

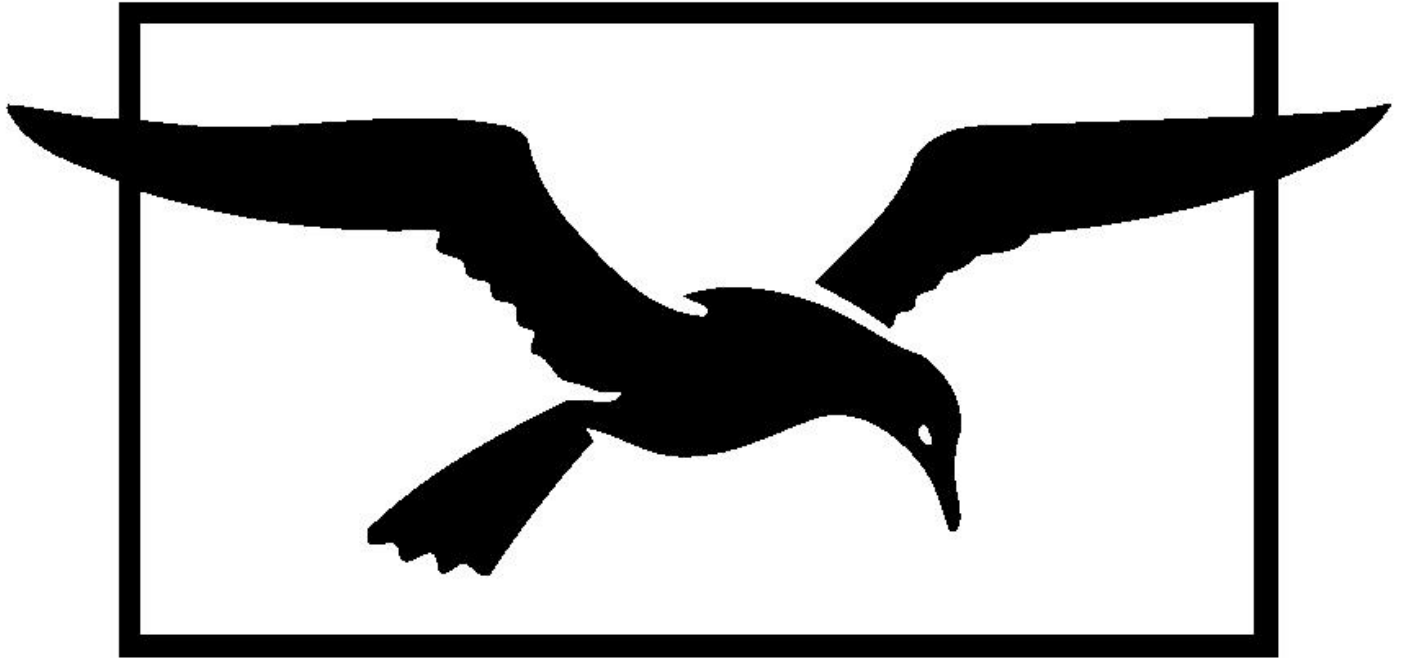
TEST BANK

Essentials of Cultural Anthropology: A Toolkit for a Global Age

SECOND EDITION

Alexandra Lancey
UNIVERSITY OF SOUTH FLORIDA

Pilar Rau
RUTGERS UNIVERSITY



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Production Manager: Ashley Horna

Digital Media Editor: Eileen Connell

Associate Digital Media Editor: Mary Williams

Editorial Assistant: Grace Tuttle

Composition by: Westchester Publishing Services

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PREFACE

The Test Bank is designed to help instructors create their ideal mix of questions for quizzes or exams. Each question assesses a specific chapter-learning goal and is written with clear and concise language that matches the difficulty level of the question. Each chapter goal is assessed with questions across the appropriate levels of Bloom's taxonomy. By asking students questions that vary in both taxonomy and level of difficulty, instructors can evaluate how well students understand specific concepts and how skilled they are at applying these concepts to hypothetical and real-world scenarios.

ASSESSMENT INFORMATION

Every question is labeled with five levels of metadata to allow instructors to assess their students. These metadata tags are:

ANS: This is the correct answer for each question.

DIF: This is the level of difficulty assigned to the problem. For more information, please see "Difficulty Levels" in the following sections.

REF: This is the section heading in the textbook chapter from which the question is drawn.

MSC: This is the level of Bloom's taxonomy that the question is designed to test. For more information, please see "Bloom's Taxonomy" in the following sections.

BLOOM'S TAXONOMY

We have focused on the levels of Bloom's taxonomy that are most relevant to cultural anthropology and are most reliably assessed through the types of questions included in this test bank. As a result, we have included five levels of the taxonomy in the metadata.

- 1. Remembering** questions test declarative knowledge, including textbook definitions and the relationships between two or more pieces of information. Can students recall or remember the information in the same form it was learned?
- 2. Understanding** questions pose problems in a context different from the one in which the material was learned, requiring students to draw from their declarative and/or procedural understanding of important concepts. Can students explain ideas or concepts?
- 3. Applying** questions ask students to draw from their prior experience and use critical thinking skills to reason about the real world. Can students use learned information in new situations?

4. **Analyzing** questions test students' ability to break down information and see how different elements relate to each other and to the whole. Can students distinguish among different parts of a process?
5. **Evaluating** questions ask students to assess and judge information. Can students make decisions and distinguish between valid and invalid claims?

DIFFICULTY LEVELS

Along with Bloom's taxonomy, each question is tagged to a level of difficulty so that instructors can choose how to sort and categorize questions. We understand that what one instructor or student finds difficult might not equate with someone else's perspective. However, many instructors do find this basic classification useful as a starting point in balancing their quizzes and exams, so we have tried to be as objective as possible by using the following criteria to decide the level of difficulty for each question.

1. **Easy** questions require students to demonstrate a basic understanding of the concepts, definitions, and examples presented in the textbook.
2. **Moderate** questions direct students to use critical thinking skills and to demonstrate a strong understanding of core concepts independent of specific textbook examples or definitions.
3. **Difficult** questions ask students to synthesize textbook concepts to make analytical inferences or to evaluate claims.

