

FINAL EXAM Results for Maddie Taylor

[du/courses/78484/quizzes/181399/submissions/2398354/log\)](https://canvas.okstate.edu/courses/78484/quizzes/181399/submissions/2398354/log)

Score for this quiz: **199.8** out of 199.8

Submitted Dec 9 at 1:09am

This attempt took 54 minutes.

Question 1

3.33 / 3.33 pts

McLuhan says Electronic Media involves

- ☐ the ear
- ☐ simultaneity
- ☐ involvement
- ☒ all of the above

Correct!

Additional Comments:

Question 2

3.33 / 3.33 pts

McLuhan says Print Media involves

☐ Linearity

☐ Interconnectedness

☐ Logic

☐

Correct!

☒ All of the above

Additional Comments:

Question 3

3.33

/ 3.33 pts

In a study of how people use Facebook, the author found these uses and gratifications of users:

1. Social connection

Shared identities

☐

☐ Content

☐ Social investigation

Correct!☒ all of the above

Additional Comments:

Question 4

3.33 / 3.33 pts

In a study of how people use Facebook, the author found these uses and gratifications of users:

Correct!☒ Social network surfing☐ no user uses were found☐ no user gratifications were found☐ all of the above

Additional Comments:

Question 5

3.33 / 3.33 pts

In Uruguay, milk is packaged in plastic bags

- ☐ as a form of behavioral control
- ☐ to get people to drink the milk quickly
- ☐ to get people to drink the milk before it goes bad
- ☒ all of the above

Correct!

Additional Comments:

Question 6

3.33 / 3.33 pts

According to Andrew Edgar & Peter Sedwick, nationalism takes into account: ethnic criteria, historic criteria, linguistic criteria, and political notions.

- ☒ True
- ☐ False

Correct!

Additional Comments:

Question 7

3.33 / 3.33 pts

In the Book, Communication Models to Study of Mass Communication, by Denis McQuail & Sven Windahl, four elements in process of innovation diffusion were shared: knowledge, persuasion, decision and confirmation.

Correct!☒ True☐ False

Additional Comments:

Question 8

3.33 / 3.33 pts

The authentic OSU Tartan plain has 4 colors.

Correct!☒ True☐ False

Additional Comments:

Question 9

3.33 / 3.33 pts

Some alumni may wear OSU tartan plaid apparel to show that they identify with OSU.

Correct!

☒ True

☐ False

Additional Comments:

Question 10

3.33 / 3.33 pts

OSU tartan products may be considered by many to be "authentic".

Correct!

☒ True

☐ False

Additional Comments:

Question 11

3.33 / 3.33 pts

OSU tartan products may only be purchased by students who hold a valid OSU ID.

Correct!☐ True☒ False

Additional Comments:

Question 12

3.33 / 3.33 pts

The colors of the OSU tartan include red and green.

☐ True☒ False**Correct!**

Additional Comments:

Question 13

3.33 / 3.33 pts

The Uses and Gratifications approach was used by Berger to understand the popularity of Manga.

☐ To be amused

Correct!

- ☐ To experience extreme emotion in a guilt-free setting
- ☐ To find distraction and diversion
- ☒ all of the above

Additional Comments:

Question 14

3.33 / 3.33 pts

Berger said that people may use manga To obtain outlets for sexual drives in a risk-free manner.

Correct!

- ☒ True
- ☐ False

Additional Comments:

Question 15

3.33 / 3.33 pts

Manga is

Correct!

- ☒ A special kind of narrative
- ☐ Expensive, yet popular, entertainment
- ☐ Popular only with the millennial generation
- ☐ None of the above

Additional Comments:

Question 16

3.33 / 3.33 pts

Manga is

- ☐ Popular across generations
- ☐ Considered an important agent of socialization
- ☐ š
- ☐ A very large industry in Japan
- ☐ š

Correct!

- ☒ All of the above

Additional Comments:

Question 17

3.33 / 3.33 pts

From a Freudian psychoanalytic perspective, manga

- ☐ are escape structures of superego since they are works of fiction
- ☐ enables egos of readers
- ☐ enables readers to deal with sexual drives in cultural acceptable manner
- ☒ All of the above

Correct!

Additional Comments:

Question 18

3.33 / 3.33 pts

Examples of narratives include

Correct!

- ☐ movies
- ☐ television dramas
- ☐ television commercials
- ☒ all of the above

Additional Comments:

Question 19

3.33 / 3.33 pts

Rashomon is a 2014 American film by Akira Kurosawa and is set in 21st century Korea.

