
CHAPTER 2: Culture and Society

MULTIPLE CHOICE

1. According to the text, the sociological study of culture began with which theorist?
- Margaret Mead
 - Karl Marx
 - Émile Durkheim
 - Max Weber
 - Adam Smith

ANS: C

DIF: Moderate

REF: Page 42

TOP: What is Culture? (I)

MSC: Factual

2. Johann is from the United Kingdom. In his cross-cultural studies, he sees that women in Afghanistan are often forced to wear headscarves, but women in the United Kingdom are not. He concludes, then, that women in Afghanistan would be more free if their culture were more like that of the United Kingdom. How might sociologists likely critique Johann's position?
- Johann has not yet made an argument for how the United Kingdom might free the women of Afghanistan.
 - Johann first needs to look at class relations in the two countries, because gender is always an effect of class.
 - Johann cannot make meaningful comparisons without at least four more sample countries.
 - Johann would be better served as a social scientist if he avoided those kinds of value judgments.
 - Johann needs to demonstrate how Islam leads to women's oppression, unlike Christianity, by doing a comparison of religious contexts.

ANS: D

DIF: Moderate

REF: Page 42

TOP: What Is Culture? (I)

MSC: Conceptual

3. Bella will be moving to the United States to study characteristics of contemporary white American culture. Why might sociologists say Bella must be careful in her study?
- Culture is a fuzzy concept and, thus, unworthy of study.
 - Only Americans should study American culture.
 - There is no single, monolithic white American culture.
 - Anthropologists are typically the ones who study culture.
 - Bella must be careful to collect quantitative as well as qualitative data.

ANS: C

DIF: Moderate

REF: Page 44

TOP: Defining "Culture" (I.A)

MSC: Conceptual

4. _____ refer(s) to abstract ideals in a given society.
- Norms
 - Material goods
 - Values
 - Sociobiology
 - Instinct

ANS: C

DIF: Easy

REF: Page 43

TOP: Values (I.A.i)

MSC: Factual

5. James wants to investigate why many modern societies tend to strongly encourage monogamous relationships among their members. James will be studying:
- values
 - norms
 - material goods
 - instinct
 - reproductive labor

ANS: A DIF: Easy REF: Page 43 TOP: Values (I.A.i)
MSC: Applied

6. _____ are widely agreed-upon principles or rules people are expected to observe; they represent the dos and don'ts of social life.
- Norms
 - Material goods
 - Values
 - Primal drives
 - Instincts

ANS: A DIF: Easy REF: Page 43 TOP: Norms (I.A.ii)
MSC: Factual

7. Candace is doing a comparative study in her thesis work to compare different societies' expectations of how husbands should treat their in-laws. Candace will be analyzing:
- values
 - norms
 - material goods
 - instinct
 - reproductive labor

ANS: B DIF: Moderate REF: Page 43 TOP: Norms (I.A.ii)
MSC: Applied

8. Pablo studies clothing choices in subcultural groups. He is investigating:
- values
 - norms
 - material culture
 - instinct
 - reproductive labor

ANS: C DIF: Easy REF: Page 43 TOP: Material Goods (I.A.iii)
MSC: Applied

9. _____ refer(s) to the physical objects that individuals in society create. These objects, in turn, influence how we live.
- Norms
 - Material goods
 - Values
 - Sociobiology
 - Instinct

ANS: B DIF: Easy REF: Page 43 TOP: Material Goods (I.A.iii)
MSC: Factual

10. Carolina studies mainstream American culture. One of her colleagues notices that she consistently ignores material objects such as food, clothing, and art. Why might her studies be criticized?
- These objects are a crucial part of culture that influences how we live our lives.
 - Studying American culture is useless since it has spread all over the globe.
 - Culture is a secondary effect of social structures, so Carolina would do better to begin her studies with capitalism and the state.
 - Carolina should be studying American subcultures since mainstream culture is a given.
 - Of the three things Carolina ignores, only art matters in the context of studying culture.