CHAPTER 1: Anthropology in a Global Age

MULTIPLE CHOICE

1. The chapter opens with a discussion about the effect that a Coca-Cola plant has had on women living in what region?
- India
 - Peru
 - Panama
 - Malaysia

ANS: A DIF: Easy REF: 1.0 Anthropology in a global age
MSC: Remembering

2. Audrey Richards conducted a detailed ethnography of the coming-of-age rituals of the Bemba, and is often credited with opening the door to the study of health and nutrition among women and children. Which of the four fields of anthropology was Richards working in?
- archaeology
 - physical anthropology
 - linguistic anthropology
 - cultural anthropology

ANS: D DIF: Moderate REF: 1.1 What is anthropology?
MSC: Understanding

3. Which concept refers to anthropology's commitment to looking at the full scope of human diversity and experience, including the cultural, biological, historical, and linguistic?
- ethnology
 - fieldwork
 - holism
 - globalization

ANS: C DIF: Easy
REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?
MSC: Understanding

4. Recently, anthropological research has begun to look at the upper segments of society, such as financial institutions, aid and development agencies, medical laboratories, and doctors. What is this process called?
- studying up
 - marginalization
 - ethnographic fieldwork
 - flexible accumulation

ANS: A DIF: Moderate REF: 1.1 What is anthropology?
MSC: Understanding

5. Maria is a cultural anthropologist who wants to better understand the lives of women in coffee farming communities in Brazil. What primary research strategy will she likely use to gain a holistic perspective in order to answer her research questions?
- in-depth analysis of historical texts about coffee farmers
 - interviews with other researchers who have been to Brazil
 - first-hand ethnographic fieldwork
 - controlled social experiments

ANS: C DIF: Moderate REF: 1.1 What is anthropology?
MSC: Applying

6. Archaeology, the study of cultures in the human past, focuses on what?
- how humans adapted biologically to their environments
 - the fossil record and genetic evidence
 - any human material remains
 - only human burial sites

ANS: C DIF: Moderate
REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?
MSC: Understanding

7. What type of anthropologist studies people from a perspective that considers how humans have adapted to their environments over time?
- physical anthropologist
 - linguistic anthropologist
 - paleoanthropologist
 - cultural anthropologist

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

8. Anthropology looks at the complete diversity of human life across space and time. This kind of study requires a(n)
- belief that other cultures are normal.
 - belief that one's own culture is superior.
 - ability to view human cultures as isolated and disconnected.
 - ability to evaluate others on the basis of one's own beliefs.

ANS: A DIF: Easy REF: 1.1 What is anthropology?

MSC: Analyzing

9. Which subfield of anthropology traces the history of human evolution in fossils?
- prehistoric archaeology
 - primatology
 - cultural anthropology
 - paleoanthropology

ANS: D DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

10. Both historic archaeologists and prehistoric archaeologists study the past through the analysis of artifacts. What do historic archeologists have access to that prehistoric archaeologists do not?
- larger numbers of artifacts
 - written records
 - works of art
 - burial sites

ANS: B DIF: Difficult

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

11. What is considered the most distinctive feature of being human?
- tool use
 - an opposable thumb
 - bipedal locomotion
 - language

ANS: D DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

12. Cultural anthropologists employ the process of *ethnology* to
- study the evolution of human language.
 - fight the impact of globalization.
 - ethnographically document a small group of people.
 - compare cultures.

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

13. Which kind of anthropologist might use pottery, fossilized remains, and jewelry as the primary clues in their research?
- physical anthropologist
 - prehistoric archaeologist
 - cultural anthropologist
 - paleoanthropologist

ANS: B DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

14. Material remains help prehistoric archaeologists reconstruct
- human behavior.
 - written records.
 - garbage dumps.
 - burial sites.

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

15. What do garbage dumps offer to both anthropologists and archaeologists?

- a. understanding of burial practices
- b. analysis of nutritional intake
- c. a deeper understanding of climate change
- d. understanding of cultural practices

ANS: D DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

16. The so-called “N-word” would be most likely studied for its origins, uses, and meaning by a(n):

- a. descriptive linguist.
- b. historic linguist.
- c. biological linguist.
- d. sociolinguist.

ANS: D DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Analyzing

17. People are biological creatures as well as rational human beings. In order to gain a complete understanding of any aspect of human behavior, the field of anthropology adopts what strategy?

- a. four-field approach
- b. cultural evolution
- c. physical anthropology
- d. ethnobiology

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

18. In late nineteenth-century debates on American immigration, many scholars and government officials privileged immigrants from northern Europe over those from southern Europe, such as Italians and Greeks, because the officials felt these southern people were a separate and inferior biological race with primitive ways. This is an example of:

- a. holism.
- b. ethnocentrism.
- c. genocide.
- d. ethnocide.

ANS: B DIF: Difficult REF: 1.1 What is anthropology?

MSC: Applying

19. Pablo is an anthropologist studying the Japanese tea ceremony. He considers Japanese religion and history, as well as social relations, the politics of gender, and the language used to talk about the tea ceremony. Pablo’s approach to studying the Japanese tea ceremony is an example of what aspect of anthropology?

- a. participant observation
- b. physical anthropology
- c. four-field approach
- d. holism

ANS: D DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

20. The sequencing of mitochondrial DNA to trace changes in human ancestors over time involves which specialization of anthropology?

- a. prehistoric archaeology
- b. cultural anthropology
- c. paleoanthropology
- d. historic archaeology

ANS: C DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

21. Understanding miscommunications between men and women resulting from their differing use of language would demand a close examination of the cultural context of language. This would be the work of what type of anthropologist?

- a. physical anthropologist
- b. sociolinguist
- c. historic linguist
- d. descriptive linguist

ANS: B DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

22. An anthropologist looking to understand the impact humans have had on the environment by studying rock formations, polar ice caps and glaciers is most likely practicing what kind of anthropology?

- a. cultural anthropology
- b. paleoanthropology
- c. linguistic anthropology
- d. archaeology

ANS: D DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

23. What do we call the belief that one's own culture or way of life is normal and natural and the practices of other people are abnormal and unnatural?
- a. holism
 - b. relativism
 - c. "walking in their shoes"
 - d. ethnocentrism

ANS: D DIF: Easy

REF: 1.1 What is anthropology?

MSC: Remembering

24. Cultural anthropologists often spend a great deal of time in the communities where they conduct research and they ask lots of questions as people work, celebrate, dance, or play games. What is the term used for this process?
- a. ethnology
 - b. participant observation
 - c. linguistic anthropology
 - d. four-field approach

ANS: B DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

25. An anthropologist who has conducted fieldwork on Mormon fundamentalists and their marriage patterns wants to now compare those patterns to those of Muslim tradition. What would this require?
- a. conducting ethnological analysis
 - b. studying how humans have evolved over time
 - c. carrying out new long-term ethnographic fieldwork
 - d. analyzing language used in religious ceremonies around the world

ANS: A DIF: Difficult

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

26. The Latin language of ancient Rome is no longer spoken routinely. What kind of work is needed to examine how Latin changed into the Romance languages of today (French, Spanish, Portuguese, Romanian, and Italian)?
- a. descriptive linguistics
 - b. sociolinguistics
 - c. archaeology
 - d. historic linguistics

ANS: D DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

27. Participant observation as a research strategy is an essential part of which subfield of anthropology?
- a. ethnological analysis
 - b. cultural anthropology
 - c. primatology
 - d. descriptive linguistics

ANS: B DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

28. What type of anthropologists explore any and all aspects of living human culture—from war and violence to love, sexuality, and child rearing—and look at the meanings that people from all over the world place on these things?
- a. archaeologists
 - b. sociolinguists
 - c. physical anthropologists
 - d. cultural anthropologists

ANS: D DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

29. Anthropologists take a comprehensive approach to understanding human beings. They accomplish this task by:
- a. exploring the past.
 - b. using the four-field approach.

