

Big Ideas Card

Big Ideas of Lesson 5, Unit 4

- Incentives are rewards or penalties used to encourage people to behave in certain ways.
- Rewards are positive incentives that make people better off.
- Penalties are negative incentives that make people worse off.
- Incentives affect people's choices and behavior in predictable ways.
- Economic incentives usually involve money.
- Positive economic incentives include sales, coupons, and discounts.
- Negative economic incentives include fees and fines.

Word Cards

23 incentive

rewards or penalties
used to encourage
people to behave in predictable ways



Example: A sale is an example of a positive incentive.

(SS040405)