

CHAPTER 2: CULTURE

MULTIPLE CHOICE

1. _____ is the way of a life of a people.

- a. Culture
- b. Society
- c. Socialization
- d. Interaction.

ANS: A PTS: 1 REF: 46 OBJ: comprehensive
TOP: Mod 2.1 NOT: New

2. Which of the following is a true statement about the nature of culture?

- a. Cultures are easy to describe.
- b. Generally every culture has a distinct marker that sets it apart from all other cultures.
- c. It is very challenging to define the boundaries of a culture.
- d. Language is the perfect marker for defining cultural boundaries.

ANS: C PTS: 1 REF: 46 OBJ: comprehensive
TOP: Mod 2.1 NOT: Pickup

3. Sociologists face a number of challenges in studying culture. Those challenges include all but which one of the following?

- a. describing culture
- b. determining who belongs to a culture
- c. identifying the distinguishing characteristics that set one culture apart from another
- d. identifying overlap among cultures

ANS: D PTS: 1 REF: 46 OBJ: comprehensive
TOP: Mod 2.1 NOT: Pickup

4. Much of the time people think and behave as they do simply because it seems natural and like the only way to do things. This statement suggests

- a. people are cultural replicas.
- b. people cannot think for themselves.
- c. culture is something that cannot be changed.
- d. culture can act as a blueprint for behavior.

ANS: D PTS: 1 REF: 47 OBJ: comprehensive
TOP: Mod 2.1 NOT: Pickup

5. "People in all cultures experience grief." This statement best applies to the concept

- a. cultural particulars.
- b. cultural universals.
- c. social emotions.
- d. multiculturalism.

ANS: B PTS: 1 REF: 47 OBJ: applied
TOP: Mod 2.1 NOT: Pickup

6. Animal intestines are a source of nutrition, but not every society chooses to eat them. This statement applies to

- a. cultural particulars.
- b. cultural universals.
- c. social emotions.
- d. multiculturalism.

ANS: A PTS: 1 REF: 50 OBJ: applied
TOP: Mod 2.1 NOT: Pickup

7. One indicator of culture's influence on satisfying hunger is that
- the potential food sources defined as edible vary across cultures.
 - people everywhere eat three meals a day.
 - fast food appeals to anyone.
 - if people are hungry enough, they will eat just about anything.

ANS: A PTS: 1 REF: 47 OBJ: comprehensive
TOP: Mod 2.1 NOT: Pickup

8. Empathy, grief, love, guilt, jealousy, and embarrassment are all examples of
- social emotions.
 - cultural particulars.
 - cultural markers.
 - cultural traits.

ANS: A PTS: 1 REF: 48 OBJ: applied
TOP: Mod 2.1 NOT: Pickup

9. When sociologists study cultures they
- seek to identify distinct markers that set one culture apart from another.
 - assume that physical appearance is a marker of membership in a particular culture.
 - focus on ways culture shapes human behavior.
 - emphasize cultural universals rather than particulars.

ANS: C PTS: 1 REF: 49 OBJ: comprehensive
TOP: Mod 2.1 NOT: New

10. Material culture includes
- norms.
 - values.
 - beliefs.
 - inventions.

ANS: D PTS: 1 REF: 51 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

11. The best description of culture is:
- the objects people in that society have created.
 - how they treat each other.
 - what they eat.
 - a rough blueprint to a given society.

ANS: D PTS: 1 REF: 41 OBJ: conceptual
TOP: Mod 2.1 NOT: New

12. A lawnmower falls under the category
- nonmaterial culture.
 - beliefs.
 - norms.
 - material culture.

ANS: D PTS: 1 REF: 51 OBJ: comprehensive
TOP: Mod 2.2 NOT: New

13. Material culture offer clues about all but which one of the following?
- a society's history
 - how people relate to one another.
 - the level of intelligence in that culture
 - what is valued

ANS: C PTS: 1 REF: 51 OBJ: comprehensive

TOP: Mod 2.2 NOT: New

14. Cuba is a society that throws nothing away. This state of affairs can be attributed to the fact that
- something about the Cuban people makes them naturally conservative.
 - the U.S. has imposed an economic embargo on that country for at least 60 years.
 - Cuba society has few inventors.
 - Cuba has focused its energy on developing baseball players.

ANS: B PTS: 1 REF: 52 OBJ: comprehensive

TOP: Mod 2.2 NOT: New

15. Culture is not passed on
- by a child's caretakers.
 - through formal education.
 - through other members of the society and culture.
 - by physical characteristics or genetic inheritance.

ANS: D PTS: 1 REF: 48-49 OBJ: comprehensive

TOP: Mod 2.1 NOT: New

16. _____ are shared ideas about what is good, right, and desirable or important.
- Values
 - Norms
 - Beliefs
 - Expressive symbols

ANS: A PTS: 1 REF: 52 OBJ: comprehensive

TOP: Mod 2.2 NOT: New

17. What is an example of material culture?
- Religion.
 - Morals.
 - Philosophy.
 - Clothing.

ANS: D PTS: 1 REF: 51 OBJ: conceptual

TOP: Mod 2.2 NOT: New

18. _____ is an example of nonmaterial culture?
- A house of worship.
 - A school.
 - Beliefs.
 - A home.