ANS: A DIF: Difficult REF: Page 43 TOP: Material Goods (I.A.iii)
MSC: Conceptual

11. Mihir notes in his work on altruism that there are some behaviors that seem innate to humans rather than learned and uses that to criticize the idea that humans are “naturally” selfish. Mihir is taking note of:
- values
 - norms
 - material goods
 - instinct
 - reproductive labor

ANS: D DIF: Easy REF: Page 44 TOP: Instinct (I.A.iv)
MSC: Applied

12. We might think of culture as a “design for living” or “tool kit” of practices, knowledge, and symbols acquired through learning rather than through:
- norms
 - material goods
 - values
 - sociobiology
 - instinct

ANS: E DIF: Easy REF: Page 44 TOP: Instinct (I.A.iv)
MSC: Factual

13. The textbook defines a(n) _____ as a system of interrelationships that connects individuals together.
- commodity
 - workplace
 - ecosystem
 - family
 - society

ANS: E DIF: Moderate REF: Page 45 TOP: Society (I.B.i)
MSC: Factual

14. Alice stole a bit of money from her friend Rosa to buy groceries. Rosa finds out and angrily chastises Alice for her behavior. What does this exchange demonstrate?

- a. labeling theory
- b. socialism
- c. reinforcement of norms
- d. a deviant career
- e. mutual exchange

ANS: C DIF: Moderate REF: Page 46 TOP: Society (I.B.i)
 MSC: Applied

15. Kendrick studies which human behaviors might be innate and which might be learned through social processes. His studies contribute most to which sociological debate?
- a. monogamy vs. polygamy
 - b. economics vs. culture
 - c. structures of accumulation vs. institutional roles
 - d. nature vs. nurture
 - e. macro vs. micro

ANS: D DIF: Moderate REF: Page 47 TOP: Nature or Nurture (II.B)
 MSC: Applied

16. _____ refers to the application of biological principles to explain the social activities of animals, including human beings.
- a. Biological determinism
 - b. Sociobiology
 - c. Social constructionism
 - d. Marxism
 - e. Symbolic interaction

ANS: B DIF: Easy REF: Page 48 TOP: Sociobiology (II.B.i)
 MSC: Factual

17. Mario is researching how genetic factors influence human behaviors. His research would best be described as:
- a. social constructionism
 - b. sociobiology
 - c. conflict theory
 - d. structural functionalism
 - e. institutional ethnography

ANS: B DIF: Easy REF: Page 48 TOP: Sociobiology (II.B.i)
 MSC: Applied

18. Simone de Beauvoir once famously asserted that “one is not born a woman, but becomes one” to suggest that “women” are created by cultural forces. How might sociobiologists respond to this?
- a. De Beauvoir is correct; the essence of women can be found within all cultures.
 - b. De Beauvoir misses that what constitutes a woman is biological as well as cultural.
 - c. De Beauvoir fails to show how the category of “woman” is purely an effect of economics.
 - d. De Beauvoir is correct because our biology determines our culture.
 - e. De Beauvoir does not account for the role of industrialization in creating the category of “woman.”

ANS: B DIF: Difficult REF: Page 48 TOP: Sociobiology (II.B.i)

MSC: Conceptual

19. Mandy is studying differences in promiscuity between men and women and is critiquing the notion that men are genetically wired to want more sexual partners than women based on anthropological research that shows a wide variety of sexual practices in different human societies, both contemporarily and historically. She is studying what sociobiologists have called:
- reproductive strategies
 - human nature
 - human antinomies
 - social contract theory
 - the sexual contract

ANS: A DIF: Easy REF: Page 48 TOP: Sociobiology (II.B.i)
MSC: Applied

20. _____ does not refer only to people from different cultural backgrounds or those who speak different languages within a larger society. It can also refer to any segment of the population that is distinguishable from the rest of society by its cultural patterns.
- Subculture
 - Race
 - Ethnicity
 - Polity
 - Aesthetic

ANS: A DIF: Easy REF: Page 50 TOP: Subcultures (II.D.i)
MSC: Factual

21. Yang is researching how many groups that live in Spain seem to have their own sets of norms and values that are at times different from mainstream Spanish norms and values. Which sociological concept best describes what he is studying?
- political economy
 - ritual ascendance
 - postmodernism
 - essentialism
 - subcultures

ANS: E DIF: Moderate REF: Page 49 TOP: Subcultures (II.D.i)
MSC: Applied

22. Why might sociologists criticize a study of “American culture”?
- Americans do not produce their own culture; they only copy others.
 - Culture originated with the high art associated with Western Europe, not the United States.
 - There is no single “American culture” but rather a contested terrain of mainstream culture and hundreds, if not thousands, of subcultures.
 - Americans are notoriously uncultured people.
 - American culture is the province of anthropology, not sociology.

