Invitation to Environmental Sociology 5th edition Bell Test Bank

SKU: 9781452275796-TEST-BANK

Chapter 2: Consumption and Materialism
Test Bank

NOTE: the correct answer to each Multiple Choice, True/False, Short Answer, and Essay Questions are italicized.

Multiple Choice: Choose the BEST answer from the four foils provided.

1. According to the economist Fred Hirsch, a "positional good" is a good or commodity: (p. 60)
   a) that places you in a high status position relative to those who don't possess it.
   b) that is desirable because of short supply or limited access.
   c) that is desirable because it has a high price tag.
   d) all of the above.

2. Who is/was the "original affluent society" according to Marshall Sahlins? (p. 54)
   a) Hunter gatherers
   b) Agrarian pastoralists
   c) The aristocracy of Europe and Asia
   d) Wealthy Western capitalists

3. All of the following are elements of rational choice theory EXCEPT: (p. 63)
   a) interest, especially self-interest.
   b) sentiments.
   c) the quest for personal gain or advantage.
   d) a hidden agenda among rational actors.

4. The *hau* of material objects refers to: (p. 64)
   a) superstitious belief in animate objects.
   b) the utility of material objects that serve our interests.
   c) sentimental connections and social relationships embodied in things.
   d) the respect we have for tools and technologies created by humans.

5. Of the many techniques advertisers use to persuade customers to purchase goods, which is the most effective? (p. 65)
   a) Appeal to sentiments—accentuating affection, love, belongingness, community, patriotism, and other values that may be conferred upon the consumer by acquisition of the product
   b) Price advertising—appealing to the financial concerns of consumers
   c) "You" or status advertising—suggesting the product is offered out of concern for you and will provide heightened prestige to those who acquire it (the product)
   d) Green advertising—appealing to the environmental concerns of consumers

Invitation to Environmental Sociology 5th edition Bell Test Bank

6. Comparing the workload of American workers in 1973 and 2006, the economist and sociologist Juliet Schor concluded that American workers in 2006 worked the equivalent of: (p. 70)

a) one week longer each year than their 1973 counterparts (more than 40 additional hours annually).
b) five weeks longer each year than their 1973 counterparts (more than 200 additional hours annually).
c) one week less each year than their 1973 counterparts (40 hours less a year).
d) five weeks less each year than their 1973 counterparts (200 hours less a year).

7. Juliet Schor estimates that to achieve the standard of living experienced by workers in 1948, U.S. workers today would need to work how long? (p. 70)

a) 4 hours daily
b) 8 hours daily
c) 12 hours daily
d) more than 16 hours daily

8. Although we know that money can't buy happiness, research in Britain and the United States suggests that: (p. 73)

a) unskilled and partly skilled workers at the bottom of the pay scale are happier than other workers.
b) skilled manual workers from lower middle pay scale are happier than better-paid, non-manual, professional workers.
c) middle-class workers are happier than their wealthy counterparts.
d) the wealthy express the least level of happiness with their standard of living.

9. What is the "paradox of a positional economy?" (p. 60)

a) 1% of the world owns 95% of the world's wealth.
b) Treadmills of production and consumption push individuals in contradictory directions.
c) Treadmills of consumption speed up as more people purchase more.
d) Levels of consumption are constantly devalued as more people attain them due to general economic growth.

10. Identify the fallacy in Douglas and Isherwood's theory of consumption matching. (p. 73)

a) We always strive to maximize our wealth.
b) We always aim to maintain the consumption of those just below us in status.
c) We nearly always attempt to match those just above us in status.
d) We desire to simplify and reduce the complexity of our material lives.

11. What is *hau*? (p. 64)

a) A social spirit attached to gifts that suggests or requires reciprocity
b) Reciprocal gift-giving

Invitation to Environmental Sociology 5th edition Bell Test Bank

c) A cohesive force in communities
d) All of the above

12. How might the establishment of wildlife refuges and international treaties to protect endangered species actually increase their vulnerability and hasten their extinction? (p. 60)
a) By accentuating their scarcity
b) By driving up their value
c) By making them a "positional good"
d) All of the above

13. Why would an individual who owns a positional good attempt to limit others' access to that good? (p. 74)
a) *For positional advantage, status, and prestige*
b) To intentional disorient others away from a prestigious position
c) To accumulate advantage
d) To encourage market competition

14. Why does Marshall Sahlins state that hunter-gatherers are the original affluent society? (p. 54)
a) They eat well, work little, and have lots of leisure time.
b) They are rich in terms of meeting their needs.
c) Their material wants are easily satisfied because they don't want much.
d) All of the above.

