**The Story of Stuff**



1. **Identify what is driving the above life cycle of a product? Why does it exist? Answer in a few sentences below.**

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| **Extraction** | **Production** | **Distribution** | **Consumption** | **Disposal** |
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1. **Make a list of negative factors related to our ”stuff’ based lifestyles. At least three for each one.**

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| **Extraction** | **Production** | **Distribution** | **Consumption** | **Disposal** |
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| **Term** | **Definition** |
| **Zero waste** |  |
| **Conscious consuming** |  |
| **Closed loop production** |  |
| **Consumer labeling** |  |
| **Corporate social responsibility** |  |
| **Cradle to cradle design** |  |
| **Extended producer responsibility** |  |
| **Government accountability** |  |
| **Local living economies** |  |

1. **Define the following solutions and classify them from the most to the least important**

 Analyzing and Evaluating “A Story of Stuff”

1. What is the overall message of “story of Stuff?”
2. What audience do you believe that Annie Leonard is trying to reach?
3. What persuasive techniques does Annie use to try to convey her message?
4. Why do you think that she uses a 20-minute video format as opposed to another format like an essay, blog or poster?
5. Does the author have a bias? Give an example.
6. Who might disagree with the video and what would be the basis on which they might disagree?
7. Discuss the extent to which you believe that the presenter makes a convincing argument.
8. Has the video changed the way in which you think about consumption? How?