

# AP<sup>®</sup> EUROPEAN HISTORY

## 2011 SCORING GUIDELINES

### Question 5

**Analyze how industrialization and imperialism contributed to the development of consumer culture in the period 1850–1914.**

#### 9–8 points

- Thesis explicitly explains how industrialization and imperialism led to the development of consumer culture. Thesis may appear in conclusion.
- Organization is clear, consistently followed, and effective in providing support for causal linkages with development of consumer culture.
- Essay is balanced: both industrialization and imperialism are linked to development of consumer culture, though essay may offer less discussion of one or the other.
- Essay provides three or more pieces of evidence overall, with at least one for industrialization and one for imperialism, to support assertions.
- Essay may contain errors of fact, interpretation or chronology that do not detract from argument.

#### 7–6 points

- Thesis explains how industrialization and imperialism led to the development of consumer culture; may be less explicit.
- Organization is clear and effective in support of the argument but may be less consistent in providing support for causal linkages with development of consumer culture.
- Essay is balanced: both industrialization and imperialism are linked to development of consumer culture, though discussion of one or the other may be clearly less developed.
- Essay provides at least two pieces of evidence, with at least one for industrialization and one for imperialism, to support assertions.
- Essay may contain an error of fact, interpretation or chronology that detracts from argument.

#### 5–4 points

- Thesis attempts to address how industrialization or imperialism, or both, led to the development of consumer culture; may paraphrase prompt or suggest confusion or vagueness about linkages.
- Organization is clear but may not fully or consistently support linkages with development of consumer culture.
- Essay shows some imbalance; may focus on one area and make only general references to the other two.
- Essay provides at least two pieces of evidence to support assertions about relationship between industrialization or imperialism and development of consumer culture.
- Essay may contain multiple errors of fact, interpretation or chronology that detract from argument.

#### 3–2 points

- Thesis may simply restate prompt and offer little to no explanation of how industrialization or imperialism led to the development of consumer culture.
- Organization may be apparent but may not support linkage between industrialization and imperialism and development of consumer culture.
- Essay shows serious imbalance; discussion of one factor may predominate, with only general references to the other two, especially consumer culture.
- Essay may offer few, if any, specific pieces of evidence in support of linkage between industrialization or imperialism and development of consumer culture.
- Essay may contain consistent errors of fact, interpretation or chronology that detract from argument.

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**Question 5 (continued)**

**1–0 points**

- Thesis may simply restate or misconstrue prompt and offer little, if any, explanation of how industrialization or imperialism led to the development of consumer culture.
- Organization may be apparent but may not support linkage between industrialization or imperialism and development of consumer culture.
- Essay includes few relevant references to industrialization, imperialism or consumer culture in 1850–1914; may offer an ahistorical discussion.
- Essay may offer little or no evidence, and what is provided may not be in support of linkage between industrialization or imperialism and development of consumer culture.
- Essay may contain numerous errors of fact, interpretation or chronology that detract from argument.

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## Question 5 (continued)

### Historical Background

#### Industrialization (Second Industrial Revolution)

##### *High-level overview*

- Widespread adoption of factory and mass production
- Link between theoretical science and technology
- Rapid development of new technologies, especially in transportation and communications
- Development of the modern corporation and large capital ventures
- Era of globalization
- Overproduction of goods, which caused drop in prices for consumer goods
- Declining death rate and higher life expectancy; rapid increase and urbanization of population
- Increase in size and influence of middle class

##### *Specific examples*

##### *Organization of Business and Industry*

- Limited liability laws passed in midcentury allowed for the easier creation of large firms, and stock exchanges provided capital.
- French society under was integrated under Napoleon III — railroads, development of banking and capital, common dialect, newspapers, national mass culture and geographic access to cities and their goods.
- Crystal Palace Exhibition showcased British technology and products — artificial flowers, cooking utensils, thermostats, etc. (13,000 exhibits).
- German production boomed after unification and surpassed Britain by 1914 in chemicals, steel and coal.

##### *New Goods and Technologies*

- Synthetic fibers, radio, motion pictures, telephone, telegraph, internal combustion engine (auto and airplane) were developed.
- Electricity was developed.
- Chemical industry was developed.
- Growth of railroads allowed for easier and cheaper transportation, lowering costs.
- Refrigeration allowed for longer shelf life for fruits, vegetables and meats.
- Invention of photography and camera reinforced materialist focus and created new form of home decoration and display.