ANS: C PTS: 1 REF: 52 OBJ: comprehensive

TOP: Mod 2.2 NOT: New

19. For the most part, Cubans hold the _____ that happiness can be achieved by getting the most out of what one has
- norm.
 - value.
 - belief.
 - more.

ANS: C PTS: 1 REF: 52 OBJ: applied

TOP: Mod 2.2 NOT: New

20. For the most part, Americans hold the _____ that happiness can be achieved by buying things and accumulating material wealth.
- norm.
 - value.
 - belief.
 - more.

ANS: C PTS: 1 REF: 52 OBJ: applied

TOP: Mod 2.2 NOT: New

21. “Raise your hand to indicate you have something to say” is an example of a
- a. norm.
 - b. value.
 - c. belief.
 - d. more.

ANS: A PTS: 1 REF: 53 OBJ: applied
TOP: Mod 2.2 NOT: Pickup

22. People who violate _____ are usually punished severely.
- a. folkways
 - b. mores
 - c. sanctions
 - d. values

ANS: B PTS: 1 REF: 54 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

23. Sociologist William Graham Sumner wrote that “_____ give us discipline and support of routine and habit.”
- a. mores
 - b. folkways
 - c. beliefs
 - d. values

ANS: B PTS: 1 REF: 54 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

24. “Knock before opening a door” can be considered a violation of a _____ in the United States if residents believe they have the right to shoot to kill someone who “invades” their home.
- a. more
 - b. folkway
 - c. idiom
 - d. belief

ANS: A PTS: 1 REF: 54 OBJ: applied
TOP: Mod 2.2 NOT: New

25. The fact that the Cuban health officials quarantined those who tested HIV positive and tested groups at high risk of HIV-infection between 1986 and 1989 to protect the larger society suggests that Cubans place a high value on
- a. freedom rights
 - b. individuality
 - c. social responsibility
 - d. privacy.

ANS: C PTS: 1 REF: 54 OBJ: applied
TOP: Mod 2.2 NOT: New

26. The Cuban response to HIV between 1986 and 1989—testing and quarantining—was resisted in the United States because of the high value Americans place on all but which one of the following.
- a. freedom and individual rights
 - b. individuality
 - c. social responsibility
 - d. privacy.

ANS: A PTS: 1 REF: 54 OBJ: applied
TOP: Mod 2.2 NOT: New

27. A folkway is a
- a. fable parents read to their children.
 - b. norm that applies to routine and everyday matters.
 - c. norm that applies to serious matters.
 - d. myth about how a culture came to be.

ANS: B PTS: 1 REF: 54 OBJ: comprehensive

TOP: Mod 2.2 NOT: Pickup

28. It is a _____ in the U.S. to eat a hamburger with hands and not knife and fork.
- a. more
 - b. folkway
 - c. idiom
 - d. belief

ANS: B PTS: 1 REF: 54 OBJ: applied
TOP: Mod 2.2 NOT: Pickup

29. Mores are defined as
- a. norms that apply to routine matters.
 - b. rules that govern the use of resources in a society.
 - c. norms that people define as essential to a group's well-being.
 - d. norms that are enforced through informal sanctions.

ANS: C PTS: 1 REF: 54 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

30. _____ is a symbol system that assigns labels and meanings to things seen and unseen.
- a. Language
 - b. Material culture
 - c. A folkway
 - d. A more

ANS: A PTS: 1 REF: 55 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

31. The index and middle fingers held to form a "V" can be a _____ for "victory," or "the number 2."
- a. more
 - b. folkway
 - c. idiom
 - d. symbol

ANS: D PTS: 1 REF: 55 OBJ: applied
TOP: Mod 2.2 NOT: New

32. Which of the following represents the best example of a belief?
- a. physical objects people have invented, such as the radio
 - b. conceptions of what is right and good, such as "true friendship"
 - c. rules for behavior, such as "stop for pedestrians in crosswalk"
 - d. the idea that "children should live with their parents until they get married"

ANS: D PTS: 1 REF: 55 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

33. Learning a _____ includes an expectation that we will communicate and organize our thoughts in a particular way.

- a. more
- b. folkway
- c. language
- d. symbol

ANS: C PTS: 1 REF: 55 OBJ: comprehensive
TOP: Mod 2.2 NOT: New

34. The question, "how might the meaning of the word 'Venceremos!' be translated and conveyed to English speakers so that they understand its meaning in the same way Cuban speakers do" relates to the

- a. linguistic relativity hypothesis.
- b. small world theory.
- c. labeling theory
- d. differential association hypothesis.

ANS: A PTS: 1 REF: 55 OBJ: applied
TOP: Mod 2.2 NOT: New

35. While it is certainly possible to translate essential meanings from one language to another, it is more difficult to translate the worldview that underlies meaning (e.g., our mother versus my mother). This problem relates to
- linguistic relativity hypothesis.
 - small world theory.
 - labeling theory
 - differential association hypothesis.

