**Tastes and preferences**

Tastes and preferences  are not  just a "given" but instead are:

     learned

     strategic

     vary across space and time

you can learn to like things: foods, music, literature, clothing.... people have different tastes and people' tastes change over time.

Think of your first cd or your go to lunch in grammar school.

Not everybody likes chocolate ( not sure why)

Preferences are strategic. Preferences that  lead to better outcomes dominate over time . Smoking verses not, healthy food choices, driving safely.  Eventually people with those preferences live longer and have better quality lives.

**In 4-6 sentences, discuss how the government can try to influence tastes and preferences and explain why they would . Give past  examples and  create some news ones they might try.**