##### *Urban Environment*

- Improvements in understanding of disease (Pasteur, Koch, Lister, etc.) and medicine transformed urban environment (public health movement).
- Number of millionaires in business who displayed wealth increased.
- Cities became primary sites for business and conspicuous consumption (e.g., Paris during *la belle Époque*).

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## Question 5 (continued)

### Historical Background (continued)

#### Imperialism

##### *High-level overview*

- Transportation and communication developments (steamships, airplanes, canals, railroads, telegraph, telephone, radio) facilitated exchange of goods and ideas and control of colonies.
- Access to cheap raw materials from overseas (jute, cotton, rubber, coconut oil, sugar, cocoa, peanuts, coffee) increased.
- Contact with Europe stimulated colonies' attraction to European goods.
- European economic and cultural dominance established worldwide.

##### *Specific examples*

###### *Colonial Goods and Cultural Exchange*

- Cocoa, sugar, tea, tobacco, coffee, cola, palm oil (soap and margarine), tin (canned foods), oil, rice, teak and rubber were exchanged.
- India provided Great Britain with jute, oilseeds, cotton, indigo and tea.
- Countries pursued precious gems and other key minerals and metals in South Africa.
- Rubber plantations were established in Belgian Congo.
- Exotic animal and plant specimens became collectors' items.
- European cultural imprint was seen worldwide — clothing, art, architecture, customs.
- Artists were influenced by travel to other areas of the world (depiction of plants, cultures, goods, etc.).

#### Consumer Culture

##### *High-level overview*

- Cheaper food costs and increase in real wages allowed for more spending on consumer items.
- Massive population increase and growth of cities (in size and as percentage of population) occurred.
- Haussmanization and urban renewal were undertaken.
- Leisure time increased.
- Improvements in literacy and education stimulated desire for cultural products.

##### *Specific examples*

###### *Urban Setting*

- New transportation was invented — streetcars and subways (by 1910, 6.7 billion riders were carried in Great Britain, France, Germany and Austria-Hungary).
- Parks and green spaces were developed.
- Broad boulevards, shopping areas and lighted streets were featured.
- Museums, theaters (Gilbert and Sullivan), cafes, opera houses, amusement parks and elegant hotels became popular.

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### Question 5 (continued)

#### Historical Background (continued)

- Impressionists and other painters portrayed urban culture and imitated imperial aesthetics — e.g., influence of Japanese woodblocks (Van Gogh, Cassatt), Oceania (Picasso, Gauguin), and Asia (art nouveau — mass produced).

#### *Income, Class, Gender*

- Real wages of British workers doubled between 1850 and 1906 (more disposable income).
- Women gained full property rights in 1882 in Great Britain (Married Women's Property Act).
- Thorstein Veblen, in *The Theory of the Leisure Class* (1899), coined the term “conspicuous consumption” for the bourgeoisie asserting its new social status.

#### *Family Appearances — Clothing and Housing*

- Housing reform and domesticity provided basis for home as refuge from outside world and encouraged increased spending on household items.
- There was a greater focus on appearances — clothes, beach houses and seaside vacations, private coaches, music, opera, theater, travel, books, meals and entertaining, furniture, interior design.
- *Mrs. Beeton's Book of Household Management* (1861) focused on domestic life that involved consumer spending and displays; “home economics.”
- Interior design reflected influence of African, Asian and Oceanic subject matter and artistic styles.
- Women's fashion featured crinoline dresses, corsets and bustles.

#### *Leisure and Sports*

- Dance and music halls expanded, as well as vaudeville (50 theaters by 1900 in London).
- Michelin guides appeared in 1900 (travel, bicycle racing).
- World fairs and art museums grew as leisure activities and showcased new products and world travel.
- Organized sports expanded, including racing (gambling), soccer (1863 — British football association), rugby, auto racing, cricket and modern Olympiad.
- Physical activities, such as bicycling (1903 — Tour de France), hiking and touring, were popularized.

#### *Products and Shopping*

- New goods appeared — bicycles, typewriters, clocks, sewing machines, household appliances, toothbrushes, umbrellas.
- Bon Marché and other department stores featured lavish displays, finer clothes, toilet paper, marketing, professional staff, grand staircases.
- Advertising expanded (Pears soap, White Man's Burden), including mail-order catalogs.
- Persian textiles, Oriental carpets, wicker furniture, Chinese porcelains and ivory (pianos) were popular.
- Children's games, toys, clothes and books were increasingly available.