ANS: A PTS: 1 REF: 55 OBJ: applied
TOP: Mod 2.2 NOT: New

36. The use of the word “my” (e.g., my mother) as opposed to “our” (e.g., our mother) reflects an emphasis on
- the needs of the group.
 - the needs of the individual.
 - parenthood.
 - the maternal instinct.

ANS: B PTS: 1 REF: 55 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

37. In the United States, singular possessive pronouns (e.g., “my”) are used to refer to things over which we do not have exclusive control. This reflects the emphasis on
- the group.
 - the individual.
 - competitiveness.
 - resources.

ANS: B PTS: 1 REF: 55 OBJ: applied
TOP: Mod 2.2 NOT: Pickup

38. “No two languages are ever sufficiently similar to be considered as representing the same social reality.” This sentence applies to
- ethnocentrism.
 - culture shock.
 - the linguistic relativity hypothesis.
 - cultural diffusion.

ANS: C PTS: 1 REF: 55 OBJ: comprehensive
TOP: Mod 2.2 NOT: Pickup

39. The concept _____ is useful for thinking about the meaning of cultural diversity of say, a classroom of students.
- countercultures
 - cultural diffusion
 - cultural capital
 - ethnocentrism

ANS: C PTS: 1 REF: 58 OBJ: comprehensive
TOP: Mod 2.3 NOT: New

40. We can think of cultural capital as being all but one of the following.
- objectified
 - embodied
 - institutionalized
 - comprehensive

ANS: D PTS: 1 REF: 58 OBJ: comprehensive
TOP: Mod 2.3 NOT: New

41. A parent introduces her child to boxing and that child becomes deeply interested in the sport such that it shapes his sense of self and world view. In this instance the cultural capital is

- a. objectified.
- b. embodied.
- c. institutionalized.
- d. diffused.

ANS: B PTS: 1 REF: 58 OBJ: applied
TOP: Mod 2.3 NOT: New

42. A teenager is the first in his class to own the latest smart phone with an unlimited data plan. In this instance the cultural capital is

- a. objectified.
- b. embodied.
- c. institutionalized.
- d. diffused.

ANS: A PTS: 1 REF: 58 OBJ: applied
TOP: Mod 2.3 NOT: New

43. A job applicant learns that, although she is qualified to do the job, the ad asks that applicants have a college degree. In this instance the cultural capital needed is

- a. objectified
- b. embodied.
- c. institutionalized.
- d. diffused.

ANS: C PTS: 1 REF: 59 OBJ: applied
TOP: Mod 2.3 NOT: New

44. A person is judged by his or her ability to look the part—whether that be to look like a doctor, a carpenter, a professor. The judgment is grounded in notions of _____ cultural capital.

- a. objectified
- b. embodied
- c. institutionalized
- d. diffused

ANS: C PTS: 1 REF: 59 OBJ: applied
TOP: Mod 2.3 NOT: New

45. When anthropologists Cynthia Mahmood and Sharon Armstrong traveled to Friesland to study the Frisian people’s reaction to a book they had written about them, the two researchers found that the villagers

- a. could not agree on a single “truth” about them as described in the book.
- b. insisted that they were not a culture.
- c. identified a number of cultural characteristics they shared that were not in the book.
- d. asked the two researchers to update the book about them.

ANS: A PTS: 1 REF: 59 OBJ: comprehensive
TOP: Mod 2.3 NOT: New

46. _____ hold together a diverse range of people who believe they constitute a culture.

- a. Radical beliefs
- b. Shared way of life
- c. Cultural anchors
- d. Cultural capital

ANS: C PTS: 1 REF: 59 OBJ: applied
TOP: Mod 2.3 NOT: New

47. LBGT activists come from all walks of life. They are held together by the belief that people should be free to choose who they love. This belief constitutes a

- a. radical belief.
- b. shared way of life
- c. cultural anchor.
- d. cultural capital.

ANS: C PTS: 1 REF: 60 OBJ: applied
TOP: Mod 2.3 NOT: New

48. The United States is a very diverse society. Still one might argue that Americans are held together by a shared value—freedom. That value constitutes a
- a. radical belief.
 - b. shared way of life
 - c. cultural anchor.
 - d. cultural capital.

ANS: C PTS: 1 REF: 60 OBJ: applied
TOP: Mod 2.3 NOT: New

49. _____ are the norms of daily life that liberate us from constantly having to make decisions about small details.
- a. Morals.
 - b. Folkways.
 - c. Values.
 - d. Norms.

