



## Questions for Classroom Discussion

### **The World Around Us...**

- **What makes a consumer product “influential”?**
  - ⇒ Consider how a product might have an impact on the way people behave and in their decision-making
  - ⇒ Consider where a product originated, how it is used, and its historical context... as well as how it might be viewed differently by different groups of people
  - ⇒ Consider examples of objects that are considered “influential” (such as the iPhone, or Coca-Cola, or certain types of clothing)
  
- **Is it important for people to recognize the “influential” status that is placed on certain consumer products?**
  - ⇒ Consider the real value of an object compared to its sentimental value
  - ⇒ Consider why inanimate objects (phones, cars, clothes, etc.) are able to create such strong emotions in people
  - ⇒ Consider whether it is better to take things at face value, or to recognize a deeper meaning
  
- **What process would be reasonable for a respected magazine—such as *Time*—to choose consumer products that are “influential” to put in a list?**
  - ⇒ Consider the definition that would fit the term “influential”
  - ⇒ Consider what types of products most people rely on heavily in their daily lives
  - ⇒ Consider what qualities that an object must have to be “influential”... what might prevent it from being considered “influential”