

Theorizing about Fun

I've been waiting to post until I catch up on reading my friends' blogs, but I am realizing that if I do that I will never post. Sorry Taylhis, Jamiahsh, JustJ, Whatever, and even MareMare whose blog I haven't read in over a month! Sigh... Where does the time go? I have a couple of normal things I want to blog about, but that will have to wait as geek.com has just now posted on a third video from the maker of the car from the past we know as Herbie the Love Bug, Volkswagen. They have decided to take up the cause of environmentalism and try to change people's attitudes through what they call the [Fun Theory](#). A couple of weeks ago they started with trying to get people to burn their own energy by using the stairs instead of the escalator. I remember my days of visiting malls and seeing the stairs used only infrequently when they were next to an escalator. Often though, I would use the stairs simply because they were faster than waiting behind someone on the escalator. Of course, if there was no one on the escalator I would climb up or down them like stairs to be even faster since the stairs were moving. Anyway, [see what they did in this video](#):

Next, [they added something to a trash can](#) to get more people to throw their litter away:

Just today I learned about their newest video. This one involves a bottle collector, something I have yet to see around here. For that matter, I don't know of any sort of effort to collect recycling outdoors. Many places like schools have some sort of indoor recycling of course, but that's far from a large-scale municipal effort. Is it just my area? Surely we're doing it somewhere in the US? Of course, being a European company Volkswagen made these videos on the other side of the pond we know as the Atlantic Ocean, so it may well just be a European thing. Meet the [video game bottle collector](#):

The videos are actually larger than the small window we get here on Tangents, so you will probably want to click on them to open them up on their Youtube pages.