The second industrial revolution ~~led~~ led to a further advanced middle class opened to a new lifestyle and methods of leisure as a result of new technologies. Imperialism spread Western culture around the globe, but, most significantly for Europeans, contributed raw materials and opened new world markets that allowed Europeans to rely on not only necessities but also luxuries. The cohesive nature of both industrialization and imperialism served to develop a consumer culture for Westerners during this period.

This second industrial revolution sparked the chemical industry, along with others, which began as scientific but developed into mass consumer products and commodities. As industrialization continued, increased urbanization followed, and the middle class of the early 19<sup>th</sup> century expanded more so and became even more dominant. This middle class came to power over city life, and instead of catering to the aristocracy, society now catered to the middle class. A shorter work week and shorter work hours were established, and laws continued to be passed to make factory work less detrimental to working classes. This new leisure time demanded a larger variety of social life, new vacation opportunities, and new consumer products. Luckily, on the side of inventions, advancement in chemical, electrical, and engineering fields created products and methods of transportation previously unavailable to the masses. The railroad became a signature travel opportunity,

As middle class families could now take leisurely vacations. Also, as mass production came even more widespread and the revolution in textiles started in the first industrial revolution continued, department stores were established to provide women with even convenient ways of shopping. As industry became more established and multiple laws were enacted for women to be given less hours of laborous work, more women returned to the home and worked domestically, allowed the ideal of a group of women shopping and having lunch to develop. These new ideals were portrayed in the arts, such as by Renoir who commonly portrayed middle class people ~~in~~ leisure. This second industrialization greatly furthered consumer society, something aided by ~~an~~ ~~outlet~~ nonwestern states as well through imperialism.

The spread of imperialism began as nationalistic tendencies arose among developed, industrialized countries of the west. Although some holdings, such as French Algeria previously existed, imperialism on a large scale occurred as the scramble for Africa began and native countries were overtaken by foreigners. As Europe divided up Africa and Britain, most importantly, took control of India, Europeans were opened up to new markets. As new raw materials were gained, Europe could produce even more products, and natives could be sent to work for the imperial forces to further production. Also, the numerous markets established, as well as the convenience of the

5A-3

Write in the box the number of the question you are answering on this page as it is designated in the exam.

Suez canal allowed Europeans to gain much. Exotic commodities could also be gained, especially through India. As European settlers took over Africa and part of Asia, they became more productive and produced an excess of goods, shipped back to their country, furthering the consumerism of this period. England and France were great benefactors in this, while Belgium, Germany, Italy, and other countries had holdings as well. The natives provided an expanded labor force, the lands were new markets and resources, and the fact that this scramble for lands occurred at once led to a vast world market.

Industry and imperialism coupled together account for a mass consumer society in this early Modern period, as the middle class of Westerners began to experience leisure time and a surplus of money to spend ~~only~~ on newly invented or newly imported goods. Through the Second Industrial Revolution, Westerners gained a new sense of society as they could now balance work with travel and pleasure, while imperialism gave them the ability to obtain foreign goods and ~~extended~~ materials through new and world markets. The expanded combination of newly made goods from industry, new commodities of imperialism established a dominant consumer culture of this day.

Between 1850 and 1914, a dramatic shift occurred in European society. Where before there had been the Cottage Industry and home produced goods, there were now factories that sold to markets all around the world. Imperialism and industrialization made goods less expensive because of mass production and easily obtained raw materials, made goods more widely available to the public, and spread products to markets worldwide which spread consumerism.

Imperialism from centuries before had provided bases for which mother countries could obtain raw materials cheaply. This allowed factories to make goods back home to export or sell ~~cheaply~~ <sup>for less</sup> at home. When industrialization began occurring, the mass production of goods became more widespread, which also made goods less expensive. Mass production did not require skilled artisans to make the products, which helped bring prices down. The initial investment of machinery meant that fewer workers would have to be paid, and this savings was transferred to consumers.

The Industrial Revolution also made goods more widely available to the lower classes. As prices decreased, lower income families were able to keep up with fashion trends and improve their housing.

Before the consumer age emerged, fashion and non-essential goods had generally been reserved for the wealthy, but now the middle class, and even some from the working class could be involved.

These were all benefits from mass production and more efficient technology such as the spinning jenny and water frame which allowed textiles to be woven more quickly.