ANS: C DIF: Moderate REF: Page 49 TOP: Subcultures (II.D.i)
MSC: Conceptual

23. _____ is the process by which different cultures are absorbed into a single mainstream culture.

- a. Multiculturalism
- b. Ethnocentrism
- c. Apoliticism
- d. Assimilation
- e. Cultural relativism

ANS: D DIF: Easy REF: Page 50 TOP: Assimilation (II.D.i.a)
MSC: Factual

24. Maria wants to look at how immigrant communities in the United States come to acquire the dominant culture into which they have moved. She is studying the process of:
- a. primitive accumulation
 - b. assimilation
 - c. cultural resistance
 - d. nationalism
 - e. multiculturalism

ANS: B DIF: Easy REF: Page 50 TOP: Assimilation (II.D.i.a)
MSC: Applied

25. Danny looks at U.S. culture differently than Maria. In turn, he studies how many different immigrant communities in the United States maintain more or less separate cultures but might still manage to participate equally in economic and political life. He is studying:
- a. primitive accumulation
 - b. assimilation
 - c. cultural resistance
 - d. nationalism
 - e. multiculturalism

ANS: E DIF: Easy REF: Page 50 TOP: Multiculturalism (II.D.i.b)
MSC: Applied

26. Adherents to _____ acknowledge not only that certain central cultural values are shared by most people in a society, but also that certain important differences deserve to be preserved.
- a. multiculturalism
 - b. ethnocentrism
 - c. apoliticism
 - d. assimilation
 - e. cultural relativism

ANS: A DIF: Easy REF: Page 50 TOP: Multiculturalism (II.D.i.b)
MSC: Factual

27. _____ might be defined as judging other cultures in terms of the standards of one's own.
- a. Multiculturalism
 - b. Ethnocentrism
 - c. Apoliticism
 - d. Assimilation
 - e. Cultural relativism

ANS: B DIF: Easy REF: Page 51 TOP: Ethnocentrism (II.D.ii.a)
MSC: Factual

28. Shannon notes that women in some cultures voluntarily alter their bodies with sometimes painful piercings that look weird from the point of view of her culture. She takes from this that women in those cultures must be horribly oppressed compared to women in her own culture. Shannon's position might be best interpreted as:
- social psychological
 - ethnocentrism
 - cultural relativism
 - historical materialism
 - bureaucratic collectivism

ANS: B DIF: Easy REF: Page 51 TOP: Ethnocentrism (II.D.ii.a)
MSC: Applied

29. Why do sociologists try to avoid judging other cultures based on their own cultural values?
- because no culture could ever possibly be better than any other in any regard
 - because sociologists do not make value judgments
 - because first we must examine the institutions that give rise to these cultures
 - because human cultures vary so widely that people belonging to one culture frequently find it difficult to understand the ideas or behavior of those from a different culture
 - because human cultures cannot be reasonably compared, as each of them springs from the natural human condition

ANS: D DIF: Moderate REF: Page 51 TOP: Ethnocentrism (II.D.ii.a)
MSC: Conceptual

30. The practice of judging a society by its own standards is called:
- multiculturalism
 - ethnocentrism
 - apoliticism
 - assimilation
 - cultural relativism

ANS: E DIF: Easy REF: Page 51
TOP: Cultural Relativism (II.D.ii.b) MSC: Factual

31. Sapphire studies differences between nations that are largely Islamic and those that are largely Christian. She takes great care in her research to examine the differences she finds neutrally and without value judgments. Sapphire's position might be called:
- social psychological
 - ethnocentrism
 - cultural relativism
 - historical materialism
 - bureaucratic collectivism

