an orange border), and Plagiarism Checker. The main content area features a teal background with the text "The Open University of Kenya" and a description: "Empowering individuals to acquire new knowledge, skills, and expertise. Discover endless possibilities for personal growth and development through lifelong learning with our diverse range of educational programs and resources." Below this text are two buttons: "FIND YOUR COURSE" and "DOWNLOADS". To the right, there is a large image of a modern building. At the bottom, a promotional banner with a dotted orange border contains a circular image of a student, the text "SEPTEMBER 2024 - INTAKE", and "REGISTRATION NOW OPEN" with a prominent orange "APPLY TODAY" button.

**Instruction:** You will be redirected to MyLOft, as shown in the screenshot below.



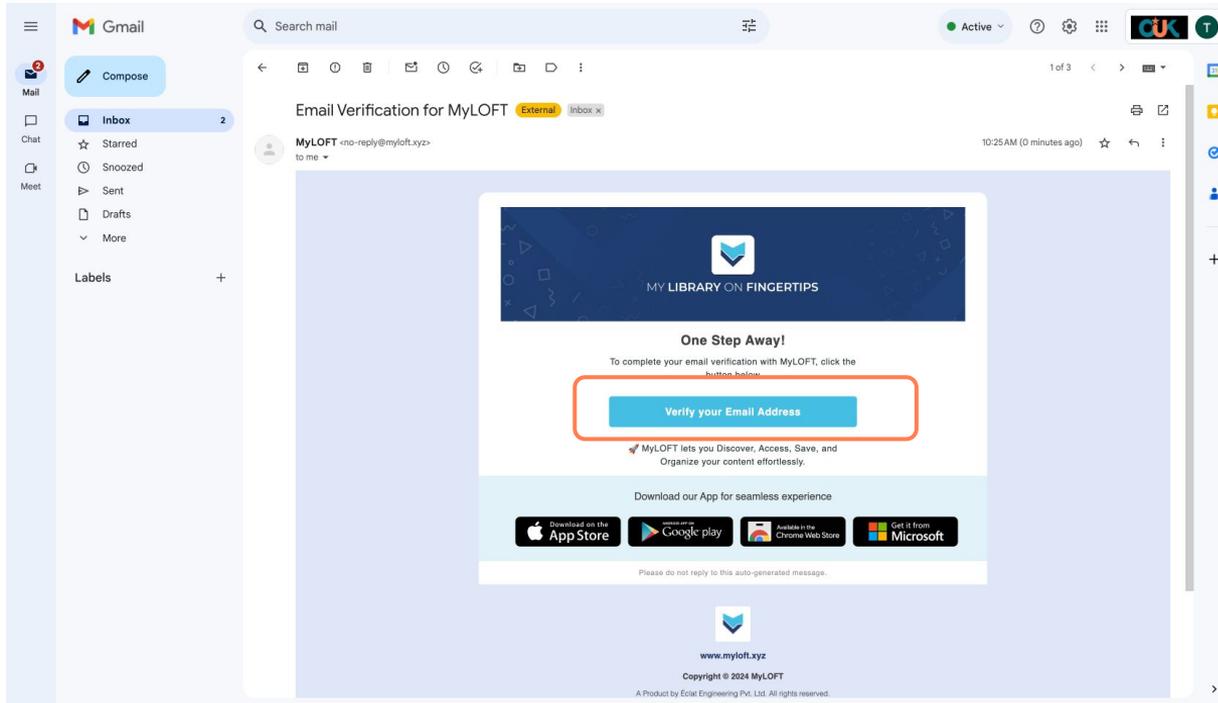
**Instruction:** Click on *Sign Up* to create your account.