With imperialism came the spread of European ideas all over the world. Industrialization created the goods in larger quantities and Europeans brought them to places like Africa and India. Consumerism was easily transferred to European colonies because of the profound influence that European culture had there. India began to steal ideals like nationalism, so clothing and house wares were not too far a stretch for them to adopt. When places like North America began to industrialize, consumerism exploded at an even higher rate than before.

The consumer culture in Europe was essentially ushered in by European imperialism and industrialization. Industrialization helped make goods available to lower classes, both made products less costly, and imperialism spread consumerism around the world. 1850 was the beginning of a drastic alteration of societal values.

Write in the box the number of the question you are answering on this page as it is designated in the exam.

5C-1

From 1850 to 1914 industrialization and imperialism would lead to the development of a consumer culture. Industrialization made more goods for cheaper. Imperialism brought in new goods from overseas. Industrialization and Imperialism led to a consumer culture because of the influx of ~~goods~~ cheaper goods and the moving away from a production culture.

Industrialization was the process of making industry a key factor of the lives of people. Industrialization brought more people into factory work. These people with the help of new inventions, electricity, steam power, new machines, would go on to produce more goods. The goods were made more efficiently and cheaper. This allowed more people to purchase, consume, more goods. As this industrialization continued more people moved away from agricultural production to factories. As a result more people were consuming than producing.

Imperialism also contributed to the new consumer culture. The European nations went out and conquered new lands. These lands were used for new spices and trade. With industrialization, these nations began to import more and more goods and food. These new land were placed into a produce culture for the Europeans to consume. Imperialism allowed

5C-2

Write in the box the number of the question you are answering on this page as it is designated in the exam.

Europeans to import more goods instead of producing the goods.

Industrialization and Imperial led to a consumer culture because of the influx of cheaper goods and a moving away from a production culture. Industrialization led to a more efficient way to produce goods. It also made more people work in factories instead of in the fields. Imperialism allowed Europeans to import any goods they needed from the newly discovered lands.

# AP<sup>®</sup> EUROPEAN HISTORY 2011 SCORING COMMENTARY

## Question 5

### Overview

This question required students to connect three developments causally — industrialization, imperialism and consumer culture. Given the period specified (1850–1914), the question required students to discuss the Second Industrial Revolution and European “new imperialism” in Africa and Asia. The term “consumer culture” calls for an analysis of the cultural and social effects of economic developments. References merely to consumer “goods” did not fully address the intent of the question.

### Sample: 5A

#### Score: 9

The essay provides a strong thesis (particularly well developed in the conclusion) that explicitly addresses the question and maintains an effective and consistent focus on the appropriate time period, including subtle historical context. Multiple pieces of evidence are presented in support of the main argument in relation to industrialization. The discussion of the impact of imperialism on the creation of consumer culture is less specific but is conceptually strong nonetheless. Overall the essay addresses all parts of the question by developing strong causal links and effectively supporting the argument with examples, especially for industrialization. The essay earned the maximum score of 9 because of its high degree of sophistication and abundance of relevant detail.

### Sample: 5B

#### Score: 5

The essay has a clear thesis that addresses the question. A connection is established between industrialization and imperialism and consumer culture, though in general terms. A few examples are mentioned of in-period consumer goods that became more widely available as a result of mass production (clothing, housewares). At times the response seems to conflate the First and Second Industrial Revolutions (referring, for example, to inventions such as the spinning jenny and the water frame), though it is more often on task than off task. There are few specific examples of the link between imperialism and consumer culture, and they refer to the export of European industrial goods and consumer preferences overseas, not to the process of creation of consumer culture in Europe. The essay did not merit a score of 6 owing to the limited number of examples provided and the presence of some out-of-period references. It earned higher than a score of 4 because of its clear thesis and consistent focus on the concept of consumer culture.

### Sample: 5C

#### Score: 2

The thesis responds to the question, but in very general terms. The discussion of industrialization lacks specificity (the only example of in-period technological advance is a passing reference to electricity), conflates the First and Second Industrial Revolutions, and sets up an erroneous dichotomy between producers and consumers. The section on imperialism is limited, and the links to consumer culture it attempts to establish are either tenuous or out-of-period (for example, the reference to spices). Because the essay does not address explicitly the concept of consumer culture (as distinct from consumption of goods), and because it does not provide sufficient evidence for its assertions, it did not earn a score of 3. It earned higher than a score of 1 because it presents a thesis and attempts to link industrialization and imperialism to increased consumption of goods, albeit in a general way.