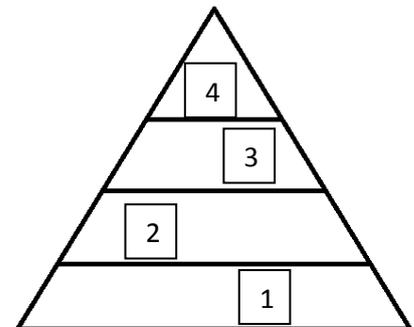




This exercise sheet accompanies my video: "The Introduction Pyramid". In the video, I show how to write the best possible introduction. Watch the video and then have a go at the exercises below.

PART A: The weakest introductions (Level 1) simply identify the question. Level 2 gives the reader a bare 'agree' or 'disagree'. At Level 3, the writer outlines his or her own view. At Level 4, the writer briefly explains his or her own view. The aim is to reach the top of the pyramid.



Assess the level of the following introductions for the question: *How does the built environment shape physical activity?*

1. This question asks us to consider the effect of the built environment upon physical activity.
2. Rural, suburban and urban infrastructure differ in their impact upon physical activity because they represent different 'choice architectures', that is, they present people with choices in different ways. Attractive, leafy streets and widely-spaced houses in suburban areas can nudge people to engage in more physical activity by inviting people outside, but densely-populated urban areas have the same effect if they are well-lit. The effect of the built environment is small in comparison to factors such as age, gender, disability and financial circumstances, but it has a measurable effect if planners design choice architecture carefully.
3. I argue that infrastructure does shape physical activity.
4. Physical activity is very important, and the built environment plays a big role in whether or not people engage in it. I argue that infrastructure profoundly shapes physical activity.

5. What is 'the built environment'? There are many different definitions and many different ways to understand the relationship between the built environment and physical activity.
6. There are many complex factors that affect the relationship between the built environment and physical activity, including house-spacing, public transportation, and maintained green space. I will consider each of them in turn in order to assess how environmental factors affect physicality. Green space is the most important factor.
7. Does the built environment shape physical activity? This question assumes that the built environment does in fact shape physical activity. I will assess whether or not it does.

PART B: An introduction is your shop window. Avoid padding it out with fluff: basic background, restatements of the question, or irrelevant details. Which of the following would you include, if any?

1. The built environment is created by human beings.
2. In the study of the ancient world a city is defined as a large populated urban centre.
3. Smart devices have transformed the relationship between built environment and exercise.
4. Physical activity strengthens your heart and improves your circulation.

PART C: Take an essay question in your discipline and practice writing an introduction that hits Levels 1, 2, 3 and finally 4.