**Instruction:** You will receive an email for verification. Activate your email through the link provided.

**Instruction:** Wait for approval from the university library department.

**Instruction:** Once approved, you will receive a verification email.



**Instruction:** Log in again using the email verification link provided.

The screenshot shows a Gmail interface with a sidebar on the left containing navigation options like Mail, Chat, and Meet. The main content area displays an email from MyLOFT with the subject "Open University of Kenya (OUK), Kenya e-Library launches MyLOFT for all your e-Content needs". The email body features a header image of a building, followed by the text "Your Learning Adventure Awaits!". Below this, it says "We are delighted to welcome you back to MyLOFT at Open University of Kenya (OUK), Kenya Library!" and provides an email address: [ld1886582023@students.ouk.ac.ke](mailto:ld1886582023@students.ouk.ac.ke). A prominent blue button labeled "Login as Test Student" is highlighted with a red rectangular box. Below the button, there is a note: "Need to reset your password? [Click here](#). The link will be active for 90 days". At the bottom of the email content, there are links to download the app from the App Store, Google Play, Chrome Web Store, and Microsoft. The footer of the email states "Please do not reply to this auto-generated message."

**Instruction:** Follow the various steps shown on the next screens.

Discover

1 Select Discipline 2 Select Role 3 Select Interests 4 Add Extension

### Update your profile

Select your Department / Discipline / Stream / Course / Programme

Q Search and Select

- Internal-testing
- Lib Staff
- Staff
- Student

Next

Discover

1 Select Discipline 2 Select Role 3 Select Interests 4 Add Extension

### Please select an option that describes you best

- Academic Researcher
- Artist
- Author
- Business Executive
- Designer
- Economist
- Engineer
- Environmentalist
- Government Official
- Healthcare Professional
- Historian
- Information Technology Professional
- Journalist
- Lawyer
- Librarian
- Linguist
- Media Professional
- Medical Professional
- Musician
- Nonprofit Organization Professional
- Other
- Philosopher
- Professor
- Scientist
- Social Worker
- Student

Skip Next

**Instruction:** Once you complete the final step, install Extension for your respective browser.

The screenshot shows a web application interface with a 'Discover' modal. The modal has a progress bar at the top with four steps: 'Select Discipline' (checked), 'Select Role' (checked), 'Select Interests' (checked), and 'Add Extension' (active). The main heading is 'MyLOFT browser extension' with the instruction 'Click the "Add Extension"'. Below this is a diagram showing data flow: 'eContent Subscription Data' and 'Other Data' are sent to a 'MyLOFT Secure' server, which is represented by a green shield with a checkmark. A globe icon is also present. The text below the diagram states: 'The MyLOFT browser extension is required to access your library subscribed eResources and start saving articles. Click the "Add Extension" button to install or enable the MyLOFT browser extension.' At the bottom right of the modal are two buttons: 'Skip' and 'Add Extension'. The background shows a sidebar with 'Open University of Kenya (OUK), Kenya' and navigation options like 'Home', 'eResources', 'Collections', and 'Favourites'. A footer in the bottom left corner reads 'V 2.1.5 Powered by MyLOFT © 2024'.

## How to access the resources:

**Instruction:** On the home screen, navigate to the various resource categories via the main menu.

The screenshot displays the 'Discover' page of the MyLOFT platform. On the left, a navigation menu is visible with the following items: Home, eResources (highlighted with an orange border), All Databases, All Journals, All eBooks (highlighted with a red border), Open Educational Resou..., Epapers, Collections, and Favourites. The main content area shows a grid of eBooks under the 'All eBooks' category. The eBooks are arranged in a 4x5 grid. The first row includes titles such as '100 Cases in Clinical Pathology', '100 Cases in Clinical Pharmacology...', '100 Cases in Paediatrics', and '100 Cases in Psychiatry'. The second row includes '100 Notable Names from General Practice', '101 Case Studies in Construction...', '16mm and 8mm Filmmaking', and '17 Things Resilient Teachers Do: (And 4...'. The third and fourth rows feature multiple instances of '21st Century Nanoscience - A Handbook'. At the top of the page, there is a search bar, a user profile icon, and filter options for 'Filter by Publisher' and 'Sort by Alphabetical'. The footer indicates the platform is 'Powered by MyLOFT © 2024'.

