

# 数字技术对抗拖延

Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Randomized Field Experiment

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" vulnerability "  
procrastination  
" " present bias



temporal motivation  
theory TMT

expectancy

self-efficacy

value

delay

" " calls-to-action CTA

(Descriptive Norm)

financial incentive

Deadline Reminder

Simple CTA  
hold-out group

" "