ANS: B PTS: 1 REF: 54 OBJ: comprehensive
TOP: Mod 2.2 NOT: New

50. Which one of the following groups qualifies as an example of a counterculture?
- a. a sorority
 - b. a fraternity
 - c. a retirement community
 - d. Buddhist monks

ANS: D PTS: 1 REF: 61 OBJ: applied
TOP: Mod 2.3 NOT: Pickup

51. Members of countercultures are least likely to believe which one of the following about the larger society in which they live?
- a. they are part of a very bad bargain
 - b. they are being exploited
 - c. the system of which they are apart is broken
 - d. the system can work for them

ANS: D PTS: 1 REF: 61 OBJ: applied
TOP: Mod 2.3 NOT: Pickup

52. The Old Order Amish constitute a _____ counterculture in that they remain largely separate organizing life so they do not have to be a part of the larger society.
- a. left-wing
 - b. communitarian
 - c. mystics
 - d. radical activists

ANS: B PTS: 1 REF: 61 OBJ: applied
TOP: Mod 2.3 NOT: Pickup

53. Buddhists monks constitute a counterculture known as _____ because they are in search of enlightenment through simple living, modest dreams and vegetarian diet.
- a. communitarian utopians
 - b. mystics
 - c. radical activists
 - d. right-wings

ANS: B PTS: 1 REF: 61 OBJ: applied
TOP: Mod 2.3 NOT: Pickup

54. “They do not so much attack society as disregard it so they can float above it in search of enlightenment.” This statement best applies to
- a. communitarian utopians.
 - b. mystics.
 - c. radical activists.
 - d. right-wings.

ANS: B PTS: 1 REF: 61 OBJ: applied

TOP: Mod 2.3 NOT: Pickup

55. _____ is a type of counterculture that preaches, creates, or demands a new order.
- a. Communitarian utopians
 - b. Mystics
 - c. Radical activists
 - d. Pacifists

ANS: C PTS: 1 REF: 61 OBJ: applied
TOP: Mod 2.3 NOT: Pickup

56. Which of the following characterizes communitarian utopians?
- a. a demand that society change.
 - b. a search for truth
 - c. withdrawal into a separate community
 - d. disregard society and float above it

ANS: C PTS: 1 REF: 61 OBJ: comprehensive
TOP: Mod 2.3 NOT: Pickup

57. Organizers of the gay Olympic games can be considered _____ in that they have created a new order in which anyone, regardless of ability or sexual orientation can compete.
- a. communitarian utopians
 - b. mystics
 - c. radical activists
 - d. right-wings

ANS: C PTS: 1 REF: 61 OBJ: applied
TOP: Mod 2.3 NOT: Pickup

58. A person who uncritically accepts the ideas that water should run the entire time one showers and that it is absurd to conserve water while showering as people in some cultures do, is considered
- a. culturally relative.
 - b. culturally clueless.
 - c. ethnocentric.
 - d. monocultural.

ANS: C PTS: 1 REF: 63 OBJ: applied
TOP: Mod 2.4 NOT: New

59. The tendency to hold your own culture as a standard against which the ways of others cultures are judged is
- a. cultural relativity.
 - b. cultural awareness.
 - c. ethnocentrism.
 - d. multiculturalism.

ANS: C PTS: 1 REF: 63 OBJ: comprehensive
TOP: Mod 2.4 NOT: Pickup

60. According to sociologist Everett Hughes, "One can think so exclusively in terms of his or her own social world that he or she has no set of concepts for comparing one social world to the next." Hughes is describing
- a. cultural genocide.
 - b. a kind of ethnocentrism.
 - c. institutional completeness.
 - d. a state of cultural relativity.

ANS: B PTS: 1 REF: 63 OBJ: comprehensive
TOP: Mod 2.4 NOT: Pickup

61. From _____ viewpoint, one's group is the center and all others are scaled and rated with reference to it.
- a. a cultural relativity
 - b. reentry shock
 - c. sociological
 - d. ethnocentric

ANS: D PTS: 1 REF: 63 OBJ: comprehensive
TOP: Mod 2.4 NOT: Pickup

62. Between 1870 and 1920 Native Americans were sent to boarding schools to ensure total immersion into white culture and rejection of their own culture. This practice is guided by a position
- a. reentry shock.
 - b. cultural shock.
 - c. cultural relativity.
 - d. ethnocentrism.

ANS: D PTS: 1 REF: 63 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

63. If someone describes the British as having steering wheels on the *wrong* side of the car they are taking _____ point of view.
- a. an ethnocentric
 - b. a cultural relative
 - c. a cultural shock
 - d. sociological

ANS: A PTS: 1 REF: 64 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

64. If upon learning that Arabic is read from right to left, a person concludes that this is reading backwards that person is taking _____ point of view.
- a. an ethnocentric
 - b. a cultural relative
 - c. a cultural shock
 - d. sociological

ANS: A PTS: 1 REF: 64 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

65. Many Americans are appalled that some cultures eat dog but have no reservations about eating pig, cows or chicken. This position qualifies as an example of
- a. reentry shock.
 - b. cultural shock.
 - c. cultural relativity.
 - d. ethnocentrism.

ANS: D PTS: 1 REF: 64 OBJ: applied
TOP: Mod 2.4 NOT: New

66. Cultural capital is not
- a. objectified by material and physical resources a person can access.
 - b. embodied by an individual's socialization process.
 - c. institutionalized as important to success in a particular setting.
 - d. equally available to everyone who works hard to achieve it, regardless of their personal background and status.

ANS: B PTS: 1 REF: 58-59 OBJ: applied
TOP: Mod 2.3 NOT: New

67. Making your own home culture the standard of how you evaluate the world is:
- a. ethnocentrism.
 - b. reverse ethnocentrism.
 - c. cultural relativism.
 - d. culture shock.