ANS: C DIF: Easy REF: Page 51
TOP: Cultural Relativism (II.D.ii.b) MSC: Applied

32. According to the text, two cultural universals particularly stand out in human societies. They are _____ and _____.
- ways of expressing meaning; material goods

- b. material goods; money
- c. market relations; ways of expressing meaning
- d. market relations; money
- e. ways of expressing meaning; capital accumulation

ANS: A DIF: Moderate REF: Pages 53–54 TOP: Cultural Universals (II.E)
MSC: Factual

33. Juanita is studying why some behaviors and social relations seem to be a part of every human society. She is researching:
- a. language
 - b. morality
 - c. marriage
 - d. material culture
 - e. cultural universals

ANS: E DIF: Easy REF: Page 52 TOP: Cultural Universals (II.E)
MSC: Applied

34. Michelle claims that all human cultures *are* different and cannot be compared. How might sociologists critique her claim?
- a. They would not. All cultures are different and cannot be meaningfully compared.
 - b. Sociologists would respond that we cannot talk about “human culture” because it is not separate from our natural environment.
 - c. They would criticize it on the grounds that it focuses on something as nebulous as human “culture” instead of our institutions.
 - d. They would critique it for ignoring the central role of the economy in shaping this thing that Michelle calls “human culture.”
 - e. Sociologists would point out that there are cultural universals that seem to be shared by all human cultures.

ANS: E DIF: Moderate REF: Page 52 TOP: Cultural Universals (II.E)
MSC: Conceptual

35. _____ is one of the best examples for demonstrating both the unity and the diversity of human culture, because there are no cultures without it.
- a. Dental care
 - b. Medicalization
 - c. Psychiatry
 - d. Monogamy
 - e. Language

ANS: E DIF: Easy REF: Page 54 TOP: Language (II.E.i)
MSC: Factual

36. The book asserts that each of the following is a function of language EXCEPT:
- a. Language gives permanence to a culture.
 - b. Language gives identity to a people.
 - c. Language is never used by some groups to dominate others in a collective.
 - d. Language is a representation of reality.
 - e. Language can be a source of cultural pride.

ANS: C DIF: Moderate REF: Page 57 TOP: Language (II.E.i)
MSC: Factual

37. Karl notes that in all human societies, people use symbols to communicate ideas to one another. Karl is taking note of:
- language
 - morality
 - marriage
 - political economy
 - ethnographic methods

ANS: A DIF: Easy REF: Page 52 TOP: Language (II.E.i)
MSC: Applied

38. The _____ argues that the language we use influences our perceptions of the world.
- theorem of symbolic order
 - hypothesis of communication
 - linguistic relativity hypothesis
 - structuration theory
 - hypothesis of symbolic codes

ANS: C DIF: Easy REF: Page 54
TOP: Linguistic Relativity Hypothesis (II.E.i.a) MSC: Factual

39. Alan notes that some groups who have many different words for snow tend to perceive snow differently than groups who use English. Alan is noting _____ at work.
- natural selection
 - the material representation of culture
 - structural determination
 - resource mobilization
 - the linguistic relativity hypothesis

ANS: E DIF: Moderate REF: Page 54
TOP: Linguistic Relativity Hypothesis (II.E.i.a) MSC: Applied

40. Ana is studying the ways different societies socially sanction and formally approve of certain sexual relationships. She is researching:
- language
 - morality
 - marriage
 - material culture
 - cultural universals

ANS: C DIF: Easy REF: Page 52 TOP: Marriage (II.E.ii)
MSC: Applied

41. According to the text, what percentage of human societies uses speech?
- 100 percent
 - 75 percent
 - 50 percent
 - 25 percent

e. 15 percent

ANS: A

DIF: Easy

REF: Page 57

TOP: Speech and Writing (II.E.iii)

MSC: Factual

42. According to the text, writing serves all of the following functions EXCEPT:

- a. It can be a means of storing information.
- b. It can serve the administrative needs of society.
- c. It can be used to pass information on to other species.
- d. It can allow societies to locate themselves in a particular time and space.
- e. It can allow for documents that record information about the past.

