

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

**Consumer Studies 1202 – “The Jones’” Movie Questions**

1. “Keeping up with the Jones’” is a cliché which means to try and keep up with your neighbor in terms of lifestyle and products. How is this title appropriate for this movie? Explain. (3 points)

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2. Explain what type of “family” The Jones’ are at the beginning of the movie. Does this change throughout the movie? (4 points)

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3. Are the Jones’ selling actual products themselves or are they selling a lifestyle? (1 point)

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4. “Self-marketing” and “ripple-effect” were concepts discussed in the movie, what do they mean? (4 points)

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5. What happens to Steve’s numbers when he embraces the philosophy of self-marketing? (1 point)

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6. Do you think this “self-marketing,” pretend family set-up exists? Explain why or why not? (3 points)

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7. Do you think that this type of marketing is ethical? Explain your opinion. (3 points)

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8. The end of the movie shows a negative effect of this type of “Keeping up with the Jones’.” Do you think that people actually become so irresponsible and caught up with keeping up with the neighbors that they go into extreme debt and harm themselves? Explain your opinion. (3 points)

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9. There is a popular television show called “Keeping up with the Kardashians.” Do you think the Kardashians use some level of self-marketing? Has their show made people by their products and their brand? Explain your answer. (4 points)

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