Teacher Answer Key

Case Study

1. The discount on the waste bill rewards households that recycle, and a small fee on the same bill hits the ones that don't. One pulls people in, the other pushes the holdouts.

2. Fewer people would probably sign up. The reading says residents recycled both to get the discount and to dodge the fee, so cutting the fee removes half of what motivated them.

Multiple Choice

1. C

2. A

3. D

Matching

1-C, 2-D, 3-B, 4-E, 5-A

Fill-in-the-Blank

1) positive, 2) negative, 3) discourage

Short Answer (Sample Responses)

Q1: Businesses use incentives like discounts or rewards to make products more attractive, encouraging consumers to make purchases or engage with their brand.

Q2: Governments promote eco-friendly actions by offering positive incentives, like tax rebates, or negative incentives, like fines, to guide behavior toward sustainability.

Q3: Using only positive incentives may result in a lack of discouragement for undesirable behaviors, potentially reducing the effectiveness of incentive programs.