

# The American Yawp

## Chapter 24 – The Affluent Society

### Quiz

1. What was the relationship between the federal government and economic growth in the aftermath of World War II?
  - a. Federal spending created more economic growth
  - b. Federal spending slowed economic growth
  - c. Economic growth resulted from less federal spending
  - d. Economic stagnation resulted from less federal spending
2. Which of the following enabled the rising purchase of consumer goods?
  - a. Increased production that lowered prices
  - b. Use of installment plans
  - c. Mass-distribution of credit cards
  - d. All of the above
3. How did federal housing programs discriminate against Americans of color?
  - a. Redlining neighborhoods that included Americans of color
  - b. Claiming that Americans of color were at a greater risk of defaulting on FHA loans
  - c. Creating self-fulfilling prophecies that racially integrated neighborhoods would have depreciating home values
  - d. All of the above
4. What was the result of *Brown v. Board of Education*?
  - a. Ruled against segregated public schools
  - b. Overturned the legal logic of *Plessy v. Ferguson*
  - c. Extended the reach of the Fourteenth Amendment
  - d. All of the above
5. Who first challenged segregation on buses?
  - a. Mary-Louise Smith
  - b. Rosa Parks
  - c. Sarah Keys
  - d. Emmett Till
6. Why was Emmett Till murdered?
  - a. Allegedly whistling at a white woman
  - b. Refusing to give up a bus seat to a white woman
  - c. Sneaking into a movie theater with a white girlfriend
  - d. Protesting segregation in Mississippi public schools

7. What did the Civil Rights Act of 1957 accomplish?
  - a. Created a Civil Rights Commission in the Department of Justice to investigate claims of racial discrimination
  - b. Legalized interracial marriage
  - c. Demanded the integration of all public colleges and universities
  - d. All of the above
  
8. Which of the following best describes the marketing techniques of early television executives?
  - a. Finding programming that would appeal to the widest possible audience
  - b. Using targeted regional programming that created different shows for different regions of the country
  - c. Creating new channels to market directly to smaller groups whose attention was particularly desired by advertisers
  - d. Designing programming that appealed primarily to children
  
9. What groups experienced the increased fertility rates associated with the baby boom?
  - a. Wealthy Americans from all racial backgrounds
  - b. White Americans from all economic levels
  - c. Americans of color from all economic levels
  - d. Americans from all racial, social, and class lines
  
10. What was the name of the 1950s counterculture that rejected the values of conformity and domesticity?
  - a. Hippies
  - b. Beats
  - c. Toughs
  - d. Zoot Suiters
  
11. The churches most common in suburban America tended most frequently celebrated which of the following cultural values?
  - a. Social justice
  - b. Economic individualism
  - c. Nonviolence and peacemaking
  - d. Communal unity
  
12. Who were the “Brass Hats?”
  - a. Union leaders who encouraged a new wave of strikes in the 1950s
  - b. Reformers in the Catholic church who tried to highlight American principles already present in ancient church teachings
  - c. The leadership of the National Association of Manufacturers who created advertising campaigns supporting free enterprise.
  - d. Young Americans who grew disenchanted with consumerism and instead embraced artistic creativity as the ultimate end of life

13. Which of the following right wing think tanks were created in the first decade following WWII?
- a. Foundation for Economic Education
  - b. Mont Pelerin Society
  - c. Both of these
  - d. Neither of these
14. What is the name of the University of Chicago economist who helped to develop the intellectual position of libertarian economics?
- a. Leonard Reed
  - b. Jasper Crane
  - c. John Maynard Keynes
  - d. Milton Friedman
15. Congressional opposition from which faction plagued Dwight D. Eisenhower's administration?
- a. Liberal Democrats
  - b. Conservative Republicans
  - c. Both
  - d. Neither