



# Influences on consumer and business decisions



This sequence is intended as a framework to be modified and adapted by teachers to suit the needs of a class group.

## Resources needed

- Gluttons for punishment – Article
- Gluttons for punishment – Interpretation worksheet
- Gluttons for punishment – Questions visualiser
- Government influences on consumer and business decisions – Investigation

## Suggested activity sequence

- 1 Use a *grouping strategy* to organise students into pairs.
- 2 Pairs read the *Article*.

Note that this article has high literacy demands. Choose either the *Reading for meaning strategy* and/or the *Cornell note taking system* to support students to read the article.

- 3 Individual students write a tweet or short sentence that summarises the article.
- 4 Pairs of students complete the *Worksheet*.
- 5 Display the *Visualiser*. Pairs discuss answers to each question and record their responses.
- 6 Students individually write a quick response to the question: What obstacles does government face when they attempt to influence consumer behaviour?
- 7 Invite students to read what they have written and add any points that students did not address, but are essential.

## Optional

- 1 Invite students individually complete the *Investigation*.
- 2 Record the examples of each policy that all students identified.
- 3 Discuss with students how and why governments intervene in the market to influence consumer and business decisions.