15. Your text discusses several flaws in Maslow's theory of the hierarchy of needs. Which of the following is one of those flaws? (p. 54)
a) Needs are experienced in hierarchical order.
b) Model has Eastern bias.
c) Theory is too dialogical.
d) Theory can't account for why we consume more than we need.

16. How might the time crunch of contemporary life propel environmental damage? (p. 70)
a) Lack of leisure time requires more pre-made foods.
b) Cycle of work-and-spend increases household tasks.
c) More rest time requires more time-saving tools.
d) All of the above.

17. Interests often refer to: (p. 50, 63)
a) the original affluent society.
b) the cycle of work-and-spend.
c) how we decide how to spend our time.
d) how we make choices based on material gain for ourselves.

Invitation to Environmental Sociology 5th edition Bell Test Bank

18. Which of the following concepts refer to decisions that do not necessarily result in material gain? (p. 63)

a) Hau
b) *Sentiments*
c) Community
d) Hierarchy of needs

19. Although it is often argued that consumerism damages the community, it can also enhance community. How so? (p. 73)

a) Consumption is connected to competitive displays.
b) A double message of affluence and ecological dialogue.
c) The time crunch can require communal sharing.
d) *Community-building events are often connected to consumerism.*

20. Less time for leisure creates a time crunch which necessitates more shopping for necessities and also as a substitute for community. This consumption perpetuates: (p. 70)

a) a dialogical connection between consumerism and the time crunch.
b) environmental degradation
c) workers then purchase more goods because they have less time, thus, consumerism.
d) all of the above.

True or False: Please indicate whether the following statements are true or false by circling the correct answer. *Note to Instructors: If preparing an exam for electronic grading, these instructions should be modified to instruct students how to fill in their bubble sheets. For example, "Please indicate whether the following statements are true or false by blackening the correct oval, 1 or A for True, 2 or B for False."*

21. True *False* Conspicuous consumption, leisure, and waste are mutually exclusive categories. (p. 56)

22. True *False* Every good or material object has a *hau*. (p. 64)

23. True *False* Technological innovations have reduced the U.S. workweek. U.S. employees work fewer hours today than their counterparts did in the 1960s. (p. 70)

24. True False Despite technological innovation, U.S. workers work more hours per week today than their counterparts did in the 1960s. (p.70)

Invitation to Environmental Sociology 5th edition Bell Test Bank

25. True *False* Each year since 1957 Americans report that they are happier than in the previous year as a result of continued economic growth. (p. 73)

26. *True* False The time saving tools used by workers caught in the cycle of work-and-spend often have environmental repercussions. (p. 70)

27. *True* False Consumption is not necessary for community, but neither is it antithetical to it. (p. 73)

28. *True* False Thorstein Veblen argues that the leisure class engages in vicarious consumption, leisure and waste. (p. 69)

29. True *False* Conspicuous consumption, leisure and waste is that which is engaged in based on individuals' environmental power. (p. 69)

Short Answer: Provide a brief response, not to exceed one paragraph.

30. What did Maslow mean by a "hierarchy of needs?" Describe Maslow's model. (p. 52) *ANSWER: The is a universal model developed by Maslow to capture how efforts are used to gratify needs. At the bottom of the hierarchy are the "basic needs," like physiological needs. Above the basic needs are additional needs for knowledge and understanding and for aesthetic satisfaction, like love and self-actualization.*

31. Describe a situation that would refute Maslow's hierarchy of needs theory. (p. 52) *ANSWER: Students may study so hard that they forget to eat. Political dissidents might stage a hunger strike to draw attention to their position. Transcendence for religious ascetics is achieved through denial of physical needs.*

32. Paul Wachtel contends that we try to "buy community." What does he mean by this? What motivates us to do so? (p. 73)
ANSWER: Buying a community fills the void left by a lack of leisure time. Buying facilitates bonds that create a social community. Through buying, we try to create a feeling of community in the goods we purchase for ourselves and the goods we buy for others, and we try to gain status within our community through the goods we display. Goods, then, are a substitute for social needs.

Essay: Provide a comprehensive response, not to exceed two pages. Several questions have more than one part to them; be sure to respond to each part of the question.

