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| **Enforced change:** | **Your suggested nudges:** |
| Instructing a small child to clean his or her room | E.g. playing a room tidying game with them |
| Erecting signs saying ‘no littering’ and warning of fines |  |
| Counting calories to lose weight |  |
| Weekly food shop budgeting |  |
| Joining a gym |  |
| Eat more vegetables |  |
| Get drivers to drive at the speed limit with fines |  |

1. **Watch the video on nudge theory. Write down two examples of nudge theory in action:**

**Challenge question: Can you give an example of when nudge theory is likely to be less effective at influencing consumer behaviour. Can you explain the factors that might make it ineffective?**

1. **Using the table below, create some of your own nudges that can be used to influence behaviour based on the enforced changes in the first column. Use your notes to support you with this.**