Part A: Multiple Choice - Please circle the BEST answer to each question below. (Knowledge & Understanding /18)

1. David's job is to excavate and analyze different cultural materials. Which subdivision of Anthropology does his work fall into?
   (a) Physical  (b) Archaeology  (c) Linguistic  (d) Cultural

2. Participation - observation says that anthropologists get to know a culture by...
   (a) Live in a culture physically  (b) Only live in a culture if accepted by its members and emotionally  (c) Live in a cultural physically  (d) Do not live in a culture

3. Why do we need to study Social Sciences?
   (a) Turn intuition into values  (b) Turn intuition into fact  (c) Turn intuition into action  (d) Turn intuition into emotion

4. This school of thought would believe that when the 'coke bottle fell from the sky' in The Gods Must Be Crazy film, it would change/shape how the Bushmen society developed.
   (a) Functionalism  (b) Structuralism  (c) Culturalism  (d) Behaviourism

5. In the Simpsons household on TV, the structure of ___________ is based on the nuclear family.
   (a) Gender  (b) Society  (c) Culture  (d) Kinship

6. According to Functionalists, cultures within society find stability and law by:
   (a) Understanding how technology shaped values  (b) Explore how social institutions work  (c) Understand logic by how people think  (d) Look at economical factors for success

7. Alfred Adler believed if low self-esteem is not overcome, people develop a personality disorder otherwise known as:
   (a) Inferiority Complex  (b) Negative Punishment  (c) Neurotic Unconscious  (d) Cognitive Dissonance

8. What is the central premise of the Bystander Effect?
   (a) Diffusion of responsibility is high  (b) Diffusion of responsibility is low  (c) Diffusion of responsibility doesn't exist  (d) Diffusion of responsibility depends on the situation

9. In Psychoanalytic Theory, it is believed that the unconscious mind influences the conscious mind more. What is the function of the ID within the unconscious mind?
   (a) Focuses on our morals  (b) Battles between the Ego and Superego  (c) Seeks physical satisfaction  (d) Internal Reflexes

10. "People tend to repeat behaviours that are rewarded and avoid behaviours that are punished" is reflected in:
    (a) Clinical Psychology  (b) Learning Theory  (c) Operant Conditioning  (d) Structuralism

11. Akara is studying for her Math exam but feels distracted by music playing in the background on the radio. She turns off the music. After turning it off, she was able to focus more on her studying. Turning off the music was a:
    (a) Positive Reinforcer  (b) Positive Punishment  (c) Negative Reinforcer  (d) Negative Punishment

12. Suzanne ran out of her house towards her friends' house down the street. Her mom yelled at her to stop running and she did right away. Her mom's yelling is:
    (a) Positive Reinforcer  (b) Positive Punishment  (c) Negative Reinforcer  (d) Negative Punishment
13. What did Ivan Pavlov contribute to Behaviourism?
(a) Used pigeons to peek a certain colour to get a reward
(b) Discovered that people practice what they see as acceptable/unacceptable
(c) Experimented on how dreams reflect our unconscious effects
(d) Used dogs to show stimulus-response effects

14. What is the first need that should be fulfilled in Maslow's Hierarchy of Needs?
(a) Love
(b) Esteem
(c) Self Actualization
(d) Biological

15. What do radical feminists believe about women's rights?
(a) Child bearing rules lead to systematic oppression from men
(b) Lack of education leads to oppression by men
(c) Focusing on breaking down patriarchal structures in social institutions
(d) Underpaid/undervalued work leads to capitalist patriarchal societies

16. When people expect you to face the door when you enter an elevator, this is called a _______ in our society.
(a) Rule
(b) Value
(c) Norm
(d) Expectation

17. What is the "melting pot"?
(a) Cultures blending together
(b) Women's rights will match men's rights
(c) Cultures are uniquely different
(d) Political ideas changing to support minority groups

18. What do sociologists call social roles in our society?
(a) Hierarchy
(b) Culture
(c) Behaviour
(d) Status

Part B: Short Answer - Please answer each question in full sentences. ***Examples will help support your answers.*** (Application and Communication 15)
(a) Explain the difference between Rehabilitation and Retribution. Which one would be the best solution for our society today? (4 marks)

Rehabilitation - re-educate/resocialize inmates so they grow up to accept society's values and norms. 
Retribution - can help build a sense of justice and stop other people from committing crimes. 

(b) Briefly compare and contrast TWO Feminist schools of thought (Liberal, Marxian, Radical, Socialist). (4 marks)

Liberal
- rights, discrim., oppression
- emphasize choices in social policy, jobs, pay
- laws eliminated discrim. against politics/property

Marxian
- underpaid/undervalued/low pay
- emphasis on economic conditions
- women dominate in capitalist hierarchy

Radical
- natural child-bearing role
- not an economic system
- men dominate institutions

Socialist
- activism/resistance
- overthrow capitalism
- separate issues of patriarchy + capitalism

Overemphasize: GEN
(c) Where does the term "textual discourse" come from and how does it relate to communication and technologies in society? (4 marks)

(p. 64) - textual discourse term used to describe how people communicate ideas/values through symbols, i.e., written, movie roles, paintings/photos. Consider them for social change (powerful because not like face-face communication)

(d) Using Cognitive Dissonance Theory, explain how you would try to negotiate the attitude shown below: (3 marks)

You are a regular smoker but you know and believe that smoking causes cancer. You have anxiety about feeling this way all the time. What should you do?

(p. 44-45) - cognitive dissonance means: what you do conflicts with how you think. Need to regain cognitive consistency. Avoid smoking around others that remind you of this conflict, stop reading about these outlets give you anxiety.

- if someone you know gets lung cancer from smoking, dissonance?

\[ \text{Solution} \]

1. Change behaviour to match attitude - quit!
2. Reinforce attitudes - "won't happen to me" "Grandma smoked for a long time"