
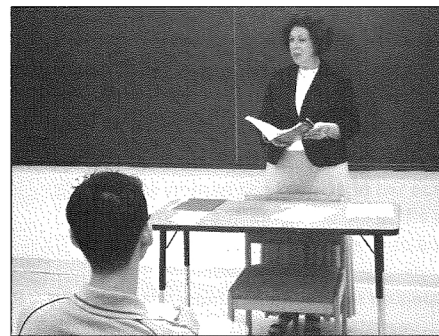


Directions: Listen to Track 23. 


Sociology

meme

longevity
fecundity
fidelity



Directions: Now answer the questions.

6. What is the main purpose of the lecture?
- Ⓐ To introduce a method that can help students remember new information
 - Ⓑ To introduce a way to study how information passes from one person to another
 - Ⓒ To explain the differences between biological information and cultural information
 - Ⓓ To explain the differences between stories, songs, and other pieces of information
7. Why does the professor tell the story about alligators?
- Ⓐ To explain the difference between true and false stories
 - Ⓑ To draw an analogy between alligator reproduction and cultural transmission
 - Ⓒ To give an example of a piece of information that functions as a meme
 - Ⓓ To show how a story can gradually change into a song
8. According to the professor, which of the following are examples of meme transfer? *Choose 2 answers.*
- Ⓐ Telling familiar stories
 - Ⓑ Sharing feelings
 - Ⓒ Composing original music
 - Ⓓ Learning a scientific theory
9. What example does the professor give of a meme's longevity?
- Ⓐ A story has been changing since it first appeared in the 1930s.
 - Ⓑ A person remembers a story for many years.
 - Ⓒ A gene is passed on through many generations without changing.
 - Ⓓ A song quickly becomes popular all over the world.
10. What does the professor compare to a housefly laying many eggs?
- Ⓐ A child learning many different ideas from his or her parents
 - Ⓑ Alligators reproducing in New York sewers
 - Ⓒ Different people remembering different versions of a story
 - Ⓓ A person singing the "Twinkle, twinkle" song many times
11. Listen to Track 24. 
- Ⓐ To explain why some memes do not change much
 - Ⓑ To ask the students for their opinion about songs as memes
 - Ⓒ To acknowledge a problem with the meme theory
 - Ⓓ To ask the students to test an idea about memes