- c. focusing mainly on biology.
- d. focusing mainly on participant observation.

ANS: B DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Understanding

30. The scientific discipline that looks at genetics, evolution, the fossil record, and our closest relatives in the animal kingdom in order to gain a greater understanding of humans is known as:
- a. prehistoric archeology.
 - b. physical anthropology.
 - c. primatology.
 - d. cultural anthropology.

ANS: B DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

31. What would we call an anthropologist working alongside a Native American group to map their spoken language into a written form?
- a. descriptive linguist
 - b. cultural anthropologist
 - c. sociolinguist
 - d. historic linguist

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

32. What kind of researchers work to record languages that are disappearing by finding the last speakers and making recordings and dictionaries to preserve them for the future?
- a. descriptive linguists
 - b. historic linguists
 - c. cultural anthropologists
 - d. sociolinguists

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

33. Ancient rift valleys and deep caves often contain human fossils that can provide clues about human evolution and the lives of our ancestors. What do we call an anthropologist who examines just the human evolutionary aspect of fossils?
- a. prehistoric archaeologist
 - b. cultural anthropologist
 - c. paleoanthropologist
 - d. primatologist

ANS: C DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

34. What field of anthropology studies monkeys and apes, but not human beings?
- a. physical anthropology
 - b. paleoanthropology
 - c. prehistoric archaeology
 - d. primatology

ANS: D DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

35. There is a huge inflow of refugees from the wars in the Middle East to parts of Europe and Scandinavia. What kind of anthropologist would probably offer the most useful input to the politicians making decisions about resettlement programs?
- a. physical anthropologist
 - b. cultural anthropologist
 - c. paleoanthropologist
 - d. sociolinguist

ANS: B DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

36. Which discipline of anthropology studies human beings in the present and from the past through the excavation and analysis of human material artifacts?
- a. archaeology
 - b. cultural anthropology
 - c. physical anthropology
 - d. ethnology

ANS: A DIF: Easy

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Remembering

37. Marcus is studying developments in Chinese dialects over time, and how those dialects have evolved as migration has increased over the last two centuries. What kind of anthropological lens is Marcus using?
- a. historic linguistics
 - b. descriptive linguistics
 - c. cultural anthropology
 - d. sociolinguistics

ANS: A DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Applying

38. What do many scientists and experts call our current historical era, defined by the ways in which human activity is permanently reshaping our planet?
- a. the Global Village
 - b. climate change
 - c. the Anthropocene
 - d. time-space compression

ANS: C DIF: Easy

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Remembering

39. Human beings have long been migrant, moving themselves, their material goods, and even ideas from one part of the world to another. What makes this process, which is now called *globalization*, seem so different today than in the past?
- a. four-field approach
 - b. holism
 - c. intensification
 - d. ethnocentrism

ANS: C DIF: Difficult

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Understanding

40. The theory of time-space compression suggests that the way we think about time and space has been transformed. What do anthropologists think might be the underlying reason for this?
- a. decreased ethnocentrism
 - b. even economic growth
 - c. the Anthropocene
 - d. rapid innovation of communication and transportation

ANS: D DIF: Moderate

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Remembering

41. When companies move their production facilities around the world to take advantage of cheaper labor and lower taxes, what do anthropologists call this?
- a. ethnology
 - b. increasing migration
 - c. time-space compression
 - d. flexible accumulation

ANS: D DIF: Moderate

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Remembering

42. Global poverty has risen dramatically over the past twenty years, and is generally considered a sign of what by anthropologists?
- a. holism
 - b. uneven development
 - c. time-space compression
 - d. ethnographic fieldwork

ANS: B DIF: Moderate

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Understanding

43. Many large corporations—Walmart, General Motors, and others—routinely operate larger numbers of factories in places like China to take advantage of very cheap wages, putting workers in their home country out of a job. This is an example of:
- a. paleoanthropology
 - b. increasing migration
 - c. flexible accumulation
 - d. holism

ANS: C DIF: Easy
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Applying

44. Changes in communication technology that have allowed military spouses to switch from mailing letters to their partners in Afghanistan to chatting with them on Skype are an example of what dynamic of globalization?
- uneven development
 - technological adaptation
 - flexible accumulation
 - time-space compression

ANS: D DIF: Easy
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Applying

45. Nepali workers building roads in India, Filipino maids in Saudi Arabia, and Turkish street repairmen in Germany are examples of which global dynamic?
- time-space compression
 - uneven development
 - the Anthropocene
 - increasing migration

ANS: D DIF: Moderate
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Applying

46. The intensification of globalization is often attributed to what kinds of changes?
- the accelerated movement of people within and between countries
 - the reconstruction of human behavior before written records
 - increasing concentrations of greenhouse gases
 - breakthroughs in transportation and communication technologies

ANS: D DIF: Moderate
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Understanding

47. What key dynamic of globalization is characterized by the movement of people, not only between countries but also within the individual countries themselves?
- four-field approach
 - flexible accumulation
 - increasing migration
 - uneven development

ANS: C DIF: Moderate
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Remembering

48. The Chinese government counts nearly 230 million internal migrants floating in China's cities. What draws most of these internal migrants?
- work opportunities
 - more affordable housing
 - higher education
 - social movements

ANS: A DIF: Moderate
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Understanding

49. What is one possible consequence of oil spills and other forms of mass water pollution?
- It will kill off edible sea life completely by 2048.
 - Offshore drilling will become illegal in most countries.
 - Killer whales will alter their migration routes to avoid the garbage.
 - It will kill off all fish in the Gulf of Mexico by 2030.

ANS: A DIF: Difficult
REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Remembering

50. In 2010, the British Petroleum Deepwater Horizon disaster poured 210 million gallons of crude oil into the Gulf of Mexico over the course of two months. What is the British Petroleum oil spill characteristic of?
- holism
 - time-space compression

- c. the impacts of increasing globalization
- d. ethnology

ANS: C DIF: Easy

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Applying

51. Which of the following primarily contributes to climate change and global warming?
- a. the strategies that corporations use to accumulate profits
 - b. overpopulation, which leads to increased consumption
 - c. increasing concentrations of greenhouse gases created by the burning of fossil fuels
 - d. natural changes in the earth's atmosphere, soil, and oceans

ANS: C DIF: Moderate

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Understanding

52. Dr. Ken Guest's research compares a community in New York's Chinatown with another community in Fuzhou, China. The two communities are linked by migration. What best describes his research?
- a. ethnology
 - b. multi-sited ethnography
 - c. historic archeology
 - d. physical anthropology

ANS: B DIF: Difficult

REF: 1.4 How is globalization transforming anthropology?

MSC: Remembering

53. Global forces are expanding rapidly and moving into local communities everywhere. According to the author, people in local communities respond to these global forces by:
- a. working to reshape encounters with these forces to their own benefit.
 - b. strengthening and renewing traditional religious practices.
 - c. overturning immigration restrictions.
 - d. acting with violence and rebellion to destroy these forces.

