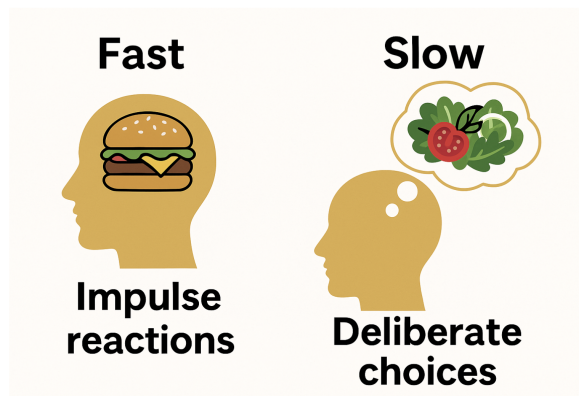




System 1 (Fast Thinking) vs. System 2 (Slow Thinking) Food Choices Quiz

Instructions:

Read each scenario and circle whether the choice is driven by:

- System 1 (Fast Thinking): Fast, automatic, emotional, uses mental shortcuts
- System 2 (Slow Thinking): Slow, deliberate, reflective, uses reasoning and effort

1) At the school cafeteria, you pick up the flavored milk because it's right next to the checkout—without thinking.

☐ System 1 (Fast Thinking) ☐ System 2 (Slow Thinking)

2) You compare three snack bars online, read labels, calculate cost-per-serving, and then pick the healthiest one within budget.

☐ System 1 (Fast Thinking) ☐ System 2 (Slow Thinking)

3) After a stressful exam, you head to the vending machine and automatically grab a bag of chips you always eat after tests.

☐ System 1 (Fast Thinking) ☐ System 2 (Slow Thinking)

4) You decide your family will batch-cook black beans and veggies on Sunday for a week's meals, planning prep and storage.

☐ System 1 (Fast Thinking) ☐ System 2 (Slow Thinking)

5) You see an Instagram ad for a smoothie, stop to read ingredients and sugar levels before deciding whether to try it.

☐ System 1 (Fast Thinking) ☐ System 2 (Slow Thinking)

REFLECT ON YOUR ANSWERS

Influencing Change Through Thinking: Protecting Our Choices

Food companies often design their products and advertisements to appeal to our Fast (System 1) Thinking—through colorful packaging, convenient placement, and emotional messaging. These strategies can bypass our deeper, slower reasoning and lead us to make choices that aren't aligned with long-term health or sustainability.

Directions:

For each situation below, explain how food marketers might exploit fast thinking—and then propose either:

- A regulation that could limit this influence, OR
- A strategy individuals could use to resist or “inoculate” themselves from being manipulated.

Situation 1:

Snack Placement at the Checkout

Stores often place candy and sugary snacks right at the checkout, where customers wait in line.

How does this use what companies know about how we respond (fast thinking or slow thinking) to influence our choices?

What would be the best way to change this? Regulation OR Inoculation Strategy? Why?

Situation 2:

Limited-Time Fast Food Deals

A fast-food chain runs a 2-for-1 burger promotion that “expires tonight.”

How does this use Fast Thinking to influence choices?

What would be the best way to change this? Regulation OR Inoculation Strategy? Why?

REFLECT ON YOUR ANSWERS

Situation 3:

Bright, Colorful Cereal Boxes at Kids' Eye Level

Sugary cereals are marketed to kids with cartoon mascots and are placed where they're most visible.

How does this use Fast Thinking to influence choices?

What would be the best way to change this? Regulation OR Inoculation Strategy? Why?

Reflection Question:

Visit this section of [Decision Lab Website](#) and find a few resources that help you explain one strategy that you will suggest to make a change. Check out the section on “marketing” for specific ideas that might be useful.

Share a Claim, with Evidence & Reasoning :