## How to access the resources:

**Instruction:** On the home screen, navigate to the various resource categories via the main menu.

The screenshot displays the 'Discover' page of the Open University of Kenya (OUK) library system. The page features a search bar at the top with the text 'Search' and a dropdown menu set to 'All Databases'. Below the search bar, there are filters for 'Filter by Publisher' and 'Sort by Alphabetical'. The main content area is a grid of database tiles, each representing a different resource. A sidebar menu on the left is highlighted with a red box, showing the following options: Home, eResources (selected), All Databases, All Journals, All eBooks, Open Educational Resou..., Epapers, InHouse Books, Collections, and Favourites. The database tiles include:

- Academic Journals (Academic Journals)
- AIP Publishing (American Institute of Physics)
- APS physics (American Physical Society)
- Annual Reviews (Annual Reviews Inc.)
- Baobab (Baobab)
- Bentham Science (Bentham)
- BioMed Central (Springer Nature)
- BIR (British Institute of Radiology)
- Cambridge Core (Cambridge University Press)
- Cochrane Library (Wiley (Blackwell Publishing))
- Company of Biologists (The Company of Biologists Ltd.)
- De Gruyter Online (Walter de Gruyter)
- DOAJ (Directory of Open Access Journals)
- EBSCOhost (EBSCO)
- Edinburgh University Press (Edinburgh University Press)
- Elgaronline (Edward Elgar Publishing Ltd.)
- Emerald (Emerald)
- Encyclopedia Britannica (Encyclopaedia Britannica, Inc)
- Gale (Gale)
- Hindawi (Hindawi)
- HSTalks (HSTalks - Online Lectures by Leading...)
- IEEE Xplore (IEEE Xplore Digital Library)
- IMF eLibrary (The International Monetary Fund (IMF))
- IOPscience (IOP Publishing)

At the bottom left, there is a version number 'V 2.1.15' and a note 'Powered by MyLOFT © 2025'. At the bottom right, there is a circular refresh icon and a square icon.

**Instruction:** Click on the Database of Your Choice

Begin by selecting the database you wish to use, such as **EBSCOhost**.

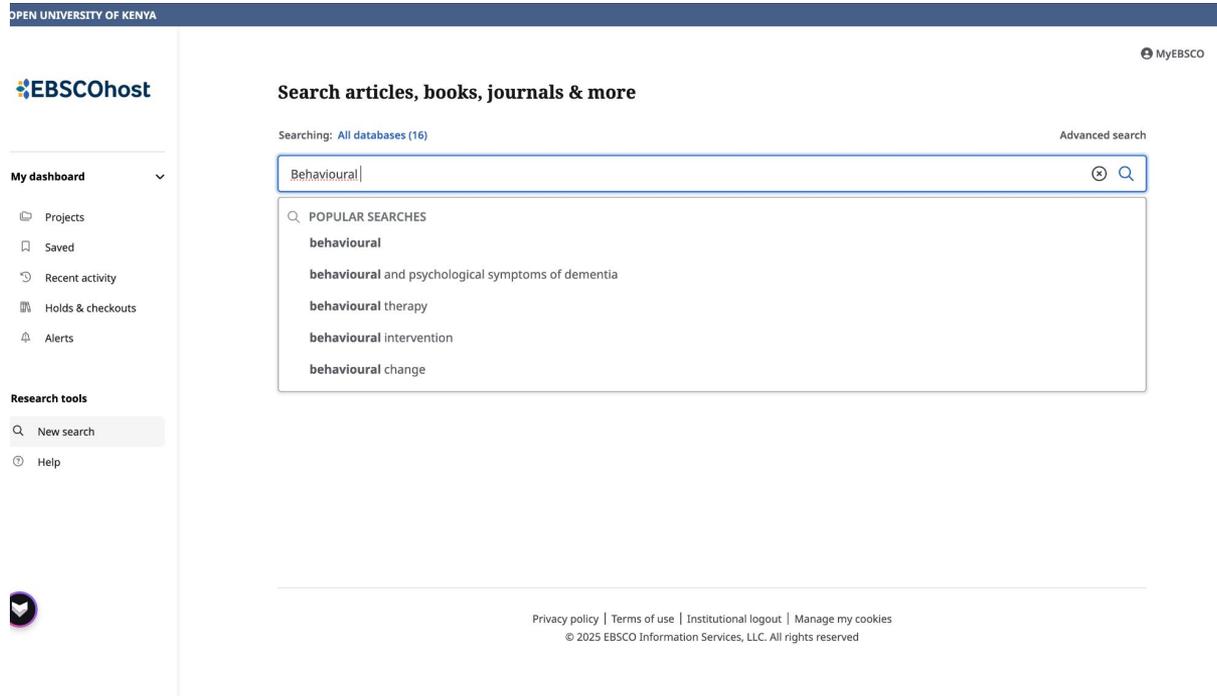
Refer to the screenshot below to identify and click on the desired database.