ANS: C

DIF: Easy

REF: Page 58

TOP: Speech and Writing (II.E.iii)

MSC: Factual

43. A _____ is used to describe any vehicle of meaning—any set of elements used to communicate, including all types of communication.

- a. language
- b. signifier
- c. gesture
- d. word
- e. script

ANS: B

DIF: Easy

REF: Page 58

TOP: Signifier (II.E.iv.a)

MSC: Factual

44. Danny studies winks, waves, language, smiles, frowns, laughs, and any other kind of symbolic communication. What is he is researching?

- a. material culture
- b. signifiers
- c. tools
- d. cultural relativism
- e. functionalism

ANS: B

DIF: Easy

REF: Page 58

TOP: Signifier (II.E.iv.a)

MSC: Applied

45. Alice studies how subcultures use verbal and nonverbal cues to produce meanings in opposition to the dominant culture. Her studies would best be described as:

- a. cultural relativism
- b. functionalism
- c. semiotics
- d. material culture
- e. linguistics

ANS: C

DIF: Easy

REF: Page 58

TOP: Semiotics (II.E.iv.b)

MSC: Applied

46. Hector is doing research on a tribe called the Malagasians. This group organizes itself in highly participatory ways, moves around a lot, and affords older people a lot of respect within the group. This group could be described as:

- a. pastoral

- b. agrarian
- c. industrial
- d. hunter–gatherer
- e. postmodern

ANS: D DIF: Easy REF: Page 60
 TOP: The Earliest Societies: Hunters and Gatherers (III.A) MSC: Applied

47. According to the text, compared with larger societies—particularly modern societies, such as the United States—most hunting and gathering groups were:
- a. egalitarian
 - b. brutish
 - c. nasty
 - d. authoritarian
 - e. complex

ANS: A DIF: Moderate REF: Page 60
 TOP: The Earliest Societies: Hunters and Gatherers (III.A) MSC: Factual

48. Societies whose subsistence derives from the rearing of domesticated animals are called _____ societies.
- a. agrarian
 - b. industrialized
 - c. postmodern
 - d. pastoral
 - e. millenarian

ANS: D DIF: Easy REF: Page 61 TOP: Pastoral Societies (III.B.i)
 MSC: Factual

49. Ricky notes in his comparative historical research that one group he studied was not fully industrialized and relied primarily on domesticated livestock for its livelihood. This group would best be classified as:
- a. pastoral
 - b. agrarian
 - c. industrial
 - d. hunter–gatherer
 - e. postmodern

ANS: A DIF: Easy REF: Page 61 TOP: Pastoral Societies (III.B.i)
 MSC: Applied

50. Societies whose means of subsistence are based on agricultural production (crop growing) are called _____ societies.
- a. pastoral
 - b. urban
 - c. agrarian
 - d. industrialized
 - e. nomadic

ANS: C DIF: Easy REF: Page 61 TOP: Agrarian Societies (III.B.ii)
 MSC: Factual

51. Rosa notes in her comparative historical research that one group she studied was sedentary but was not fully industrialized and relied primarily on crops as its means of livelihood. This group would best be classified as:
- a. pastoral
 - b. agrarian
 - c. industrial
 - d. hunter-gatherer
 - e. postmodern

ANS: B

DIF: Easy

REF: Page 61

TOP: Agrarian Societies (III.B.ii)

MSC: Applied

52. Medina is looking at the historical period in which smaller groupings of humans developed into much larger societies, often ruled by kings, queens, and emperors with the creation of cities and increasing inequality. She is studying the birth of what most sociologists call:
- a. currency
 - b. religion
 - c. spirituality
 - d. art
 - e. civilization

ANS: E

DIF: Easy

REF: Page 62

TOP: Traditional Societies or Civilizations (III.C)

MSC: Applied

53. The book refers to the emergence of machine production based on the use of inanimate power resources (such as steam or electricity) as:
- a. capitalism
 - b. communization
 - c. feudal progression
 - d. linearity
 - e. industrialization