ANS: A PTS: 1 REF: 64-66 OBJ: conceptual
TOP: Mod 2.4 NOT: New

68. Difficulty in reorienting to one's home culture is known as:_____.
- a. culture shock.
 - b. ethnocentrism.
 - c. cultural relativism.
 - d. reentry shock.

ANS: D PTS: 1 REF: 66-67 OBJ: comprehensive
TOP: Mod 2.4 NOT: New

69. Cultural borrowing, or cultural diffusion, does not depend upon:
- the status of first adopters.
 - the extent to which it requires adopters to change their thoughts or behavior.
 - the ability to learn about cultural imports.
 - indiscriminate imitation.

ANS: A PTS: 1 REF: 70 OBJ: comprehensive
TOP: Mod 2.5 NOT: New

70. The intensity of culture shock depends on all but which one of the following factors?
- the extent to which home and foreign cultures are different
 - the level of preparation or knowledge about the new culture
 - the circumstances surrounding the encounter with the new culture
 - the mode of transportation one employs to enter a foreign country

ANS: D PTS: 1 REF: 66 OBJ: comprehensive
TOP: Mod 2.4 NOT: Pickup

71. Upon returning home to the U.S. after a long stay overseas, Renée felt like she were going “crazy.” She hated American television “telling” them to buy products in order to be liked. She was experiencing
- institutional completeness.
 - cultural relativity.
 - reentry shock.
 - cultural transmission.

ANS: C PTS: 1 REF: 67 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

72. A U.S. soldier returning to the U.S. after a tour of duty in Iraq states that he was “less tolerant of stupid people...stupid people doing stupid things” and that he was particularly irritated by the question, “Did you kill anyone?” The soldier is experiencing
- institutional completeness.
 - cultural relativity.
 - reentry shock.
 - cultural diffusion.

ANS: C PTS: 1 REF: 67 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

73. Reentry shock is _____ in reverse; it is experienced upon returning home after living in another culture.
- material culture
 - culture shock
 - ethnocentrism
 - cultural relativity

ANS: B PTS: 1 REF: 67 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

74. Chris returns to the U.S. after having spent time in another culture. Among other things, she is having real trouble adjusting to an automobile-oriented culture after living in a motor bike-oriented culture. Chris is experiencing
- reentry shock.
 - cultural shock.
 - cultural relativity.
 - ethnocentrism.

ANS: A PTS: 1 REF: 67 OBJ: applied
TOP: Mod 2.4 NOT: Pickup

75. Which one of the following newspaper headlines suggests that cultural diffusion is at work?
- “Oreo Cookies are Now Sold in 200 Countries”
 - “Korea Has Few Oil Reserves”
 - “China Goes It Alone”
 - “Few Americans Study a Second Language”

ANS: A PTS: 1 REF: 69 OBJ: applied
TOP: Mod 2.5 NOT: New

76. Dave gets a Chinese proverb tattooed on his arm. This act represents
- cultural relativism.
 - conspicuous consumption.
 - cultural diffusion.
 - cultural lag.

ANS: C PTS: 1 REF: 69 OBJ: applied
TOP: Mod 2.5 NOT: New

77. The toothbrush believed to be a Chinese invention is became part of American culture through a process known as
- cultural relativism.
 - conspicuous consumption.
 - cultural diffusion.
 - cultural lag.

ANS: C PTS: 1 REF: 69 OBJ: applied
TOP: Mod 2.5 NOT: Pickup

78. The key originated in Mesopotamia and it is now part of many cultures. The statement speaks to a process known as
- cultural relativism.
 - conspicuous consumption.
 - cultural diffusion.
 - cultural lag.

ANS: C PTS: 1 REF: 69 OBJ: applied
TOP: Mod 2.5 NOT: Pickup

79. Another word for diffusion is
- force.
 - reject.
 - process.
 - borrow.

ANS: D PTS: 1 REF: 69 OBJ: comprehensive
TOP: Mod 2.5 NOT: Pickup

80. The process by which an idea, an invention, or way of behaving is borrowed from a foreign source and then adopted by borrowing people is called
- cultural relativism.
 - conspicuous consumption.
 - cultural diffusion.
 - cultural lag.

ANS: C PTS: 1 REF: 69 OBJ: comprehensive
TOP: Mod 2.5 NOT: Pickup

81. Hip-hop is believed to have emerged in the 1970s in black-Puerto Rican communities of New York. Since then hip-hop has diffused to many countries including South Korea where its artists emphasize political issues of concern to South Korean youth (e.g., intense pressures to succeed in school). This example illustrates the selective nature of
- cultural relativism.
 - conspicuous consumption.
 - cultural diffusion.
 - cultural lag.

ANS: C PTS: 1 REF: 70 OBJ: applied
TOP: Mod 2.5 NOT: New

82. The Japanese borrowed baseball from the United States but they modified the game to fit its broader culture. This fact points to the selective nature of
- a. cultural relativism.
 - b. conspicuous consumption.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C PTS: 1 REF: 70 OBJ: applied
TOP: Mod 2.5 NOT: Pickup

83. People “borrow” ideas, materials, or inventions from another culture
- a. indiscriminately.
 - b. selectively.
 - c. regardless of their usefulness.
 - d. even though that borrowing is always a troublesome process.

