

[Nudge Singapore](#)

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<Let's learn!>

- **A is described as B**
- **make A easier to B**
- **associate A with B**

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Singapore is often described as a clean, modern, and multicultural city. It has famous landmarks like the Merlion, Marina Bay Sands, and Gardens by the Bay. But there is another side to Singapore that many people don't notice: for years it has quietly used "nudges" to guide people's behavior. A nudge is a small "push" in our surroundings that makes it easier to choose a better option, without ordering people to do it. Because people still feel they are choosing freely, nudges are often accepted more easily than strict rules.

The best-known example is the chewing gum ban. In Singapore, it is basically against the law to buy or sell gum. Before the ban, people stuck gum on streets, under desks, and even on train doors. This was unpleasant to clean. After the rule was introduced, public spaces became much cleaner, and many people began to associate Singapore with cleanliness and good manners.

Not all nudges are strict. At the Hawker Centre, many people enjoy cheap and tasty local food, and some stalls make healthier dishes a little cheaper or put signs next to them like "Healthier choice" or "We use healthier oil." This guides

customers toward choosing better food, but they still feel they are free to eat whatever they like. The government's National Steps Challenge does something similar: People walk or exercise, collect points, and exchange them for prizes. Being healthy becomes fun.

Other nudges are very simple. On train platforms, arrows show where to stand and where people will get off. Train fares can be lower when you travel at less busy times. Outdoor gyms are placed near housing blocks, so exercise becomes an easy choice. These nudges are small, but together they change daily life. Do you think these kinds of nudges would work in Japan, too?

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Key Phrases 重要表現

A is described as B	AはBであると述べられる、AはBとして描写される、AはBと言われる
make A easier to B	AをBしやすくする、AをBするのをより簡単にする
associate A with B	AをBと結びつけて考える、AからBを連想する

Key Vocabulary 重要単語・熟語

単語	発音記号	品詞	意味
multicultural	,mʌl.ti'kʌl.tʃə.əl	形容詞	多文化的な、多文化の
landmark	'lənd.mɑ:rk	名詞	目印、陸標、歴史的建造物
behaviour	bɪ'heɪ.vjə	名詞	振る舞い、行動、態度
accept	ək'sept	動詞	受け入れる、承諾する、容認する
ban	bæn	名詞	禁止、禁止令
stick	stɪk	動詞	貼る、くっつける、突き刺す
unpleasant	ʌn'plez.ənt	形容詞	不快な、嫌な、面白くない
fare	fɛə	名詞	運賃、料金

Others その他

単語	発音記号	品詞	意味
nudge	nʌdʒ	名詞	そっと行動を促すこと、そっと後押しすること
stall	stɑ:l	名詞	露店、屋台、売店
arrow	'er.əʊ	名詞	矢印、矢