33. The author argues that advertising often appeals to sentiments. How is this connected to vicarious consumption? (p. 65)
ANSWER: Advertising draws on sentiments like feelings of need and desire and connects those feelings to material goods. This connection of the material with the sentimental leads to is vicarious consumption, consumption that others engage in because of their

Invitation to Environmental Sociology 5th edition Bell Test Bank

sentiments and capacity for environmental power. Examples of vicarious consumption includes parents who dress their children in easily spoiled clothes and send them off to a leisurely pursuit like college, with a new car and credit card, to male business executives who insist that their wives refrain from productive employment. All of these pursuits are connected to sentiments—parents wanting the "best" for their children, or male business executives wanting to show that they are providers. That's why we often see commercials where the "dad" throws the keys to the young "son." It makes dad feel good, and the audience can resonate with that. The cars part of it—but the feeling the car evokes is an important part of what drives its sales.

34. Juliet Schor argues that Americans are trapped in a cycle of work-and-spend. Explain what she means by this, with examples. (p. 70)
ANSWER: The work-and-spend cycle traps overworked people into a situation where extra tools and pre-made products are necessary to complete tasks. As workers continue to increase their work time, they have less time for "leisure" activities, such as cooking. For example, someone who works a 70 hour week has little time to prepare food. Thus one becomes more dependent on machines that cook food faster, and pre-made food. These tools and products cost money, so it is a self-perpetuating cycle. One works more, one must buy more. One buys more, one must work more.

35. Describe how the treadmill of consumption works, with examples. (p. 74)
ANSWER: Some of the very wealthy exemplify the treadmill of consumption: They can never have enough. As the wealthy like Michael Jackson keep accumulating more and more stuff, meanwhile, the wealthy have gotten even richer. The result is no end to our wants and little improvement, if any, in our satisfaction—despite increased consumption of goods. This whole process of moving materially ahead without making any real gain in satisfaction can be termed the treadmill of consumption.

36. It is clear that we in the West consume far more material goods than we need physiologically. Based on your readings and material presented in lecture, explain why our wants so drastically exceed our needs. Also, what are some changes that could be made to bring our wants more in line with our needs? (p. 74)
ANSWER: Material goods as a substitute for community; work-to-spend cycle; treadmill of consumerism. Changes could be pursued by allowing more leisure time; not defining community via materiality but rather sentiments and relations.

Identification: Please identify the following key terms, thinkers, and texts. The best identification answers will: 1) provide a succinct definition, explanation, or discussion of the term, thinker, or text; 2) give an example or elaboration; 3) where relevant, note the thinker with whom the term or text is associated, or the terms or texts with which the thinker is associated; and 4) note any closely related concepts or critiques. Items with asterisks (*) indicate those for which the thinker should be noted.

<u>Key Terms</u>

material factors

Invitation to Environmental Sociology 5th edition Bell Test Bank

ideal factors
ecological dialogue
hierarchy of needs*
original affluent society*
status symbol
conspicuous consumption*
conspicuous leisure*
conspicuous waste*
determinism
leisure class*
vicarious consumption*
vicarious leisure*
vicarious waste*
positional goods*
interests
sentiments
rational choice theory
hau
you advertising
green consumerism
"green-washing"
consumption matching
treadmill of consumption*
time crunch
cycle of work-and-spend*
simplicity movement
voluntary simplicity
simplicity circles
environmental power

Key Thinkers
Mahatma Gandhi
Karl Marx
Abraham Maslow
Marshall Sahlins
Thorstein Veblen
Fred Hirsch
Eugene Rochberg-Halton
Marcell Mauss
Paul Wachtel
Juliet Schor
Mary Douglas
Baron Isherwood

Key Texts
"The Original Affluent Society" (Sahlins)
The Theory of the Leisure Class (Veblin)

Matching: Please match the term, thinker, and/or text in column A with its complement or correspondent in column B, by placing the appropriate identification letter/number in the space provided. (You may use answers more than once.) *Note to Instructors: Scramble the items in column B before administering an exam. Also, if preparing an exam for electronic grading, the above instructions should be modified to instruct students how to fill in their bubble sheets.*

Column A		Column B
A Hierarchy of Needs	____	Abraham Maslow
B Leisure class	____	Thorstein Veblen
C Conspicuous consumption	____	Thorstein Veblen
D Vicarious consumption	____	Thorstein Veblen
E Positional goods	____	Fred Hirsch
F Treadmill of consumption	____	cycle of work-and-spend
G Marshal Sahlins	____	"The Original Affluent Society"
H Thorstein Veblen	____	*The Theory of the Leisure Class*
I Mahatma Gandhi	____	"The world has enough for

Invitation to Environmental Sociology 5th edition Bell Test Bank

J *Hau* everybody's need, but not enough for everybody's greed."
____ sentiments of goods

Invitation to Environmental Sociology 5th edition Bell Test Bank