Correct!

- ☐ True
- ☒ False

Additional Comments:

Question 20

3.33 / 3.33 pts

In Roshomon, 4 different people give 4 very different versions of reality and we wonder:

Who is telling the truth?

Correct!

☒ True

☐ False

Additional Comments:

Question 21

3.33 / 3.33 pts

It is vital for you to know the key buying motivation for your product or service.

Correct!

☒ True

☐ False

Additional Comments:

Question 22

3.33 / 3.33 pts

A theory is a way of seeing.

Correct!

☒ True

☐ False

Additional Comments:

Question 23

3.33 / 3.33 pts

Freud's Structural Hypothesis says that there are 14 forces at work in our psyche.

Correct!

☐ True

☒ False

Additional Comments:

Question 24

3.33 / 3.33 pts

By possessing certain brands we may come to feel that we are part of a brand community with which we identify.

Correct!

☒ True

☐ False

Additional Comments:

Question 25

3.33 / 3.33 pts

Materialism is the belief that only possessions will bring happiness.

Correct!

☒ True

☐ False

Additional Comments:

Question 26

3.33 / 3.33 pts

Dolls and toys are not considered to be objects of international trade.

☐ True

☒ False

Correct!

Additional Comments:

Question 27

3.33 / 3.33 pts

A recent trend internationally, is a shift towards increasing the production of toys that

imitate the adult worlds of work & life.

☐ True

☒ False

Correct!

Additional Comments:

Question 28

3.33 / 3.33 pts

Charles Sander Peirce called his theory semiotics.

Correct!

☒ True

☐ False

Additional Comments:

Question 29

3.33 / 3.33 pts

The Semiotic Theory approach to material culture

☐ Has the ability to interpret objects & artifacts.

☐ Explains how objects tie-in to cultural codes.

☐ Explains how objects tie-in to socialization.

Correct!

☒ All of the above

Additional Comments:

Question 30**3.33 / 3.33 pts**

Sociological Theory:

☐ May divide objects into id, ego and superego categories.

☒ May consider demographics

☐ All of the above

☐ None of the above

Additional Comments:

Correct!**Question 31****3.33 / 3.33 pts**

"We are the 99 percent!"

☐ a slogan meant to highlight the growing wealth gap

Correct!

☐ frequently quoted by [protestors](http://people.howstuffworks.com/protest.htm)
(<http://people.howstuffworks.com/protest.htm>)

☐ the populist cry of the [Occupy](http://money.howstuffworks.com/occupy-wall-street.htm) [Wall Street](http://money.howstuffworks.com/occupy-wall-street.htm) [protestors](http://money.howstuffworks.com/occupy-wall-street.htm) around the USA

☒ all of the above

Additional Comments:

Question 32

3.33 / 3.33 pts

Processual Theory stresses the importance of prediction

Correct!

☒ True

☐ False

Additional Comments:

Question 33

3.33 / 3.33 pts

Processual Theory stresses the importance of quantification.

Correct!

☒ True

☐ False

Additional Comments:

Question 34

3.33 / 3.33 pts

Clotaire Rapaille wrote *The Culture Code: An ingenious Way to Understand People around the World*.

Correct!

☒ True

☐ False

Additional Comments:

Question 35

3.33 / 3.33 pts

Often, artifacts that archaeologists find & study have been considerably modified by natural processes.

Correct!☒ True☐ False

Additional Comments:

Question 36

3.33 / 3.33 pts

Cognitive Archaeology studies past ways of thought as inferred from material remains.

Correct!☒ True☐ False

Additional Comments:

Question 37

3.33 / 3.33 pts

According to Mary Douglas, objects & artifacts are chosen because they would not be tolerated in our “rejected” societies.

Correct!☒ True

☐ False

Additional Comments:

Question 38

3.33 / 3.33 pts

Coca-Cola adopted the “classic” contour bottle in 2005 which differentiated Coca-Cola from other drinks since it was made from a special, high-impact plastic.

☐ True

☒ False

Additional Comments:

Correct!

Question 39

3.33 / 3.33 pts

In *Pop Iconology: Looking at the Coke Bottle*, it is stated that Coca-Cola is “the most widely recognized commercial product in the world”.

☒ True

☐ False

Correct!