ANS: E

DIF: Easy

REF: Page 62

TOP: How Has Industrialization Shaped Modern Society? (IV) MSC: Factual

54. Frank notices that at some point in relatively recent times, humans in some places began using machines powered by non-human means such as steam and coal. Frank is noting what process?
- a. stone-cutting
 - b. communization
 - c. industrialization
 - d. state formation
 - e. political process

ANS: C

DIF: Easy

REF: Page 62

TOP: How Has Industrialization Shaped Modern Society? (IV) MSC: Applied

55. Chen studies the process through which Brazil is shifting from workers mostly working in fields and living in rural villages to people living in cities and working in factories, offices, and the like. He is noting how Brazil is becoming a(n) _____ society?
- a. pastoral

- b. agrarian
- c. industrial
- d. hunter–gatherer
- e. postmodern

ANS: C

DIF: Easy

REF: Page 63

TOP: The Industrialized Societies (IV.A)

MSC: Applied

56. The process whereby Western nations established their rule in parts of the world away from their home territories is called:
- a. McDonalidization
 - b. cultural appropriation
 - c. ethnocentrism
 - d. colonialism
 - e. Manifest Destiny

ANS: D

DIF: Easy

REF: Page 63

TOP: Colonialism (IV.B.i)

MSC: Factual

57. Sweta studies how Britain came to control large parts of India before the Indian independence movement. It could be said that she is studying:
- a. liberation theology
 - b. nationalization
 - c. primitivism
 - d. anarchist economics
 - e. colonialism

ANS: E

DIF: Easy

REF: Page 63

TOP: Colonialism (IV.B.i)

MSC: Applied

58. Sociologists often refer to less developed societies, in which industrial production is either virtually nonexistent or only developed to a limited degree, as:
- a. the developing world
 - b. core nations
 - c. McDonalidized societies
 - d. nontraditionalist societies
 - e. trade bureaucracies

ANS: A

DIF: Easy

REF: Page 64

TOP: Developing World (IV.B.ii)

MSC: Factual

59. Jia Yin notes that in many countries, industrial development is, more or less, nonexistent. She is taking note of the:
- a. Appalachian Trail
 - b. McDonalidization of society
 - c. industrializing of countries
 - d. developing world
 - e. urban core

ANS: D

DIF: Easy

REF: Page 64

TOP: Developing World (IV.B.ii)

MSC: Applied

60. Although the majority of developing countries lag well behind societies of the West, some have now successfully embarked on a process of industrialization. These are sometimes referred to as:
- a. newly industrializing economies
 - b. McDonaldizing societies
 - c. emergent cities
 - d. sustainable developments
 - e. Korean models

ANS: A DIF: Moderate REF: Page 66
TOP: The Newly Industrializing Economies (IV.D) MSC: Factual

61. Deric studies Singapore and the process through which it has begun developing a strong industrial base. It might be said that he is studying:
- a. newly industrializing economies
 - b. the sequestration of human experience
 - c. micro-finance
 - d. core countries
 - e. agrarian economies

ANS: A DIF: Easy REF: Page 66
TOP: The Newly Industrializing Economies (IV.D) MSC: Applied

62. Why might sociologists criticize the idea that the world is contemporarily made up of many different, isolated cultures?
- a. The idea assumes that we can provide a reasonably coherent definition of “culture.”
 - b. Sociologists might note the rise of the Internet and globalization as features of different cultures being connected.
 - c. Sociologists would likely criticize the idea because of its underlying multiculturalism.
 - d. The idea suggests that human communities actually have different cultures, when we have empirically shown that culture is the same everywhere.
 - e. Sociologists would suggest that first we need to look at universal conceptions of gender since culture is an effect of gender.

