

The Fun Theory by Volkswagon

Materials/Resources:

This activity is built around an ingenious campaign developed by Volkswagon. The premise of the campaign is that behavior can be changed by adding “something as simple as fun.” The videos displayed on the home page of the website are the finalists and can be used to elicit conversation that targets problem solving strategies and solutions:

<http://www.thefuntheory.com/>

Skills Targeted:

- *Problem Solving
- *Verbal Reasoning
- *Creative thinking
- *Compare & Contrast
- *Main Idea
- *Sequencing
- *Pragmatics

Instruction:

1. Introduce the theory that adding fun changes human behavior. Generate a discussion using examples in the community and school which inspire students to do well in school.
2. View videos from the website’s home page (my personal favorite is the *Piano Staircase*.) Have students identify the initial goal of the video and what changes were implemented in order to impact behavior.
3. Further discussion can focus on having the students sequence the steps taken in the videos, comparing/ contrasting the concept being altered, and observation of human behavior patterns.
4. Extended activities with this website may include having students problem solve and generate everyday scenarios that could be adapted with similar strategies.