

Unit 3: Playing with Design

Reading 2: The Power of a Nudge

Answer the questions as you read.

1. The main idea for the reading is in paragraph 1, but it is not stated in one sentence.

Which two sentences give the main idea of the reading? _____

2. What two features are important for design nudges? (paragraph 2) _____

3. List three examples of design nudges that promote positive behavior. (paragraphs 3 and 4) _____

4. List three examples that illustrate how companies can benefit from design nudges. (paragraph 5) _____

5. Most of the reading is in the simple present. Why does the writer use this form?