ANS: A DIF: Difficult

REF: 1.4 How is globalization transforming anthropology?

MSC: Understanding

ESSAY

1. Describe how changes in transportation technology in the nineteenth century led to the development of anthropology.

ANS:

Advances in transportation technology rapidly transformed long-distance movement of people and goods. This allowed regular travel, trade, and colonization in new and varied places. Merchants, missionaries, and government officials came back with tales and artifacts of the incredible diversity of human cultures and "exotic" appearances they had encountered. Anthropology developed as people began to try to understand this diversity.

DIF: Difficult

REF: 1.1 What is anthropology?

MSC: Analyzing

2. Explain why anthropologists study nonhuman primates like apes and monkeys.

ANS:

In order to understand which aspects of human physiology and behavior are uniquely human and which attributes are legacies of our primate heritage, it is necessary to study our closest living relatives. The study of nonhuman primates gives us clues about our human behavior and the shared behavior of all primates. Careful observation of primates in their natural habitats and captivity has offered significant insights into sexuality, parenting, male and female differences, cooperation, intergroup conflict, and aggression. These insights can also help us understand what the behavior of human ancestors may have been like.

DIF: Difficult

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Analyzing

3. Compare and contrast how historic and prehistoric archaeologists investigate past human life and explain what insights can be gained from each perspective.

ANS:

Both prehistoric and historic archaeologists locate, excavate, and analyze material remains or artifacts of past human activity. Prehistoric archaeologists use the remains of everyday activities to reconstruct family life and work life, such as what kinds of foods they ate and what types of tools they used. Burial sites provide information on how they treated their elders and the dead. Evidence can also suggest trade patterns, consumption habits, gender roles, and power stratification. Historic archaeology adds written or oral records to the interpretation of artifacts and physical remains. These allow a much wider array of investigations and much deeper analysis because they have records such as deeds, census forms, personal letters, diaries, and other accounts to add insight into topics such as the lives of enslaved African men and women in the American South and global warming and climate change.

DIF: Difficult

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Analyzing

4. Explain the difference between a descriptive linguist and a sociolinguist. If you knew the last living speaker of a language and wanted to preserve that language, who would you call and why?

ANS:

Descriptive linguists describe and record spoken languages and save them as written languages, while sociolinguists study language in its social and cultural context. Trying to save the language would be the domain of the descriptive linguist, who records and describes languages in order to construct a written language. Once you have a written language, you can preserve dictionaries, poetry, and stories of all sorts by simply writing them down. This makes it possible to save them for posterity. Languages have been brought back from the dead to millions of speakers. An example would be the Hebrew language of Israel.

DIF: Difficult

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Analyzing

5. Bronislaw Malinowski spent two years doing participant observation among the people of the Trobriand Islands in the early 1900s, and there he learned about the islanders' beliefs and customs regarding trade, warfare, marriage, sex, and death. What kind of anthropologist was Malinowski? Explain how participant observation works and what kind of information it provides. Name another topic you could study this way and how you would do it.

ANS:

Malinowski was a cultural anthropologist. Participant observation works by living and working with a group of people for an extended period of time and asking lots of questions. It gives you information about the complex systems of power and meaning that all people construct. You can study almost any topic using this approach, so any reasonable example of a topic and strategy that involves working closely with people would be good. For example, studying religious practices of a particular belief community or sect, or researching drinking beliefs/behavior on a college campus.

DIF: Moderate

REF: 1.2 Through what lenses do anthropologists gain a comprehensive view of human cultures?

MSC: Analyzing

6. Time-space compression is one of the key dynamics of globalization. Explain what time-space compression is, how it works, and give an example.

ANS:

Time-space compression is the result of rapid innovation in transportation and communication technology, and it has transformed how we think about space and time. Jet travel, superhighways, telephones, fax machines, computers, and the Internet have changed our sense of how long things take and how far away things are. For example, at the turn of the twentieth century, it took weeks to get from San Francisco to Paris, but today it takes less than a day. Where once a letter sent from the United States might take ten days or longer to reach its addressee overseas in Europe or Africa, we can now send a text message, including photographs, to that same individual in under 30 seconds. With cell phones and satellites, it is possible to talk to a person in any part of the world at any time, even if they are on the opposite side of the planet.

DIF: Moderate

REF: 1.3 What is globalization, and why is it important for anthropology?

MSC: Analyzing

7. The text notes that increasing migration is one of the key dynamics of globalization. Explain where people are moving and why. What effect is this having on people around the world?

ANS:

People are moving in vast numbers within and between countries, and they are usually moving from rural to urban areas in search of work. In general, they are looking for jobs to improve their lives and the lives of people back home. In China, 230 million people—internal migrants—are moving to cities, looking for work on construction projects, in service jobs, and in export-oriented factories. This stretches human relationships across time and space. Migration is building connections between different parts of the world, replacing face-to-face interactions with more remote encounters, and potentially reducing the hold of the local environment over people's lives and imaginations.

DIF: Difficult REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Analyzing

8. Explain how globalization has enabled flexible accumulation, and how it works. Provide an example from class.

ANS:

Flexible accumulation reflects the fact that advances in transportation and communication have enabled companies to move their production facilities around the world in search of cheaper labor, lower taxes, and fewer environmental regulations—in other words, to be completely flexible in how they accumulate profits. Companies in developed countries move factories to other countries in the developing world. Lower labor and transportation costs along with fewer regulations mean they can then export their goods back to the United States at a much greater profit than if they produced them locally. One good example is Walmart, which went from advertising “Made in America” to having seven thousand factories in China, and the members of the Walton family are billionaires because of it.

DIF: Difficult REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Analyzing

9. One aspect of globalization is uneven development. Explain what this means and how it affects the world. Provide an example.

ANS:

Many people associate globalization with rapid economic development and progress, but globalization has not brought equal development to the world's people. The distribution of Internet access is very uneven. Europe, North America, and Asia account for the vast majority of high-tech consumption, while whole areas of Africa are completely marginalized and excluded from the globalization process. Globalization is creating extreme wealth for some people, but it is also creating extreme poverty for others. Even in the United States, the wealthiest country in the world, some full-time workers who earn the minimum wage make so little money that they must rely on state welfare programs for food stamps and medical care for themselves and their children.

DIF: Difficult REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Analyzing

10. Globalization is also affecting the world's environment. What do scientists call our current historical era, marked by human influence on the planet? Identify three effects of human activity on the environment, and then choose one and discuss its consequences.

ANS:

Scientists refer to our current era as the Anthropocene. Possible effects of human activity on the environment include overfishing, population growth, limited access to water, pollution, and global warming. The consequences are frequently very bad and threaten the world's ecological balance. A good answer can discuss, for example, global warming and a rise in global temperatures, changing weather patterns, and the rapid melting of polar ice and glaciers.

DIF: Difficult REF: 1.3 What is globalization, and why is it important for anthropology?
MSC: Analyzing

11. Discuss the ways in which local communities react to the potential influence of global forces. Support your description with an example from the class.

