



## Online Discussion Board

### What makes a product or object "influential"?

10-16-2013, 03:06 PM

Mandy

Well, just think of the definition of the word "influential." I guess it would be any product that changes the way we act or behave. For example, I can't go 10 minutes without checking my e-mail on my phone... Ten years ago, I could go a week without checking e-mail!

10-16-2013, 03:20 PM

Ernie

I agree, Mandy. There are some things that just define who we are. When I think of America, I think of Coca-Cola, or Ford, or Levi's blue jeans. Those products have been influential to our culture.

10-16-2013, 04:31 PM

Jason

Maybe I'm playing devil's advocate here, but can an object really be "influential"? I get that people can inspire you and influence the actions you take... but I don't think the same is true about a can of soda or a pair of jeans!

10-16-2013, 04:35 PM

Darlene

Jason, I disagree... Think about how many objects, products, and brands you come into contact with every day (your clothes, your car, your TV, your electrical appliances). These are a part of the world around us, and we make all of our decisions based on that world. Don't you think that's "influential"?

10-16-2013, 04:39 PM

Bruce

I think the wrong word is being used. I'm not sure it is correct to say that an object or product is "influential" (causing people to act and behave in a certain way), but I think that you can say that they are "important" (being valuable and extremely useful). There's no doubt that our lives would be very different if we didn't have those brand names that we all know so well (Facebook, McDonalds, Walmart, and so on).