The screenshot displays the 'Discover' interface for the Open University of Kenya (OUK). The main content area is titled 'All Databases' and features a grid of database tiles. Each tile includes a logo, the database name, and a brief description. The 'EBSCOhost' tile is highlighted with a red rectangular border, and a blue arrow points to it from the bottom left. Other visible databases include Academic Journals, American Institute of Physics (AIP), American Physical Society (APS), Annual Reviews, Baobab, Bentham Science, BioMed Central, British Institute of Radiology (BIR), Cambridge Core, Cochrane Library, Company of Biologists, De Gruyter Online, DOAJ, Edinburgh University Press, Elgaronline, Emerald, Encyclopedia Britannica, Gale, Hindawi, HSTalks, IEEE Xplore Digital Library, IMF eLibrary, and IOPscience. The interface also includes a search bar at the top, a sidebar with navigation options, and filters for 'Filter by Publisher' and 'Sort by Alphabetical'.

## Instruction: Access the Specific Database Page

- Once you click on the database, you will be redirected to its main page.
- For example, if you selected **EBSCOhost**, the corresponding page will appear.
- **See the screenshot below** for an example of the database interface

**Instruction:** Search your preferred topic as shown below.



The screenshot displays the EBSCOhost search interface. At the top left, the text 'OPEN UNIVERSITY OF KENYA' is visible. The EBSCOhost logo is prominently displayed on the left side. Below the logo, there is a 'My dashboard' section with a dropdown arrow, containing links for 'Projects', 'Saved', 'Recent activity', 'Holds & checkouts', and 'Alerts'. Underneath, the 'Research tools' section includes 'New search' and 'Help' options. The main search area is titled 'Search articles, books, journals & more'. It shows a search bar with the text 'Behavioural' and a search icon. Above the search bar, it indicates 'Searching: All databases (16)' and 'Advanced search'. Below the search bar, a dropdown menu lists 'POPULAR SEARCHES' with the following suggestions: 'behavioural', 'behavioural and psychological symptoms of dementia', 'behavioural therapy', 'behavioural intervention', and 'behavioural change'. At the bottom of the page, there is a footer with links for 'Privacy policy', 'Terms of use', 'Institutional logout', and 'Manage my cookies', along with the copyright notice '© 2025 EBSCO Information Services, LLC. All rights reserved'.

## Instruction: Refine Your Search for a Specific Book

- After searching for your topic, the next page will display a list of results.
- You can refine your search to find a specific book by adjusting the search parameters, such as specifying the database source.
- **Refer to the screenshot below for guidance on refining your search.**

The screenshot shows the EBSCOhost search interface. At the top, the search term 'behavioral' is entered in the search bar. Below the search bar, there are filters for 'All filters (0)', 'Full Text', 'Peer Reviewed', and 'All time'. A dropdown menu for 'Source type' is open, showing a list of categories with checkboxes. The 'eBooks (6,434)' option is selected. The search results are displayed in a list format. The first result is an eBook titled 'Behavioral Economics' by Rehman, Tansif ur. The second result is an eBook titled 'Behavioural Economics' by Graham Mallard. The interface also includes a sidebar with navigation options like 'My dashboard', 'Projects', 'Saved', 'Recent activity', 'Holds & checkouts', 'Alerts', and 'Research tools'. A 'Feedback' button is visible on the right side of the page.