ANS:

In part because of the forces of globalization, people in local communities may be driven to redefine many aspects of their personal lives. Sometimes they embrace new opportunities, and they frequently and actively resist changes they see as having a negative effect on their lives. In the example discussed at the beginning of the chapter about the Coca-Cola plant in India, the company drained and contaminated the primary water aquifer, so local people began to protest and the local village council withdrew the plant's license. When the company got support from local government, the local people gained international support and eventually took the case to the highest state court, which ruled that the factory had to cease illegal extraction of groundwater.

DIF: Difficult REF: 1.4 How is globalization transforming anthropology?

MSC: Analyzing

12. Explain how anthropologists have had to adapt to the impact of global forces on the communities they study. What tools or new approaches have they developed to help them do their work in a globalized world?

ANS:

The author states that it is no longer possible to study any community without studying the global forces that affect it. One way that anthropologists have adapted is by studying local communities and following the effects of global forces through multi-sited ethnographies. This allows anthropologists to get a comprehensive view of the community and its unique situation. The author found that in order to study the Chinese community in New York, it was necessary to go to China to get a complete understanding of Chinese communities and population movement.

DIF: Difficult

REF: 1.4 How is globalization transforming anthropology?

MSC: Analyzing

CHAPTER 2: Culture

MULTIPLE CHOICE

1. What is one key aspect in how we understand the idea of culture?
- Humans inherit culture genetically from their parents.
 - The process of social learning is unique to humans.
 - Humans learn culture during their childhoods.
 - Humans learn culture throughout their lives.

ANS: D DIF: Moderate REF: 2.1 What is culture?
MSC: Analyzing

2. Culture as a system includes knowledge, beliefs, patterns of behavior, artifacts, and:
- institutions.
 - genes.
 - a written language.
 - elite art forms such as operas.

ANS: A DIF: Easy REF: 2.1 What is culture?
MSC: Remembering

3. Sitting in your anthropology class helps you learn about culture through formal instruction. What informal learning process helps you learn culture from family, friends, and the media?
- hegemony
 - the interpretivist approach
 - structural functionalism
 - enculturation

ANS: D DIF: Moderate REF: 2.1 What is culture?
MSC: Understanding

4. Humans learn culture from the people and cultural institutions that surround them. When does this learning occur?
- in early childhood
 - throughout their entire lives
 - primarily when in cultural institutions such as schools
 - generally from infancy through early adulthood

ANS: B DIF: Moderate REF: 2.1 What is culture?
MSC: Remembering

5. The parents of a young American couple expect them to have a traditional wedding, but the bride wants a rainbow dress and the groom wants a close female friend to be his “best man.” What does this reveal about culture?
- It is static in that it remains identical, consistent, and uncontested over time.
 - It is constantly contested, negotiated, and changing.
 - It is genetically inherited.
 - It is unique to humans.

ANS: B DIF: Difficult REF: 2.1 What is culture?
MSC: Applying

6. Which of the following is one of the four elements that an anthropologist considers in attempting to understand the complex workings of a culture?
- symbols
 - individualism
 - ethnicity
 - the human microbiome

ANS: A DIF: Moderate REF: 2.1 What is culture?
MSC: Remembering

7. Ideas or rules about how people should behave in particular situations or toward certain other people are considered _____.
- beliefs
 - meanings
 - norms
 - values

ANS: C DIF: Moderate REF: 2.1 What is culture?
MSC: Remembering

8. Ten-year-old Davi is getting dressed to go to a wedding at a synagogue. When his parents see that he's wearing jeans and a t-shirt, they tell him that he needs to wear a suit instead. What are Davi's parents teaching him?
- religious beliefs
 - norms
 - Jewish symbols
 - ethnicity

ANS: B DIF: Difficult REF: 2.1 What is culture?
MSC: Applying

9. In many European and Latin American cultures, people commonly greet one another with a kiss on the cheek. In the United States, people may be more likely to greet one another with a hug or a handshake. An anthropologist would call these _____ actions.
- symbolic
 - agency
 - value
 - power

ANS: A DIF: Moderate REF: 2.1 What is culture?
MSC: Applying

10. When studying abroad, Shelby talks about the racial categories in the United States. Her new friends from other countries are surprised and say that racial categories based on expressed differences such as skin color are different in their countries. Shelby remembers from her anthropology class that racial categories are determined by:
- biological differences between groups.
 - genetic variations between groups.
 - cultural symbols.
 - mental maps of reality.

ANS: D DIF: Difficult REF: 2.1 What is culture?
MSC: Applying

11. The concept of culture is a very recent idea and was actually developed by whose work?
- Franz Boas's work in the Pacific Northwest
 - Edward Burnett Tylor's work in his home
 - Charles Darwin's work in the Galapagos Islands
 - Bronislaw Malinowski's work in the Trobriand Islands

ANS: B DIF: Moderate
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Understanding

12. Edward Burnett Tylor (1832–1917) is credited with crafting the first definition of which of the following central concepts in anthropology?
- ethnography
 - hegemony
 - agency
 - culture

ANS: D DIF: Easy
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Remembering

13. _____ was an early anthropologist who sought to organize vast quantities of data about the diversity of world cultures that were being accumulated through colonial and missionary enterprises.
- Lewis Henry Morgan
 - Franz Boas
 - Bronislaw Malinowski
 - Margaret Mead

ANS: A DIF: Difficult
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Remembering

14. What concept, inspired by the work of Charles Darwin, proposes that the diversity of human cultures represent different stages of development, from simple to complex?
- historical particularism
 - structural functionalism
 - unilineal cultural evolution
 - enculturation

ANS: C DIF: Moderate
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Understanding

15. Anthropologists attempting to understand humans and their interactions engage with what concept as both a definition and theoretical framework?
- a. culture
 - b. ethnography
 - c. stratification
 - d. epigenetics

ANS: A DIF: Easy

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Understanding

16. Franz Boas (1858–1942) rejected unilineal cultural evolution, instead suggesting that different cultures arise as the result of very different causes, and will vary widely. What do we call his approach?
- a. structural functionalism
 - b. hegemony
 - c. historical particularism
 - d. unilineal cultural evolution

ANS: C DIF: Moderate

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Understanding

17. Which student of Franz Boas explored the unique patterns and integration of cultural traits and entire cultures?
- a. Margaret Mead
 - b. Bronislaw Malinowski
 - c. E.E. Evans-Pritchard
 - d. Ruth Benedict

ANS: D DIF: Difficult

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Remembering

18. Anthropologist Margaret Mead is best known for her research on sexual freedom and experimentation by young people in Samoa. Mead contrasted this aspect of Samoan culture with which aspect of culture among American people?
- a. the practice of cockfights
 - b. repressed sexuality
 - c. stratification
 - d. wearing head coverings

ANS: B DIF: Difficult

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Understanding

19. Margaret Mead's fieldwork in Samoa was controversial in part because she examined sexual freedom, and considered sexual behavior to be a matter of _____.
- a. stratification
 - b. enculturation
 - c. unilineal culture evolution
 - d. structural functionalism

ANS: B DIF: Moderate

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Understanding

20. The analysis of culture as a symbolic system is part of which anthropological approach?
- a. structural functionalism
 - b. historical particularism
 - c. unilineal cultural evolution
 - d. interpretivist approach

ANS: D DIF: Moderate

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Understanding

21. What approach might you employ if you want to study the specific role that religion plays in maintaining societal well-being in a particular group of people?
- a. structural functionalism
 - b. interpretivist approach
 - c. power analysis
 - d. historical particularism

ANS: A DIF: Difficult

REF: 2.2 How has the culture concept developed in anthropology?