Additional Comments:

Question 40

3.33 / 3.33 pts

The following are considered to be signs: garments, automobiles, dishes of cooked food, gestures, films and furniture.

Correct!

☒ True

☐ False

Additional Comments:

Question 41

3.33 / 3.33 pts

The clothes we wear send messages to others about ourselves.

Correct!

☒ True

☐ False

Additional Comments:

Question 42

3.33 / 3.33 pts

One of most intense current fashion wars is between lower-class & elite fashions.

☐ True

☒ False

Correct!

Additional Comments:

Question 43

3.33 / 3.33 pts

Smartphones are in use across the generations including users who are junior high school students and Senior citizens.

☒ True

☐ False

Correct!

Additional Comments:

Question 44

3.33 / 3.33 pts

It is not possible to “lie” with signs.

☐ True

☒ False

Correct!

Additional Comments:

Question 45

3.33 / 3.33 pts

Social scientists say that when we ask ourselves ‘Who am I?’ we are actually asking “To what group do I belong?”

☒ True

☐ False

Correct!

Additional Comments:

Question 46

3.33 / 3.33 pts

Drinking a coca cola from the classic contour bottle may represent

☐ Return to infancy.

☐ Oral gratification

☒ all of the above

☐ Bourgeois taste

Correct!

Additional Comments:

Question 47

3.33 / 3.33 pts

Challenges faced by the OSU Archives include:

Correct!☐ volume of material☐ environment☐ variety of material☒ all of the above

Additional Comments:

Question 48

3.33 / 3.33 pts

Challenges faced by the OSU Archives include:

☐ lack of cooperation☐ lack of donations☐ lack of storage☒ none of the above**Correct!**

Additional Comments:

Question 49

3.33 / 3.33 pts

Potawatomi women wore

☐ heavy earrings made of cylindrical cones

☐ heavy earrings made from German silver.

☐ necklaces with many strands

☒ all of the above

Additional Comments:

Correct!

Question 50

3.33

/ 3.33 pts

Potawatami women wore silver yokes

☒ Since there were no banks at the time

☐ so they would sparkle in the sun during planting time

☐ because silver was relatively worthless and easy to acquire by all Native Americans

☐ all of the above

Correct!

Additional Comments:

Question 51

3.33 / 3.33 pts

ac cording to Marxist theory, the unequal distribution of goods leads to class conflict.

Correct!

☒ True

☐ False

Additional Comments:

Question 52

3.33 / 3.33 pts

According to Marxists, advertising is the main engine of consumer culture in capitalist societies.

Correct!

☒ True

☐ False

Additional Comments:

Question 53

3.33 / 3.33 pts

In general, compliance means conforming to a rule, such as a specification, policy, standard or law.

Correct!

☒ True

☐ False

Additional Comments:

Question 54

3.33 / 3.33 pts

A company is considered to be sustainable on the Environmental Performance Ruler when they

☐ have minimal compliance and safety issues and no environmental liabilities



utilize renewable energy, primarily use sustainable natural resources and are viewed as a sustainability leader

are carbon neutral with



zero waste and no pollution releases



All of the above

Correct!

Additional Comments:

Question 55

3.33

/ 3.33 pts

Most Native Americans named four points of the earth, the four directions of the compass--north, south, east, and west--and assigned a color to each one.



True



False

Correct!

Additional Comments:

Question 56

3.33

/ 3.33 pts

Each Native American group had its own set of meanings for colors and designs to use on ceremonial crafts.

Correct!☒ True☐ False

Additional Comments:

Question 57

3.33

/ 3.33 pts

For the Kula, exchanges were based on detailed cultural codes that shaped the behavior of the participants

Correct!☒ True☐ False

Additional Comments:

Question 58

3.33

/ 3.33 pts

The Law of Reciprocity is a central component of gift giving in only a few societies.

☐ True

☒ False

Correct!

Additional Comments:

Question 59

3.33 / 3.33 pts

From a Marxist perspective, soft drinks are examples of the way Capitalist societies create false needs in people so they can be exploited.

☒ True

☐ False

Correct!

Additional Comments:

Question 60

3.33 / 3.33 pts

According to our textbook this semester, what you get when you choose Coca-Cola, is the personality or the “aura” of the drink generated by the enormous amount of advertising by Coca-Cola.

Correct!

☒ True

☐ False

Additional Comments:

Fudge Points: --

You can manually adjust the score by adding positive or negative points to this box.

Final Score: 199.8 out of 199.8

Update Scores