OPEN UNIVERSITY OF KENYA

EBSCOhost

My dashboard

- Projects
- Saved
- Recent activity
- Holds & checkouts
- Alerts

Research tools

- New search
- Help

Searching: All databases (16) MyEBSCO

behavioral

All filters (0) Full Text Peer Reviewed All time Source type Advanced search

Showing results for: behavioral

Did you mean: [behavior](#)

Results: 998,909

1 eBook

**Behavioral Economics**

By: Rehman, Tansif ur • In: Economics

This book distills knowledge gained from behavioral economics. While the field has grown significantly in recent years, the author's work has focused primarily on and international exposure, he learned even more...

Subjects: BUSINESS & ECONOMICS / Economics / General; Economics--Psychological aspects

Access now (eBook)

2 eBook

**Behavioural Economics**

By: Graham Mallard • In: The Economics of Consumer Behavior

The rise of behavioral economics has led to significant developments in the study of economic decision-making in recent years. The increasingly acknowledged failings of standard models of choice to explain economic decision-making in recent years. The increasingly acknowledged failings of standard models of choice to explain economic decision-making in recent years. The increasingly acknowledged failings of standard models of choice to explain economic decision-making in recent years...

Subjects: BUSINESS & ECONOMICS / Economics / General; BUSINESS & ECONOMICS / Consumer Behavior; Economics--Psychological aspects; Electronic books

Academic Journals (858,664)

Magazines (47,473)

Dissertations (34,327)

Reviews (10,450)

News (8,935)

eBooks (6,434)

Trade Publications (6,091)

Conference Materials (2,263)

Books (554)

Reports (440)

Biographies (138)

Government Documents (19)

Overviews (18)

Primary Source Documents (6)

Pamphlets (1)

Show: 10 Relevance

Apply

Cancel

Feedback

## Instruction: Accessing a Specific Book

- After searching for the desired book in the previous step, click on the book. Once selected, the screen will display the following details.
- **Refer to the screenshot below** for guidance on navigating through the book's details and accessing the available options.

The screenshot displays the EBSCOhost interface. At the top, it shows 'Searching: All databases (16)' and 'MyEBSCO'. The search bar contains 'The Art of Designing Behaviour'. The left sidebar includes 'My dashboard' with options like Projects, Saved, Recent activity, Holds & checkouts, and Alerts, as well as 'Research tools' with New search and Help. The main content area shows the book details for 'The Art of Designing Behaviour' by Astrid Groenewegen, published in 2022. It includes buttons for 'Access now (eBook)' and 'Download'. Below this, there are sections for 'Permissions' (Available, unlimited copies), 'Chapter download, print, email & save' (100 pages allowed), 'Full eBook download' (unavailable), 'Copy & paste' (available), and 'Additional information'. On the right, a 'Table of contents' section lists: Cover Page, Title Page, Copyright, Contents, Introduction, Foundation, and Sue | Behavioural Design Method.

OPEN UNIVERSITY OF KENYA

EBSCOhost

My dashboard

- Projects
- Saved
- Recent activity
- Holds & checkouts
- Alerts

Research tools

- New search
- Help

Searching: All databases (16) MyEBSCO

The Art of Designing Behaviour

Results

eBook

### The Art of Designing Behaviour

Published in: 2022  
Database: eBook Collection (EBSCOhost)  
By: Groenewegen, Astrid

Access now (eBook) Download

Permissions

- Available**  
Unlimited copies available.
- Chapter download, print, email & save**  
100 pages allowed.
- Full eBook download**  
Unavailable for download, per the library.
- Copy & paste**  
Available

Additional information

Table of contents

- Cover Page
- Title Page
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- Introduction
- Foundation
- Sue | Behavioural Design Method

## Instruction: Downloading Document

- You can download the book or read through from the system
- **Refer to the screenshot below** for guidance on refining your search.

The screenshot displays the EBSCOhost search results page for the eBook 'The Art of Designing Behaviour'. The search bar at the top contains the text 'The Art of Designing Behaviour'. The results section shows the book title, published in 2022, from the eBook Collection (EBSCOhost) by Groenewegen, Astrid. Two buttons are visible: 'Access now (eBook)' and 'Download', with a red box highlighting both and a blue arrow pointing to the 'Download' button. Below the title, there are sections for 'Permissions' (Available, unlimited copies), 'Chapter download, print, email & save' (100 pages allowed), 'Full eBook download' (unavailable), 'Copy & paste' (available), and 'Additional information'. On the right, a 'Table of contents' section lists various pages like Cover Page, Title Page, Copyright, Contents, Introduction, Foundation, and Sue | Behavioural Design Method, each with a download icon.

