**In the 1920s, was the main effect of the economic boom on US society the development of a car-owning culture?**

1. **Use arrows to make links between the factors.**
2. **For each factor, identify how you would weigh up its relative importance considering the following:**

* Did this effect have a wide or narrow impact on society?
* Was this effect long-lasting or short term?
* Was this effect superficial in its impact on society or deep and underlying?
* Was this effect caused / enabled by another factor?

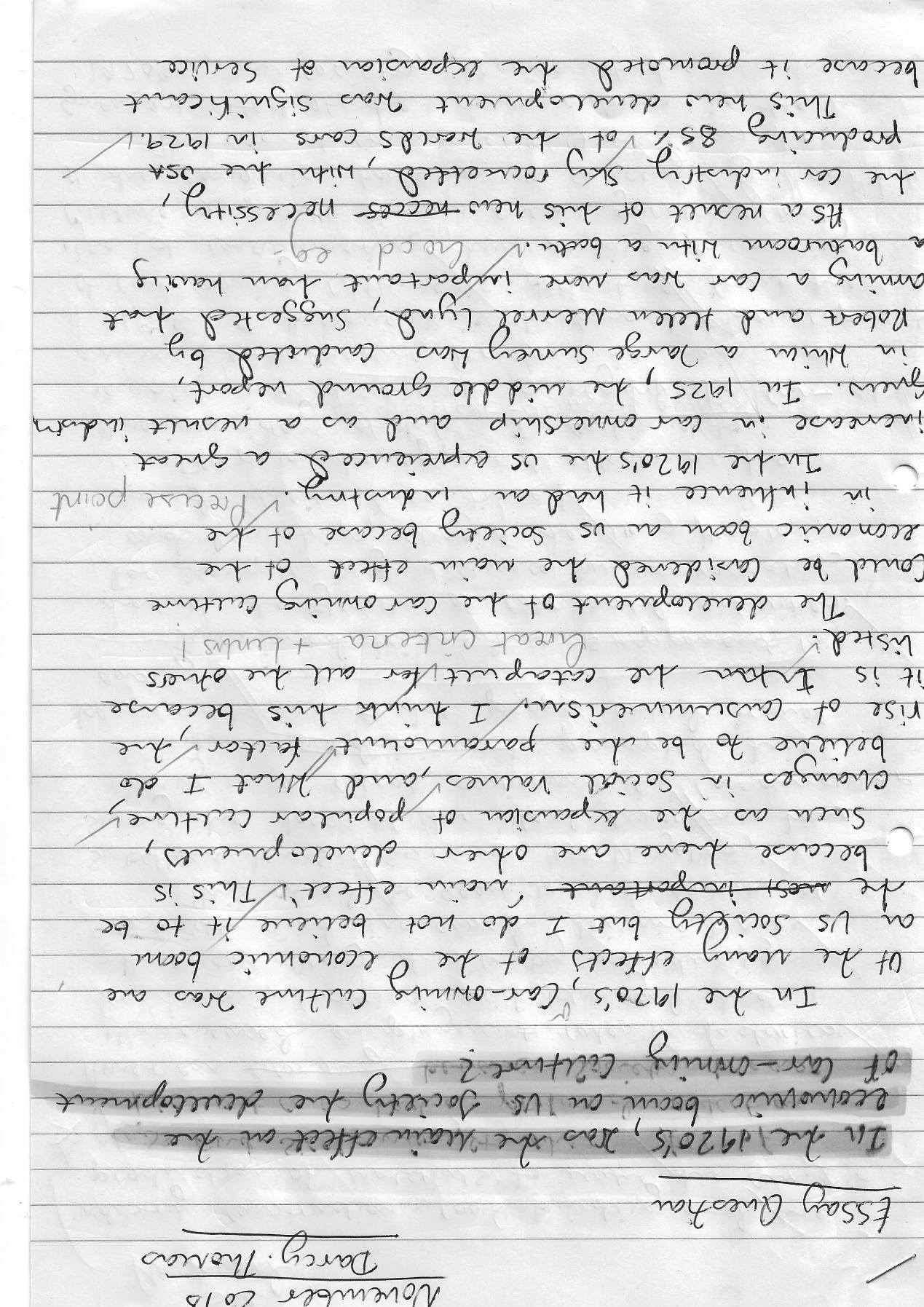
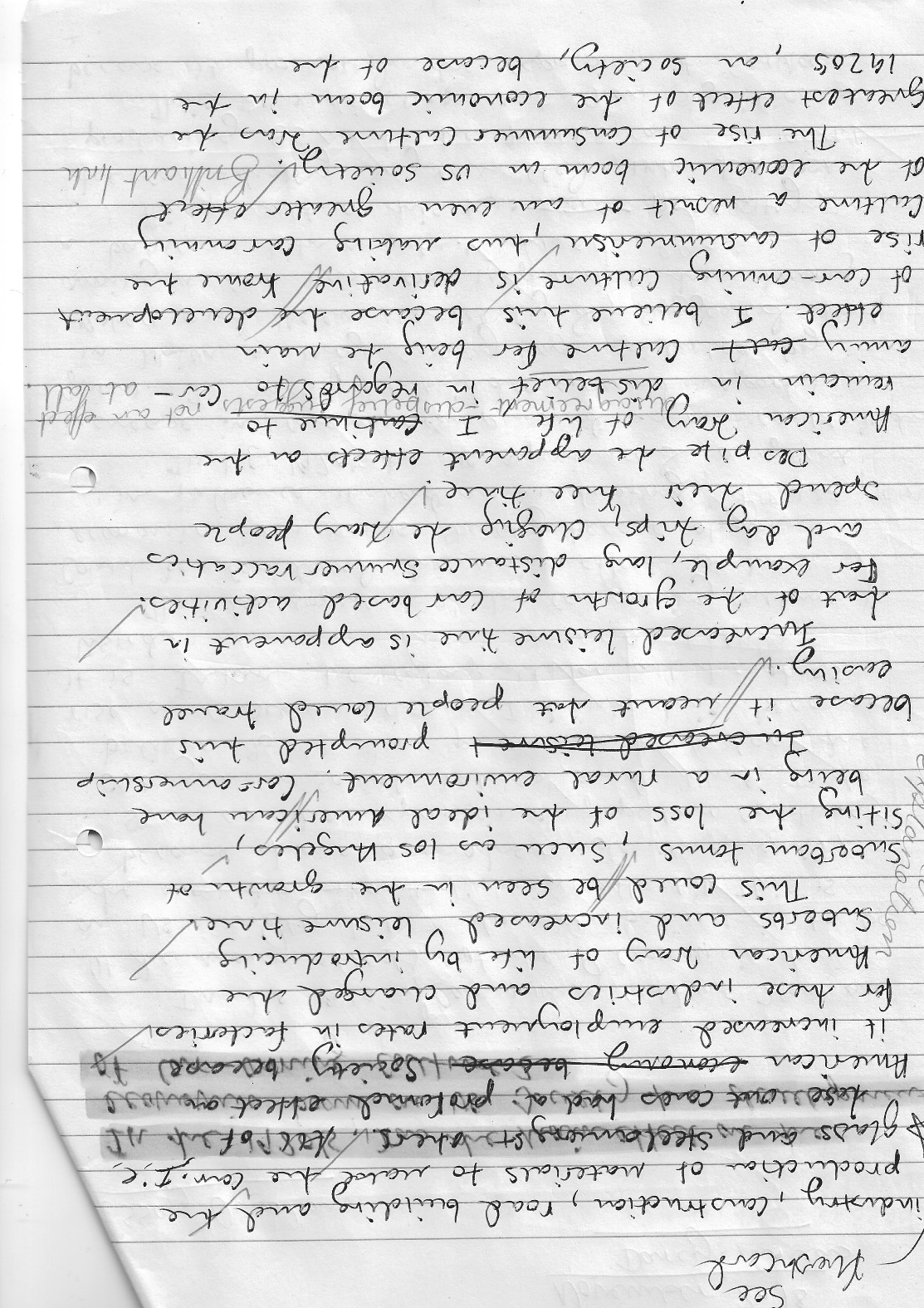
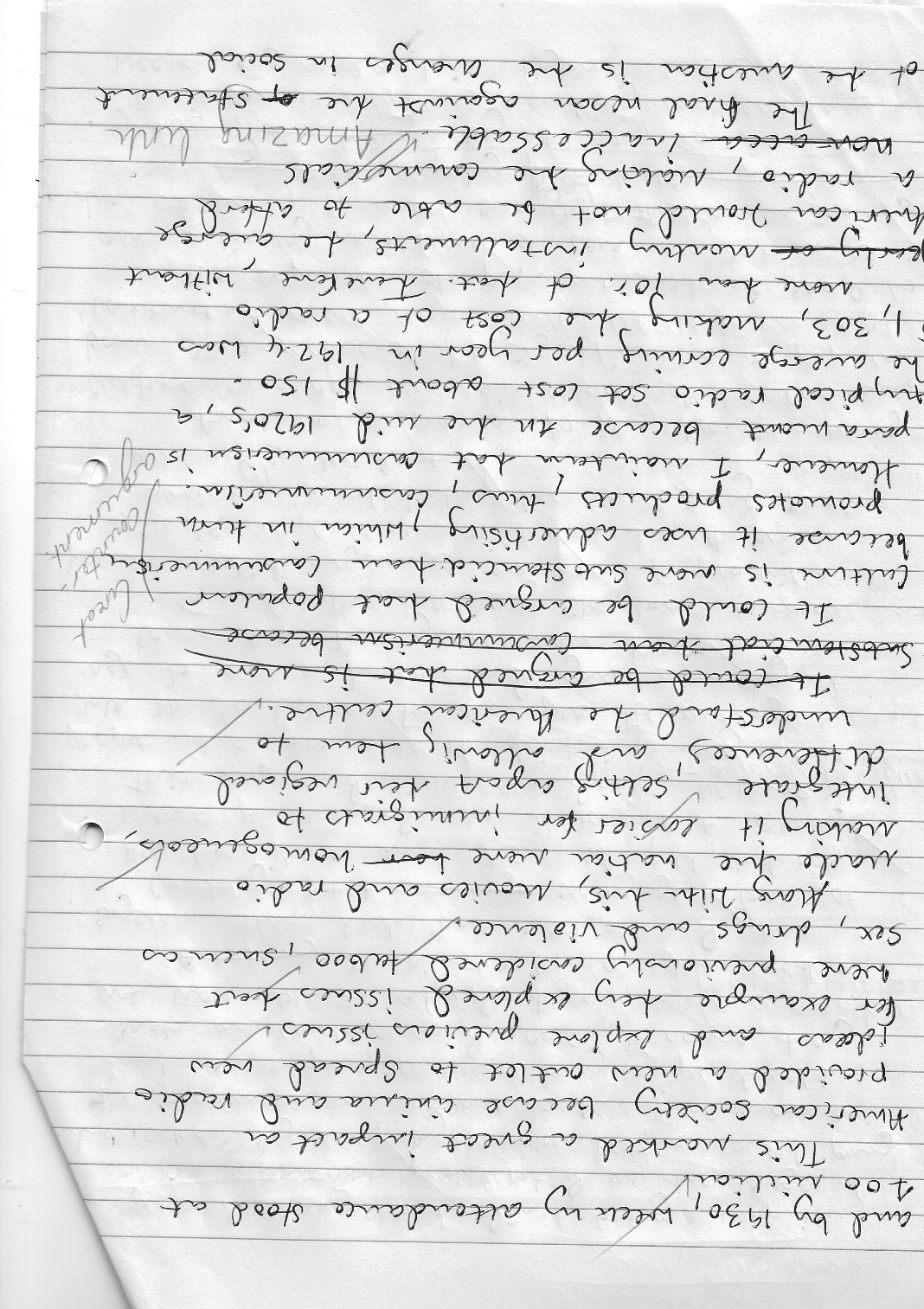
***Without*** *the underlying rise of consumerism based on credit, a car-owning culture may not have developed to the extent that it did.*