MSC: Applying

22. What is one field you may explore if you want to study the complex relationship between culture and biology?
- a. epigenetics
 - b. unilineal cultural evolution
 - c. structural functionalism
 - d. early evolutionary frameworks

ANS: A DIF: Easy
REF: 2.4 How much of who you are is shaped by biology, and how much by culture?
MSC: Applying

23. Clifford Geertz argued that every cultural action is more than the action itself. It also has deeper meaning, subject to interpretation. What key idea in anthropology did this important theoretical idea help promote?
- Cultures arise from different causes, not uniform processes.
 - Symbols are a crucial means of understanding other cultures.
 - Balinese culture holds the key to how we might understand all other cultures.
 - Enculturation shapes sexual behavior.

ANS: B DIF: Difficult
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Understanding

24. Anthropologists have uncovered evidence of vast trade networks throughout the entire continent of North America that long pre-date the arrival of Europeans. This exchange of material goods and cultural traits supports which of the following concepts?
- stratification
 - diffusion
 - evolution
 - enculturation

ANS: B DIF: Difficult
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Applying

25. Many early anthropologists drew from biology to support their work. They believed that society, like the human body, was composed of interconnected parts, with each part having:
- many symbolic meanings.
 - stratification.
 - a particular function.
 - a biological basis.

ANS: C DIF: Difficult
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Understanding

26. Early British anthropological researchers believed they could isolate and scientifically study the structure and specific details of what?
- agency
 - gender
 - ethnicity
 - society

ANS: D DIF: Easy
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Remembering

27. In his research conducted in the Trobriand Islands, Bronislaw Malinowski (1884–1942) employed an early form of what type of anthropological theory?
- structural functionalism
 - unilineal cultural evolutionism
 - epigenetics
 - historical particularism

ANS: A DIF: Moderate
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Remembering

28. Clifford Geertz (1926–2006) urged anthropologists to explore culture primarily as:
- a symbolic system.
 - a sequence of stages from simple to complex.
 - a structure of interconnected, functional parts
 - an uneven distribution of resources.

ANS: A DIF: Moderate
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Understanding

29. In her book *Liquidated: An Ethnography of Wall Street*, Karen Ho combines a detailed description of cultural activity with an analysis of the layers of deep cultural meaning in which those activities are embedded. Her research is an example of _____.
- thick description
 - thick description
 - structural functionalism

- b. enculturation
d. historical particularism

ANS: A DIF: Moderate
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Applying

30. Which anthropologist advocated most explicitly for thick description?
a. Clifford Geertz
b. Bronislaw Malinowski
c. Ruth Benedict
d. Margaret Mead

ANS: A DIF: Moderate
REF: 2.2 How has the culture concept developed in anthropology?
MSC: Remembering

31. Which of the following is defined as the ability or potential to bring about change through action or influence?
a. stratification
b. hegemony
c. coercion
d. power

ANS: D DIF: Moderate REF: 2.3 How are culture and power related?
MSC: Remembering

32. What did anthropologist Eric Wolf believe to be inherent in *all* relationships?
a. belief system
b. power dynamics
c. stratification
d. human agency

ANS: B DIF: Difficult REF: 2.3 How are culture and power related?
MSC: Applying

33. What do anthropologists call the uneven distribution of resources and privileges, often along lines of gender, racial or ethnic group, class, age, family, religion, sexuality, or legal status?
a. racism
b. stratification
c. coercion
d. hegemony

ANS: B DIF: Moderate REF: 2.3 How are culture and power related?
MSC: Remembering

34. Culture is more than a set of ideas or patterns of behavior shared by a group of people. It also includes general mechanisms created by people to promote and maintain their core values. The recent changes in same-sex marriage laws in the United States reflects the influence of which of these types of mechanisms?
a. religious preferences
b. powerful institutions
c. a justice system
d. coercive powers

ANS: B DIF: Difficult REF: 2.3 How are culture and power related?
MSC: Applying

35. Antonio Gramsci (1891–1937) described two aspects of power. One was material power. What characterized the other aspect described by Gramsci?
a. the ability to create consent and agreement
b. the stratification of wealth and power
c. societal influence and status
d. the existence of prestige and class

ANS: A DIF: Difficult REF: 2.3 How are culture and power related?
MSC: Understanding

36. Which of the following is defined as the ability to create consent and agreement within a population, sometimes unconsciously, by shaping what people think is normal, natural, and possible?
a. the culture of consumerism
b. coercion
c. enculturation
d. hegemony

ANS: D DIF: Difficult REF: 2.3 How are culture and power related?
MSC: Remembering

37. We often find ourselves seeing something as a “natural truth” and viewing any alternative as unthinkable. What is this an expression of?

- a. the hegemony of ideas
- b. the power of institutions
- c. stratification
- d. human agency

ANS: A DIF: Moderate REF: 2.3 How are culture and power related?
MSC: Understanding

38. In 1989, a large number of people in China protested the lack of democratic process through demonstrations in Tiananmen Square. From an anthropological perspective, what is this called?

- a. structural functionalism
- b. rioting
- c. hegemony
- d. expressing agency

ANS: D DIF: Moderate REF: 2.3 How are culture and power related?
MSC: Applying

39. Stone tools enabled our ancestors to butcher meat more quickly and efficiently, thereby providing higher quantities of protein for the developing brain and influencing the direction of our physical adaptation. This demonstrates the intimate connection between _____.

- a. unilineal cultural evolution and technology
- b. norms and values
- c. nature and nurture
- d. biology and hegemony

ANS: C DIF: Difficult
REF: 2.4 How much of who you are is shaped by biology, and how much by culture?
MSC: Analyzing

40. You are an anthropologist investigating the ways that malnutrition in pregnant women can affect the genetic development of their children. What field are you engaging with?

- a. epigenetics
- b. structural functionalism
- c. unilineal cultural evolution
- d. mental maps of reality

ANS: A DIF: Moderate
REF: 2.4 How much of who you are is shaped by biology, and how much by culture?
MSC: Applying

41. How do scientists describe the independent microorganisms (comprised of about 90% of our 100 trillion cells) in the human body?

- a. epigenetics
- b. human microbiome
- c. a symbolic system
- d. a cultural norm

ANS: B DIF: Easy
REF: 2.4 How much of who you are is shaped by biology, and how much by culture?
MSC: Remembering

42. Current estimates suggest that children in the United States view almost 40,000 commercials a year. All of this is accomplished by advertising, which helps us learn how to do what?