ANS: B DIF: Moderate REF: Page 67
TOP: Does the Internet Promote a Global Culture? (V.A) MSC: Conceptual

63. Juliana notes in her research that new means of communicating seem to be creating the possibilities for a new global culture and have even been helpful in organizing protests and social movement actions in places such as Tunisia, Egypt, and Kuwait. It is likely that Juliana will be studying _____ as part of this research project.
- a. telegraphs
 - b. the rise of snail mail
 - c. the Internet
 - d. Morse code
 - e. indigeneity

ANS: C DIF: Easy REF: Pages 67–68
TOP: Does the Internet Promote a Global Culture? (V.A) MSC: Applied

64. _____ is a sense of identification with one’s people that is expressed through a common set of strongly held beliefs. Sometimes these include the belief that the people of a particular nation have historical or God-given rights that supersede those of other people.

- a. Conflict theory
- b. Nationalism
- c. Ethnic enclaving
- d. Disidentification
- e. Self-reflection

ANS: B DIF: Easy REF: Page 71 TOP: Nationalism (V.B.i)
 MSC: Factual

65. Shannon studies the fact that globalization seems to spread largely Western values, but some communities stress belonging to a given national community even more—at times, seemingly, as a response to the rise of globalizing processes. Shannon is studying:
- a. nationalism
 - b. the balance of class forces
 - c. social stratification
 - d. state gendering projects
 - e. selectivity filters

ANS: A DIF: Easy REF: Page 71 TOP: Nationalism (V.B.i)
 MSC: Applied

ESSAY

1. What is culture?

ANS:

The book gives a few tools for dealing with this question. Students might write about the guiding norms and values of a given society. They might write about material culture in the form of art, clothing, food, and the like. They might refer to culture as a sort of “tool kit” or design for living that can be juxtaposed with instinct. The best responses will combine all of these functions and highlight that culture gives us symbolic representations to communicate, to guide us in our lives, and to express both similarities (with other people and groups) and differences in terms of *how* we live our lives and how we think about ourselves and our relationships with each other and the world around us.

DIF: Difficult REF: Pages 43–44 TOP: Defining “Culture” (I.A)
 MSC: Factual

2. Describe the difference between values and norms. What are some examples of each?

ANS:

The text answers this pretty directly. Students should highlight that values are abstract ideals that are widely held by people in a given social grouping. Norms, on the other hand, are the agreed upon dos and don’ts in such groupings. Examples of values, then, might include such abstract principles as monogamy, industriousness, a strong work ethic, an aversion to violence, etc. Norms would be focused on specific behaviors. For example, people should not cheat on their spouses, lie on their tax returns, punch someone for no reason, etc. It should be noted that, depending on the cultural context, these values and norms might be reversed.

DIF: Moderate REF: Page 43 TOP: Values (I.A.i) | Norms (I.A.ii)
 MSC: Factual

3. The book asserts that material goods can carry with them powerful cultural and social meanings. What are some ways that clothing expresses social values and culture?

ANS:

Students could go in many directions with this question. Students might write about the social significance of the *niqab* (the veil worn by many Muslim women that covers face and hair, leaving only the eyes showing) in various contexts, as the book does. Some might consider the *niqab* a sign of women's position in certain social groups. Others might view it as a sign of nationalism or anti-imperialism, particularly in the French context where it has been outlawed. But clothes communicate a wide swath of values. We perform our gender through our clothing. Subcultural identity can be communicated with clothes. Some clothes carry with them explicit political messages (shirts with the American flag, for example, or with slogans) while others might show loyalty to various brands—both in terms of companies and in terms of ideology and belief. The best responses will be creative and likely combine any number of these things.

DIF: Moderate REF: Page 43 TOP: Material Goods (I.A.iii)
MSC: Applied

4. How does instinct differ from culture, and why is the distinction important to sociologists?

ANS:

Instinct is genetic and is a fixed pattern that is exhibited in all normal members of a given species. Culture, however, is learned and typically differs widely between human communities. The distinction is important to sociologists for two main reasons: (1) Studying what might be instinct gives sociologists—particularly those interested in sociobiology—an idea of what might be “human nature.” (2) The distinction is important because sociologists use it to construct debates referred to as “nature vs. nurture” in attempts at mapping the social from the biological.

