nod

A Science-Backed App Addressing Loneliness and Depression on College Campuses.

Empowering social connections through science and student-powered design.

WHY—Loneliness is a significant factor contributing to student attrition, poor mental health, and substance abuse on college campuses. A recent national survey by the insurer Cigna reports 79% of GenZ youth (18-22) are lonely. We believe that with the right support, loneliness can be prevented.

HOW—Nod is an app that empowers students to build authentic social connections as part of a successful college experience. Nod addresses the psychological underpinnings of loneliness using skill-building challenges and personal reflection exercises to break social goals down into achievable steps.
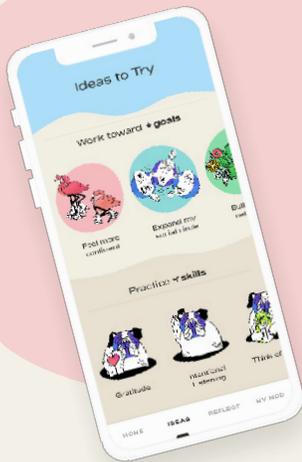
The Nod Campus Experience:

The Nod partnership is more than access to the app. Our team also equips our partners with a turnkey toolkit that provides the whole campus with promotional materials, a playbook for student leaders/peer educators, and effective social and digital promotion assets that will support your efforts to help students find their place in your campus community.

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Nod's science-backed tips and tools are designed to help students break the cycle of disconnection and build more satisfying relationships.

Students are struggling and asking leaders for coping resources.

Data from an Active Minds survey of 2,086 college students shows how students struggled to cope during and in the aftermath of the pandemic, while highlighting their desire for higher ed leaders to provide more accessible support resources.

As some students return to campus, and others set foot on campus for the first time, it is critical to foster a culture of connection and provide easy access to scalable tools that support student social and mental health.

Nod is rooted in evidence-based practices, including the principles of positive psychology, cognitive behavioral skill-building, and mindful self-compassion.

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An app combining science and student-powered design to give students vital social skill-building tools.

EFFICACIOUS

Nod was tested in a randomized controlled study that showed how using Nod buffered the most vulnerable students from experiencing loneliness and depression during the first month of college. Contact our team to learn more about the results.

ENGAGING

Nod is engaging because everything in the app was co-developed with students. From the skill-building challenges to the brand design and quirky animal illustrations, students were at the core of Nod's design.

Students like

GETTING NEW IDEAS

"Nod allows me to think of ways to interact with people that I probably wouldn't have thought of on my own. It opens more opportunities for me."

GAINING PERSPECTIVE

"I like the reflections portion, because it's nice to get certain situations off my chest in a constructive way."
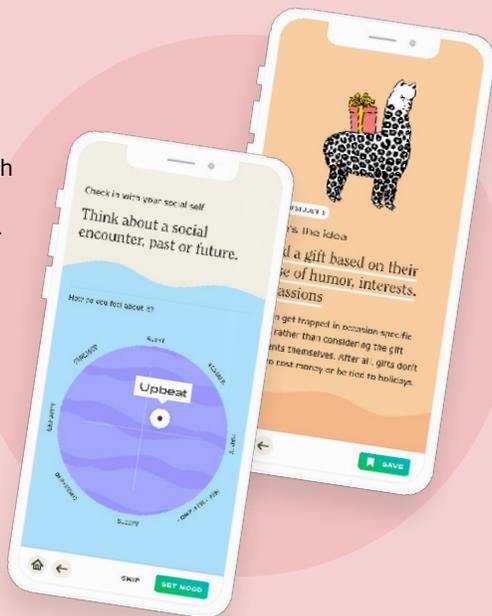
CREATED IN PARTNERSHIP BY:

YOU at COLLEGE

YOU at College creates behavioral health and well-being solutions for higher ed through design, innovation and technology.

HOPELAB

Hopelab is a social innovation lab that creates behavior-change tech to help teens and young adults live happier, healthier lives

Learn more about Nod!

REQUEST A DEMO