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U.S. History  
History-Social  
Science Standard  
11.5.7.



# Mass Production, Marketing, and Consumption in the Roaring Twenties

## California Education and the Environment Initiative

Approved by the California State Board of Education, 2010

### The Education and the Environment Curriculum is a cooperative endeavor of the following entities:

California Environmental Protection Agency  
California Natural Resources Agency  
Office of the Secretary of Education  
California State Board of Education  
California Department of Education  
California Integrated Waste Management Board

### Key Leadership for the Education and Environment Initiative:

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### Key Partners:

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## **Lesson 1** New Inventions Bring New Challenges

None required for this lesson.

## **Lesson 2** The Rise of Mass Production

None required for this lesson.

## **Lesson 3** A Rise in Mass Consumption

None required for this lesson.

## **Lesson 4** Changing the American Landscape

None required for this lesson.

## **Lesson 5** Consequences of Consumption

None required for this lesson.

## **Assessments**

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Name: \_\_\_\_\_

**Part 1**

**Instructions:** Select the best answer and circle the correct letter. (2 points each)

1. Which of the following was not a result of mass production techniques in the 1920s?
  - a. extraction of natural resources
  - b. development of the assembly line
  - c. consumption of manufactured goods
  - d. increased costs of automobiles
  
2. Which of the following was a pattern that repeated during the 1920s?
  - a. products consumed; products produced; demand for more products
  - b. products produced; products consumed; demand for more products
  - c. byproducts and waste; demand for more products; products consumed
  - d. demand for more products; products consumed; investments made
  
3. A beneficial byproduct made from coal tar is \_\_\_\_\_.
  - a. automobiles
  - b. gasoline
  - c. plastics
  - d. telephones
  
4. In the 1920s, the rate of consumption decreased for which of the following manufactured goods?
  - a. cameras
  - b. lightbulbs
  - c. vacuum cleaners
  - d. weapons
  
5. The development of plastic shopping bags is an example of \_\_\_\_\_.
  - a. mass consumption
  - b. mass production
  - c. new technology
  - d. marketing
  
6. Which of the following resulted from the mass production and consumption of the 1920s?
  - a. litter in the ocean
  - b. large-scale landfills
  - c. polyethylene
  - d. city recycling systems

## Mass Production, Marketing, and Consumption

Traditional Unit Assessment Master | page 2 of 5

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Name: \_\_\_\_\_

7. Which of the following is remediation due to the detrimental effect of mass production and consumption on natural systems?
  - a. white pollution
  - b. North Pacific currents
  - c. plastic bag bans
  - d. sanitary landfills
  
8. In the 1920s, affordable cars and new roads had a direct influence on the American landscape through \_\_\_\_\_.
  - a. 40-hour workweeks
  - b. the expansion of suburbs
  - c. the purchase of home appliances
  - d. the use of assembly lines
  
9. Which of the following statements best describes an indirect influence of growing cities on the American landscape and its natural systems?
  - a. Landfills were made to dispose of the increased waste from consumption.
  - b. A prosperous decade provided stable jobs, letting many people increase their leisure time.
  - c. Mass production led to increased uses of natural resources, such as oil and steel.
  - d. Electricity replaced coal and water as fuel for manufacturing.
  
10. Building roads, restaurants, and filling stations were a result of which innovation used in the 1920s?
  - a. assembly line
  - b. marketing
  - c. landfills
  - d. steam engines
  
11. Which of the following is an example of direct effects of new technologies on natural systems?
  - a. building highways for cars
  - b. animals ingesting plastics
  - c. habitat damage resulting from drilling for oil
  - d. sanitary landfills for plastic bags
  
12. Which of the following is an example of indirect effects of new technologies on natural systems?
  - a. conversion of steam to electricity
  - b. electrical lighting in homes
  - c. mining iron ore to make cars
  - d. roadside filling stations















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