DIF: Moderate REF: Page 44 TOP: Instinct (I.A.iv)
MSC: Applied

5. What are societies, and what role does culture play within them?

ANS:

The text defines a *society* as a group of people who live in a particular territory, are subject to a common system of political authority, and are aware of having a distinct identity from other groups. Students might note a few different functions that culture serves in societies. Culture gives us the building blocks to create group identities that bind societies together and set the parameters of who “belongs” and who does not. Culture also gives people within societies ways to differentiate themselves from each other, often through subcultures. Culture guides the process of norm creation and enforcement and gives members a tool kit for understanding themselves, their place in the world, and their relationships with others. The best of essays will note all of these functions.

DIF: Difficult REF: Page 45 TOP: Society (I.B.i)
MSC: Applied

6. What is the “nature/nurture” debate, and why are sociologists concerned with it?

ANS:

Students should point out that this debate is centered on which characteristics of humans are biological and which are social. Students might also point out that there are large areas of study within sociology, such as sociobiology, that look at the ways that nature and nurture—the biological and the social—interact to affect human characteristics. Students might suggest that sociologists are concerned with this because it is part of what *defines* the province of sociology against biology and genetics. Similarly, an innate “human nature” might put limits on the kinds of social organization that humans are capable of and the kinds of worlds that we can construct. Finally, students might point out that sociologists are concerned with it because, as sociologists, we are concerned with the “drivers” behind human behaviors and parsing the differences between instinct and culture gives us a better idea about what those drivers are and in what contexts they matter.

DIF: Difficult REF: Page 47 TOP: Nature or Nurture (II.B)
MSC: Conceptual

7. What are subcultures, and why are they important for sociological studies?

ANS:

Students might mention that smaller societies tend to be culturally uniform while larger societies, particularly industrial societies, are composites of many different cultures. Subcultures, then, are those composites that are different than what a given society’s mainstream culture is. Sociologists believe that subcultures are important for study because they are a constituent part of our larger societies. Further, studies of subcultures can show us where social antagonisms might arise (the book mentions, for example, colonization, immigration, etc.). Similarly, studies of subcultures allow us to investigate processes such as assimilation or resistance strategies that some subcultures might deploy.

DIF: Moderate REF: Page 49 TOP: Subcultures (II.D.i)
MSC: Conceptual

8. What is multiculturalism, and why does it matter?

ANS:

The text defines *multiculturalism* as the viewpoint according to which ethnic groups can exist separately and share equally in economic and political life. The book does not offer a lot on why it is important, but students might go in either sociological or ethical directions with their responses. Sociologically, multiculturalism is often used as a way of intervening in research that is ethnocentric or as a tool for self-reflection to make sure one does not allow ethnocentric views to cloud one’s analysis. Ethically, students might focus on how multiculturalism is necessary in a globalized world with many different cultures living side by side in order to honor differences and create a just social order.

DIF: Difficult REF: Page 50 TOP: Multiculturalism (II.D.i.b)
MSC: Conceptual

9. What is cultural relativism, and what are some possible benefits and pitfalls of it?

ANS:

The book defines *cultural relativism* as judging a culture's practices by its own standards. Student responses to benefits and pitfalls will likely center on two main themes. First, the main benefit of cultural relativism is the ability to avoid bias in analysis—particularly bias that comes from a person in a position of privilege. The book uses the example of clitoridectomies to show how cultural frames of “genital mutilation” are used to analyze and talk about the practice and often refer to it as “barbaric,” “backward,” and the like. This example also shows a possible pitfall to cultural relativism—that is, critics of cultural relativism often argue that it can hide practices that are harmful and are, perhaps, better made visible by outsiders. Students may use similar examples, but the larger frame stands as a tension between avoiding bias and having clear standards for human behavior.

DIF: Difficult REF: Page 51 TOP: Cultural Relativism (II.D.ii.b)
MSC: Applied

10. What are some cultural universals, and what can they tell us about human societies?

ANS:

Student responses should highlight cultural features of all human societies. The book lists many of them, including language, marriage, religious rituals, and property rights. Responses about what they tell us about human societies will likely differ depending on the answers given, but students should note that because these are cultural *universals*, they show some of the things that define us as human beings.

DIF: Moderate REF: Page 52 TOP: Cultural Universals (II.E)
MSC: Factual