ANS: B PTS: 1 REF: 70 OBJ: comprehensive
TOP: Mod 2.5 NOT: New

84. Saudi Arabia “borrowed” McDonalds but they did not adopt everything about the McDonald’s model. This fact point to the selective nature of
- a. cultural relativism.
 - b. conspicuous consumption.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C PTS: 1 REF: 70 OBJ: applied
TOP: Mod 2.5 NOT: Pickup

85. The part of the culture that adjusts to a new product or innovation is _____ culture.
- a. adaptive
 - b. material
 - c. lag
 - d. dominant

ANS: A PTS: 1 REF: 71 OBJ: comprehensive
TOP: Mod 2.5 NOT: Pickup

86. Sociologist Leslie Sklair’s theory of global consumption offers insight about a process known as
- a. cultural lag.
 - b. ethnocentrism.
 - c. cultural relativity.
 - d. cultural diffusion.

ANS: D PTS: 1 REF: 73 OBJ: comprehensive
TOP: Mod 2.6 NOT: Pickup

87. Globalization is a process best described as
- a. static.
 - b. unchanging.
 - c. ever-increasing.
 - d. homogeneous.

ANS: C PTS: 1 REF: 73 OBJ: comprehensive
TOP: Mod 2.6 NOT: Pickup

88. In 1886 the first glass of Coca-Cola was sold in Atlanta. Today Coke is sold in more than 200 countries. This product’s success on a global scale is the result of a process known as
- a. cultural relativism.
 - b. ethnocentrism.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C PTS: 1 REF: 74 OBJ: applied
TOP: Mod 2.6 NOT: Pickup

89. While visiting Thailand a tourist gets a tattoo. This act of traveling to a foreign country and getting a tattoo is best described as an example of
- a. global interdependence.
 - b. globalization.
 - c. adaptive culture.
 - d. ethnocentrism.

ANS: A PTS: 1 REF: 74 OBJ: comprehensive
TOP: Mod 2.6 NOT: New

90. Tourism to Thailand has increased steadily over the past two decades from 5.3 million to 14.1 million per year. The trend best represents the concept of
- a. global interdependence.
 - b. globalization.
 - c. adaptive culture.
 - d. ethnocentrism.

ANS: B PTS: 1 REF: 74 OBJ: comprehensive
TOP: Mod 2.6 NOT: New

91. The emergence of World Beat Music, which blends African and Latin Folk music with American Folk styles, supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: A PTS: 1 REF: 74 OBJ: applied
TOP: Mod 2.6 NOT: Pickup

92. From a global perspective, hip hop music gives the disenfranchised a voice, an identity and a platform to articulate social issues important to them. This phenomenon represents which one of the following positions regarding globalization.
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: A PTS: 1 REF: 74 OBJ: applied
TOP: Mod 2.6 NOT: New

93. Local food vendors can not compete against fast food establishments that are open 24 hours per day and are able to deliver food to customers within minutes of ordering. This situation supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: B PTS: 1 REF: 75 OBJ: applied
TOP: Mod 2.6 NOT: Pickup

94. In Japan, McDonald's has adapted to Japanese sensibility by serving rice in a common container to be shared. This situation supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.

- b. Globalization is producing a homogeneous world by destroying variety.
- c. Globalization intensifies cultural differences and generates conflict.
- d. Globalization actually brings value to and appreciation for local products.

ANS: D PTS: 1 REF: 75 OBJ: applied
TOP: Mod 2.6 NOT: Pickup

95. The United States has constructed fences to control border crossings from Mexico to U.S. This situation supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: C PTS: 1 REF: 76 OBJ: applied
TOP: Mod 2.6 NOT: Pickup

96. Which one of the following does sociologist Leslie Sklair see as the fuel powering the motor of capitalism?
- a. the transnational corporation
 - b. the capitalized class
 - c. the cultural ideology of consumerism
 - d. a few gigantic transnational corporations

ANS: C PTS: 1 REF: 76 OBJ: comprehensive
TOP: Mod 2.6 NOT: Pickup

97. Sociologist Leslie Sklair argues that the global economy is dominated by
- a. the European Union.
 - b. the United States.
 - c. a few governments.
 - d. a few gigantic corporations.

ANS: D PTS: 1 REF: 76 OBJ: comprehensive
TOP: Mod 2.6 NOT: Pickup

98. For Leslie Sklair the transnational capitalist class is composed of all but which one of the following?
- a. executives at the largest transnational organizations
 - b. executives associated with large media outlets
 - c. federal and state politicians
 - d. the masses.

ANS: D PTS: 1 REF: 77 OBJ: comprehensive
TOP: Mod 2.6 NOT: New

99. _____ is an ideology that proclaims that the meaning of life is to be found in the things that we possess.

- a. Consumerism
- b. Ethnocentrism
- c. Adaptive culture
- d. Cultural relativism

ANS: A PTS: 1 REF: 77 OBJ: comprehensive
TOP: Mod 2.6 NOT: Pickup

100. _____ persuades people to consume not simply to satisfy real need, but to satisfy artificially created desires.