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| **The development of a car-owning culture**  • Increasing production and rising income allowed many Americans to buy cars for the first time  • Increased production and advertising made the ownership of cars more desirable, e.g. the ‘Middletown’ report suggested that owning a car was more important than having a bathroom with a bath tub.  • The building boom and the construction of suburbs meant that many Americans needed a car, e.g. to travel to work or to shop. An increase in leisure time led to the growth of car-based activities, e.g. long-distance summer vacations and day trips. An increase in urbanisation and suburbanisation as more people moved to live in towns  • Associated industrial expansion of service industry, construction and road building, employment etc. |
| **Relative importance: How important was this effect?** |

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| **The rise of consumerism and improved standards of living as a result**  • production, wages and employment  • money spent on popular entertainment  • household appliances  • The development of a suburban lifestyle, e.g. homes with gardens and  modern appliances  • credit system  • buying shares |
| **Relative importance: How important was this effect?** |

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| **Changes to social values both positive and negative.**  • increased individual freedom and choice  • inequalities encouraging criminal activity  • censorship and the impact of cinema  • Ghettos (as middle class moved to suburbs) |
| **Relative importance: How important was this effect?** |

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| **The expansion of popular culture, decreasing regionalism and insularity**  • The expansion of mass media (radio and cinema)  • The cult of celebrity  • Spectator sports  • jazz music |
| **Relative importance: How important was this effect?** |

1. From the extracts below, work out WHERE the links have been made and what their judgement is (on the main effect of the boom).
2. Again, from the extracts below, work out WHERE the links have been made and what their judgement is (on the main effect of the boom). *Note: The writer is aware he needed to proof read!*