OPEN UNIVERSITY OF KENYA

Searching: All databases (16) MyEBSCO

EBSCOhost

My dashboard

- Projects
- Saved
- Recent activity
- Holds & checkouts
- Alerts

Research tools

- New search
- Help

Results

eBook

### The Art of Designing Behaviour

Published in: 2022  
Database: eBook Collection (EBSCOhost)  
By: Groenewegen, Astrid

Access now (eBook) Download

Permissions

- Available**  
Unlimited copies available.
- Chapter download, print, email & save**  
100 pages allowed.
- Full eBook download**  
Unavailable for download, per the library.
- Copy & paste**  
Available

Additional information

Table of contents

- Cover Page
- Title Page
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- Foundation
- Sue | Behavioural Design Method

## Instruction: Reading Through the system

- You can read through from the system
- Click on the button written **Access Now(eBook)**
- Refer to the screenshot below for guidance on refining your search.

The screenshot displays the EBSCOhost search results page for the eBook 'The Art of Designing Behaviour'. The search bar at the top contains the text 'The Art of Designing Behaviour'. The results section shows the book title, author 'Groenewegen, Astrid', and publication year '2022'. A red rectangular box highlights the 'Access now (eBook)' button, with a blue arrow pointing upwards to it. Below the book information, there are sections for 'Permissions', 'Chapter download, print, email & save', 'Full eBook download', 'Copy & paste', and 'Additional information'. On the right side, there is a 'Table of contents' section with links to various parts of the book, such as 'Cover Page', 'Title Page', 'Copyright', 'Contents', 'Introduction', 'Foundation', and 'Sue | Behavioural Design Method'. The EBSCOhost logo is visible in the top left corner, and the search bar is at the top right.

## Instruction: Reading Through the system

- You can read through from the system
- Click on the button written **Access Now(eBook)**
- Refer to the screenshot below for guidance on refining your search.

← Back The Art of Designing Behaviour

This content may contain URLs/links that would redirect you to a non-EBSCO site. EBSCO does not endorse the accuracy or accessibility of these sites, nor of the content therein.

# INTRODUCTION

## Introduction

Let me guess. At this point, you have probably read the book blurb and have quickly flipped through the pages to scan whether this is a book worth buying and reading - which means I have only a few paragraphs left to convince you to do so. Let me cut to the chase then, as the selling pitch of this book boils down to one simple thing. We all want to experience success in our lives. It could be that you want to raise your children to become great human beings. Or it could be that you desire to get your business to expand. Or perhaps you will experience success when people embrace your ideas, plans or policies. Triumph to you might be if your company teams perform far above average. Victoriously transforming an organisation could also be your definition of success. Yet it may also be more personal. Perhaps you want to stick to some sporting activity or healthy eating habit. Perhaps it's even more 'philanthropic', and you would like to contribute to a better world.

The bottom line is that all of these things have to do with behaviour. Just think about it for a minute. If you want your children to be the best versions of themselves. They need to behave politely, do their homework, be explorers, show curiosity. If you want your business to thrive, then people will have to buy your products, recommend you, and come back for repeat sales. If you want your plans to happen, then you need someone to approve or back them up. If you're going to set up successful teams, you will need your talent to develop more innovative ideas or act more agile. If you want to bring organisational change to a successful end, you need people to stop resisting and start moving in the right direction. If you're going to live more healthily, you will need to start exercising and buy different food. If you want to make the world just a bit more beautiful, you need people to recycle, eat less meat and make donations.

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Behavioural science made practical	📄
The Sue   Behavioural Design Method	📄
This isn't so much a book, as a masterclass and a toolbox	📄
> Foundation	📄
> Sue   Behavioural Design Method	📄
> Step I Insight	📄
> Step II Intervention	📄