- a. Ethnocentrism
- b. The ideology of consumerism
- c. Global interdependence
- d. Cultural relativism

ANS: B PTS: 1 REF: 77 OBJ: comprehensive
TOP: Mod 2.6 NOT: Pickup

101. Western cosmetic companies send the message that the typical Asian woman should strive to appear Western. That message is part of
- ethnocentrism.
 - the ideology of consumerism.
 - global interdependence.
 - cultural relativism.

ANS: B PTS: 1 REF: 77 OBJ: applied
TOP: Mod 2.6 NOT: Pickup

102. Americans who lived through the Great Depression felt that it was desirable to seek jobs that provided stability and security, such as low-paying civil service jobs, rather than high paying jobs with little security. This emphasis on a desired state of being is an example of a
- norm.
 - material culture.
 - value.
 - symbol.

ANS: C PTS: 1 REF: video

103. According to the video, "Economic Meltdown," the next generation may choose career paths based on "what will make them happy, rather than being...seduced by simply a road that looks like it's the road to easy wealth." This emphasis on the place of the individual in the larger economic order relates to which component of culture?
- a norm
 - a belief
 - material culture
 - a symbol

ANS: B PTS: 1 REF: video

TRUE/FALSE

1. The concept culture best applies to countries.

ANS: F PTS: 1 REF: 46 TOP: Mod 2.1
NOT: New

2. From a sociological point of view the boundaries of a culture are very easy to identify.

ANS: F PTS: 1 REF: 46 TOP: Mod 2.1
NOT: New

3. People who share a culture are largely replicas of one another.

ANS: F PTS: 1 REF: 47 TOP: Mod 2.1
NOT: Pickup

4. Cultural universals are those things all cultures have in common.

ANS: T PTS: 1 REF: 47 TOP: Mod 2.1
NOT: New

5. Cultural particulars are specific practices that distinguish one culture from another.

ANS: T PTS: 1 REF: 47 TOP: Mod 2.1

NOT: Pickup

6. Culture provides “formulas” for expressing social emotions.

ANS: T PTS: 1 REF: 48 TOP: Mod 2.1
NOT: Pickup

7. For the most part, physical markers such as eye shape and hair texture are definitive cultural markers.

ANS: F PTS: 1 REF: 49 TOP: Mod 2.1
NOT: New

8. People have the capacity to reject the culture around them.

ANS: T PTS: 1 REF: 49 TOP: Mod 2.1
NOT: New

9. When sociologists study culture they focus on distinct markers that set one people apart from another.

ANS: F PTS: 1 REF: 49 TOP: Mod 2.1
NOT: New

10. A lawn mower is an example of material culture.

ANS: T PTS: 1 REF: 51 TOP: Mod 2.2
NOT: Pickup

11. Beliefs, values and norms are components of material culture.

ANS: F PTS: 1 REF: 52 TOP: Mod 2.2
NOT: Pickup

12. Freedom is a uniquely American value.

ANS: F PTS: 1 REF: 52 TOP: Mod 2.2
NOT: Pickup

13. Some norms are expressed as laws.

ANS: T PTS: 1 REF: 53 TOP: Mod 2.2
NOT: New

14. “Wash your hands before preparing food” is a norm.