- a. be successful in our roles as consumers
- b. best manage our personal finances
- c. have more friends through socialization
- d. manage and reduce our material desires

ANS: A DIF: Difficult REF: 2.5 How is culture created?
MSC: Understanding

43. Which of the following industries has the primary goal of creating a desire for goods and services?

- a. banking
- b. manufacturing
- c. advertising
- d. higher education

ANS: C DIF: Moderate REF: 2.5 How is culture created?
MSC: Remembering

44. Cultures are influenced by many different factors, including a constant flow of ideas, goods, and people. What is one of the major ways that people influence culture?

- a. through migration
- b. through epigenetics
- c. through expressing agency
- d. through learning values and norms

ANS: A DIF: Moderate REF: 2.6 How is globalization transforming culture?
 MSC: Understanding

45. Which of the following processes is intensifying the exchange and diffusion of people, ideas, and goods worldwide, creating more interaction and engagement among cultures?

- a. historical particularism
- b. stratification
- c. epigenetics
- d. globalization

ANS: D DIF: Easy REF: 2.6 How is globalization transforming culture?
 MSC: Remembering

46. What do we call the process that diminishes the diversity of the world's cultures as a result of foreign influences that inundate local practices, products, and ways of thinking?

- a. hegemony
- b. agency
- c. homogenization
- d. historical particularism

ANS: C DIF: Difficult REF: 2.6 How is globalization transforming culture?
 MSC: Remembering

47. A global outlook is emerging in response to increasing globalization linking cultural practices, norms, and values across great distances, even to the most remote areas of the world. What do anthropologists call this?

- a. capitalism
- b. cosmopolitanism
- c. homogenization
- d. migration

ANS: B DIF: Moderate REF: 2.6 How is globalization transforming culture?
 MSC: Remembering

48. The export of television shows worldwide and the knowledge of other cultures that is subsequently disseminated to even remote areas of the world are examples of which of the following concepts?

- a. advertising
- b. nationalism
- c. cosmopolitanism
- d. historical particularism

ANS: C DIF: Moderate REF: 2.6 How is globalization transforming culture?
 MSC: Applying

49. Ifeoluwa and Grace live in different countries, practice different religions, and speak different languages. However, they both like the same clothing brands and have the same favorite TV show. Their surprising similarities demonstrate the impact of:

- a. cultural norms
- b. stratification
- c. unilineal cultural evolution
- d. globalization

ANS: D DIF: Easy REF: 2.6 How is globalization transforming culture?
 MSC: Applying

50. The differences in menu items in McDonald's restaurants around the world is a counterexample to what potential consequence of globalization?

- a. hegemony
- b. consumer culture
- c. coercion
- d. homogenization

ANS: D DIF: Moderate REF: 2.6 How is globalization transforming culture?
 MSC: Understanding

51. Which of the primary effects of globalization would you focus on if you were interested in how communities in Mexico were influenced by workers in New York City?

- a. cosmopolitanism
- b. homogenization
- c. migration
- d. hegemony

ANS: C DIF: Moderate REF: 2.6 How is globalization transforming culture?
 MSC: Applying

ESSAY

1. Describe an example of a cultural encounter that you have experienced in your own life and discuss the ways in which it may have expanded or challenged your own ideas about cultural norms, values, symbols, and mental maps of reality. Conclude by discussing what you might have learned about culture from that encounter.

ANS:
Students should provide at least one concrete example and should demonstrate knowledge of the distinctions between the concepts of norms, values, symbols, and mental maps of reality. They should also demonstrate the ability to apply these four terms to a real-life example, and clearly explain what they experienced or learned about culture.

DIF: Moderate **REF:** 2.1 What is culture? **MSC:** Analyzing

2. Mental maps of reality constitute one of the four elements that anthropologists often consider when conducting cross-cultural research. Define mental maps of reality and discuss the two important functions that mental maps of reality play regarding culture. Provide a concrete example for each of the two functions. Conclude by discussing why anthropologists should consider a group of people’s mental maps of reality when trying to understand their culture.

ANS:
Students must be able to define mental maps of reality and identify the element’s two associated functions: they classify reality and assign meaning to what has been classified. They must also be able to provide a concrete example of each function and articulate why an anthropologist should consider these mental maps of reality in research.

DIF: Difficult **REF:** 2.1 What is culture? **MSC:** Analyzing

3. Define and distinguish between the approaches of historical particularism and structural functionalism in early anthropology. Who developed each of these approaches, and what do these approaches examine when working to learn about other cultures? How did these two approaches differ from the preceding approach of unilineal cultural evolution?

ANS:
Students must be able to generally define, compare, and contrast both approaches, as well as identify their main proponents. Historical particularism, attributed to Franz Boas, is the idea that cultures develop in specific ways because of their unique histories; structural functionalism, attributed to Bronislaw Malinowski and E. E. Evans-Pritchard, is a conceptual framework positing that each element of society serve a particular function to keep the entire system in the equilibrium. Students must also be able to draw clear distinctions between these two approaches and the unilineal cultural evolution approach.

DIF: Difficult **REF:** 2.2 How has the culture concept developed in anthropology?
MSC: Analyzing

4. Early anthropologists suggested that all cultures would naturally evolve through the same sequence of stages, regardless of location or historical experience. What was this concept called and who were three of its early proponents? What were the three primary stages that all cultures pass through, according to this anthropological approach? In your opinion, what are some implications that this approach would have on how societies are perceived around the world?

ANS:
Students must correctly reference the concept of unilineal cultural evolution and identify Edward Burnett Tylor, James Frazer, and Henry Morgan as the three proponents. Students must also correctly identify the three stages as savage, barbarian, and civilized, and offer at least two implications that this approach could have on how societies are perceived around the world.

DIF: Difficult **REF:** 2.2 How has the culture concept developed in anthropology?
MSC: Evaluating

5. Using an interpretivist approach, anthropologist Clifford Geertz (1926–2006) argues that seemingly straightforward actions such as winking have deep cultural meanings. Describe what constitutes an interpretivist approach. Next, provide your own example of a cultural action that you think conveys deep cultural meaning. What do you believe the action symbolizes culturally? How do you know that the action conveys deep cultural meaning and how did you learn its meaning? Would an individual need to be a member of the particular society in order to understand the deep cultural meaning of the action, or would anyone be able to interpret it correctly? Discuss why or why not.

ANS:

Students must use the correct definition of the interpretivist approach (a conceptual framework that sees culture primarily as a symbolic system of deep meaning). They must also be able to provide at least one example of a cultural action and should adequately discuss what they think the action symbolizes. Students should conclude with a reasonable argument for whether or not the action's symbolism is particular to a society and why.

DIF: Difficult REF: 2.2 How has the culture concept developed in anthropology?
MSC: Evaluating

6. Antonio Gramsci (1891–1937) described hegemony as one of two primary aspects of power. Define hegemony and provide at least two concrete examples of how it serves as a form of power. What is the second aspect of power that Gramsci described and how does it differ from hegemony? Which of the two aspects of power do you believe is likely to be more effective and why?

