

# Call For Participants



The role of daydreaming in encouraging responsible consumption

8 week(s) to complete

£50 shopping voucher

Interview and diary completion

Nottingham, UK

University of Nottingham

Some scholars argue that many people buy consumer goods and services not because they satisfy a need but because of the enjoyment we get from imagining owning or experiencing them in the future. Our project seeks to investigate if pleasurable daydreaming can be harnessed to encourage responsible consumption.

Find out more online

Poster printed on 19/04/2024

Study expires on 01/05/2018

## More info

by scanning the QR code  
or visiting the URL

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