ANS: T PTS: 1 REF: 53 TOP: Mod 2.2
NOT: Pickup

15. Mores apply to the mundane aspects and details of daily life.

ANS: F PTS: 1 REF: 54 TOP: Mod 2.2
NOT: Pickup

16. Mores are regarded as the “only way” to do things.

ANS: T PTS: 1 REF: 54 TOP: Mod 2.2
NOT: New

17. Folkways are norms considered essential to the well-being of the group.

ANS: F PTS: 1 REF: 54 TOP: Mod 2.2
NOT: Pickup

18. Language is a symbol system.

ANS: T PTS: 1 REF: 55 TOP: Mod 2.2
NOT: Pickup

19. The linguistic relativity hypothesis holds that different languages describe the world in the same ways.

ANS: F PTS: 1 REF: 55 TOP: Mod 2.2
NOT: Pickup

20. Objectified cultural capital includes the words one uses to present the self to others.

ANS: F PTS: 1 REF: 58 TOP: Mod 2.3
NOT: New

21. Sociologists measure diversity of a group by looking at physical appearance.

ANS: F PTS: 1 REF: 58 TOP: Mod 2.3
NOT: New

22. Cultural capital is useful concept for thinking about the cultural diversity that exists in a particular setting.

ANS: T PTS: 1 REF: 58 NOT: New

23. Embodied cultural capital includes the material objects that people own.

ANS: F PTS: 1 REF: 58 TOP: Mod 2.3
NOT: New

24. Generally people who are part of a culture agree about what makes them a culture.

ANS: F PTS: 1 REF: 59 TOP: Mod 2.3
NOT: New

25. A white smile qualifies as institutionalized cultural capital.

ANS: T PTS: 1 REF: 59 TOP: Mod 2.3
NOT: New

26. Different languages are so closely related that they can represent the same social reality.

ANS: F PTS: 1 REF: 55 TOP: Mod 2.2
NOT: New

27. Certain norms, values, and beliefs are associated with specific biological categories such as age, race, and status.
- ANS: T PTS: 1 REF: 67 TOP: Mod 2.3
NOT: New
28. There is a single American culture in which all Americans share equally.
- ANS: F PTS: 1 REF: 60 TOP: Mod 2.3
NOT: New
29. People who belong to a counterculture always seek to dismantle the larger culture of which they are apart.
- ANS: F PTS: 1 REF: 61 TOP: Mod 2.3
NOT: Pickup
30. Retirement communities are an example of a subculture.
- ANS: T PTS: 1 REF: 61 TOP: Mod 2.3
NOT: Pickup
31. Buddhist monks who reject the trappings of capitalistic society constitute a counterculture.
- ANS: T PTS: 1 REF: 61 TOP: Mod 2.3
NOT: Pickup
32. A counterculture is also a subculture.
- ANS: T PTS: 1 REF: 61 TOP: Mod 2.3
NOT: Pickup
33. Ethnocentrism is a perspective that emphasizes the home culture as the standard.
- ANS: T PTS: 1 REF: 63 TOP: Mod 2.4
NOT: Pickup
34. From an ethnocentric point of view, the British have placed steering wheels on the wrong side of the car.
- ANS: T PTS: 1 REF: 64 TOP: Mod 2.4
NOT: Pickup
35. From an ethnocentric point of view, writing from left to right on a page is simply one way to write.
- ANS: F PTS: 1 REF: 64 TOP: Mod 2.4
NOT: Pickup
36. People who idealize other cultures as “perfect” and their own as flawed are guilty of reverse ethnocentrism.
- ANS: T PTS: 1 REF: 65 TOP: Mod 2.4
NOT: Pickup

37. Ethnocentrism is an antidote to cultural relativism.

ANS: F PTS: 1 REF: 65 TOP: Mod 2.4
NOT: Pickup

38. The primary aim of cultural relativism is to prove there is no such thing as right or wrong.

ANS: F PTS: 1 REF: 65 TOP: Mod 2.4
NOT: New

39. People who engage in reverse ethnocentrism idealize another culture as perfect.

ANS: T PTS: 1 REF: 65 TOP: Mod 2.4
NOT: Pickup

40. The statement “whatever they do is fine” reflects a perspective of cultural relativism.

ANS: F PTS: 1 REF: 65 TOP: Mod 2.4
NOT: Pickup

41. One potential symptom of culture shock is irritability.

ANS: T PTS: 1 REF: 66 TOP: Mod 2.4
NOT: Pickup

42. A person must travel to a foreign country to experience culture shock.

ANS: F PTS: 1 REF: 66 TOP: Mod 2.4
NOT: Pickup

43. A cultural relative point of view would characterize sumo wrestling as a sport for the obese.

ANS: F PTS: 1 REF: 66 TOP: Mod 2.4
NOT: Pickup

44. People can experience culture shock in reverse upon returning home after living in another culture.

ANS: T PTS: 1 REF: 67 TOP: Mod 2.4
NOT: Pickup

45. Feeling misunderstood is a symptom of cultural shock.

ANS: T PTS: 1 REF: 67 TOP: Mod 2.4
NOT: New

46. Reentry shock involved glorifying the home country.

ANS: F PTS: 1 REF: 67 TOP: Mod 2.4
NOT: Pickup

47. Subcultures share in mainstream cultures while countercultures arise from feelings of alienation and exploitation.

ANS: T PTS: 1 REF: 60-61 TOP: Mod 2.3
NOT: New

48. Martin Luther King, Jr. was an example of a counterculture radical activist.

ANS: T PTS: 1 REF: 61 TOP: Mod 2.3
NOT: New

49. The purpose of cultural relativism is uncritical acceptance of all cultural practices, regardless of cruelty.

ANS: F PTS: 1 REF: 65 TOP: Mod 2.4
NOT: New

50. Culture shock is limited to people leaving their home countries

ANS: F PTS: 1 REF: 67 TOP: Mod 2.4
NOT: New

51. An example of selective borrowing is the way the fast food restaurants have been adapted to Saudi Arabia's culture.

ANS: T PTS: 1 REF: 70 TOP: Mod 2.5
NOT: New

52. New products and inventions utilizing technologies that replace humans are an unmitigated good.

ANS: F PTS: 1 REF: 71 TOP: Mod 2.6
NOT: New

53. Capitalism is the force shaping globalization.

ANS: T PTS: 1 REF: 76 TOP: Mod 2.6
NOT: New

54. The transnational cultural ideology is consumerism.

ANS: T PTS: 1 REF: 77 TOP: Mod 2.6
NOT: New

55. Only five countries in the world possess a gross national product that exceeds the combined revenues of the ten largest corporations in the world.

ANS: T PTS: 1 REF: 76 TOP: Mod 2.6
NOT: Pickup

56. Sklair argues from a global perspective most people in the world have managed to avoid the reach of advertisers and marketers.

ANS: F PTS: 1 REF: 78 TOP: Mod 2.6
NOT: Pickup