ANS:
Students should be able to clearly define hegemony and provide at least two concrete examples of shared ideas that are considered “normal” in society and thus reflect hegemony. Students must also identify material power (which includes political, economic, or military power) as the second aspect and distinguish between physical and ideological power when discussing how it differs from hegemony. They should conclude by explicitly arguing why one aspect may be more effective than the other, why both are effective, or why neither is effective, fully substantiating whatever stand they take.

DIF: Moderate REF: 2.3 How are culture and power related?
MSC: Analyzing

7. Define human agency and how it relates to culture and power. Provide examples of how individuals engage in human agency. Next, discuss how human agency may be used to challenge various aspects of culture and power, providing a minimum of two examples for each. What are some of the implications of this relationship between agency and culture/power?

ANS:
Students should be able to clearly define human agency (the potential power of individuals and groups to contest cultural norms, values, mental maps of reality, symbols, institutions, and structures of power) and provide examples, such as individuals making conscious choices to reject certain aspects of culture. They should also be able to discuss how individuals' active choice-making may lead to further acts of resistance regarding culture and power (for example, refusing to participate in a cultural event, voting for a change on the legalization of gay marriage, and so forth). Students should conclude by offering concrete examples of implications, either negative or positive, regarding the impact that agency has on culture and society.

DIF: Moderate REF: 2.3 How are culture and power related?
MSC: Analyzing

8. Popular American discourse often assigns biology—and usually genes—the primary role in determining who we are. What do anthropologists argue regarding the nature versus nurture debate surrounding who we are and how we behave? What evidence do anthropologists have to substantiate their argument?

ANS:
Students must demonstrate competence in distinguishing between the biology and culture arguments regarding human identity and behavior. They must identify the argument by anthropologists for the strong influence that culture has on human experience and provide at least one example of evidence anthropologists use to substantiate this, such as the variety that exists across cultural groups even though human genetic codes are 99.9 percent identical.

DIF: Difficult
REF: 2.4 How much of who you are is shaped by biology, and how much by culture?
MSC: Evaluating

9. Former Harvard University president and economist Lawrence Summers commented in a 2005 speech that his school and others similar to it likely had more men in science and math faculties than women because men's brains were better suited for success in these areas. Does Summers's statement reflect a nature or nurture perspective of human experience? Based on what you have read in Chapter 2, what may be some of the reasons why there is a gender discrepancy in science and math faculties in U.S. colleges and universities? What role does culture play in such discrepancies?

ANS:
Students must identify the statement as belonging to the nature or biological perspective of human experience. They should argue that Summers's statement is incorrect given the vast variability in human experiences worldwide. They should provide at least two reasons for gender discrepancy and reference culture as an influence. Students should conclude by explicitly discussing how culture shapes the way humans perceive gender and gender roles in society.

DIF: Difficult

REF: 2.4 How much of who you are is shaped by biology, and how much by culture?

MSC: Applying

10. The culture of consumerism in the United States and globally has intensified, especially during the last 50 years. What constitutes a culture of consumerism and how does it relate to the concept of culture more generally? What are three examples of how the culture of consumerism affects culture in general in the United States? Does it affect other cultures worldwide, and if so, how?

ANS:

Students should accurately define the culture of consumerism (norms, values, beliefs, practices, and institutions that have become commonplace and accepted as normal and that cultivate the desire to acquire consumer goods to enhance one's lifestyle) and discuss how it is an aspect found within culture more generally that both has an influence on culture and is influenced by it. Examples of how consumerism affects general culture may include holidays, celebrations such as Mother's Day, gift giving, the calendar, happy hour, and eating meals out. Students should also include worldwide examples, like worldwide celebrations of events such as Cinco de Mayo, certain tourist destinations and activities, fashion, consumption of particular foods, or highly advertised pilgrimages.

DIF: Moderate

REF: 2.5 How is culture created?

MSC: Analyzing

11. The notion of a culture of consumerism is distinct from the concept of culture more generally. Do you think that the culture of consumerism has effects on other aspects of human cultures? What are some benefits and drawbacks of the culture of consumerism in society today? Do you think it could affect societies and cultures in long-term ways? How?

ANS:

Students should offer an opinion regarding the effects of consumerism on culture in general, providing at least one concrete example that substantiates the opinion. They should discuss at least two benefits and two drawbacks of the culture of consumerism. Students should end with a solid argument that consumerism either will or will not affect the future, providing at least two examples to substantiate the argument.

DIF: Easy

REF: 2.5 How is culture created?

MSC: Analyzing

12. The advertising industry is key in igniting human desires for goods and services, which fuels the culture of consumerism. How does the power of advertising compare to the power of hegemony in influencing what people consider to be the "norm" in their cultural experiences? Are there any interconnections between the culture of consumerism and political organization in society today? Is there any evidence that suggests advertising is also used as a tool in politics to support and to institute hegemonic ideologies of certain groups who hold power within societies? Please provide concrete examples with each of your answers.

ANS:

Students should draw conclusions regarding how advertising influences individuals' consumption patterns by making certain products, services, and ideas seem "normal," and they should be able to relate how hegemony similarly makes certain behaviors and ideas of one group seem "normal" to everyone in society. Students should also be able to discuss how businesses and lobbyists are directly linked to politicians and institutions, clearly illustrating the connection between consumerism and politics. They should also discuss how political campaign ads in advertising and other public ads from interest groups are developed to persuade citizens to "buy into" certain ideologies and behaviors, constituting an example of a mechanism of hegemony.

DIF: Difficult

REF: 2.5 How is culture created?

MSC: Analyzing

13. Homogenization is just one of the effects of globalization on cultures around the world. Define homogenization and give at least three examples of it. Are there aspects from other cultures that you now see as part of your own culture? If so, please provide at least two examples. Do you think that globalization will indeed cause the homogenization of world cultures in the future? Why or why not?

ANS:

Students should provide a sufficient definition of homogenization and describe three concrete examples of it. They should be able to discuss new cultural elements that they incorporate into their lives, such as foreign foods, music, media, religious practices, or recreational activities. Students should sufficiently argue that globalization will or will not cause homogenization, providing clear substantiation for the argument.

DIF: Moderate

REF: 2.6 How is globalization transforming culture?

MSC: Evaluating

14. Globalization has led to an unprecedented rate of change worldwide. Barely 100 years ago, anthropologists traveled to remote places to study other people whose lifestyles are now all but extinct. How has globalization changed ethnographic research for anthropologists? What aspects of culture within the framework of globalization might an anthropologist study to produce meaningful, useful results?

ANS:

Students should clearly identify and discuss all of the core parts of globalization mentioned in the text. This should include homogenization, diversification, migration and global flows, and cosmopolitanism. Students should be able to either develop an example of their own or draw from the examples in the book to build their argument.

DIF: Difficult REF: 2.6 How is globalization transforming culture?