Test Review

1. Two factors linked to income shifts
2. Discretionary income, tightwads, spendthrifts
3. Karl Marx
4. Social class and marriage
5. Ascribe status
6. Passage from one social class to another
7. Lower-upper, upper-upper, upper-middle, lower-middle
8. Old money, nouveau riche, millionaires
9. Parody display
10. Conspicuous consumption, ascribed status, social mobility
11. Culture, subculture, microculture
12. Deculturization, deethnicazation, acculturation
13. Host culture
14. Segregation, assimilation
15. Largest ethnic culture
16. Asian demographic (characteristics)
17. Advertising to teens (effective visuals in ads)
18. Define culture
19. Gift giving ritual is what type of exchange
20. Profane, sacred, ritualized consumption
21. Collecting vs. hording
22. Innovators, early adopters, late adopters, laggards
23. Reciprocity
24. Criteria for successful adoption