

LESSON PLAN 51 : LEARNING WITH THE FUN THEORY

Objective: Change people's habits for the better by making things more enjoyable

Age range: 10-18

Originally created by VW as a marketing campaign, **Thefuntheory.com** is dedicated to 'The Fun Theory' – namely, that something as simple as 'fun' is the easiest way to change people's behaviour for the better. There are some remarkable ideas (and videos to prove it) and the site has grown into a proof of concept that's quite compelling.

THE ORIGINAL VIDEOS (thefuntheory.com/virals)



The World's Deepest Bin – encouraging more people to throw rubbish into the bin.



Piano Staircase – getting more people to take the stairs over the escalator.



Bottle Bank Arcade Machine – making recycling glass fun to do.

GIVE IT A GO!

Here's a thought ... why not try creating your own fun activity and recording it.

YOU WILL NEED

A 'fun' idea, the equipment/props to carry it out, video camera (to record the action), editing software (to create the final video), Internet access (to upload it for all to see).

DEVELOPING SKILLS

Communication, team work, presentation, innovation, free-thinking, problem-solving, planning, photography, video editing.

METHOD

1. Introduce the idea of changing people's habits for the better by making things fun. Show students the videos, and discuss how and why things like this actually work.
2. Brainstorm bad habits that people need to change – dropping litter, poor time keeping, putting things back in the wrong place, walking/running in the wrong places, those sorts of things.
3. Come up with a way to change one of these habits. Maybe students aren't putting their library books back in the right place, or taking a short cut across the grass, or arriving late for class, dropping litter, not closing a door, and so on. Devise an activity that will correct the bad habit.
4. Plan the activity, work out how it will operate, and create the props (if necessary). Also, if you want to record what happens, work out how you will do this.
5. Implement your plan ... and see what happens.
6. Let us know how you go!

FUN THEORY AWARDS

(thefuntheory.com/fun-theory-award)



Organisers of the site recently ran a competition for people to create their own videos proving the fun theory. There are entries uploaded on the site, ranging from a vending machine that recycles drinks cans and a periscope at a bus stop (to watch out for approaching buses), to fighting germs by washing your hands and cheerleaders on a building site ... and many, many more

So, if you're stuck for ideas or just want to smile, check them out.

All the videos mentioned in this lesson plan can be accessed on our website:

www.interfaceonline.co.nz

