**Merchants of Cool Study Guide**

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

**Before Viewing**

1. How do you know what is “cool”, or what is “in”?
2. What are some of the things (clothes, people, music, TV, etc) that are cool or in right now? Why are they cool?
3. Who decides what is cool?

**During Viewing**

1. Describe the following methods used by corporate America to find out what's hot among teens?
   1. focus groups
   2. "correspondents"
   3. computer chat rooms
   4. ethnography studies
2. What role does the caricature termed the "mook" play in marketing to teenage boys?
3. What role does the "midriff" play in marketing to teenage girls?
4. What is the importance of "pop?"

1. Describe what the narrator calls "the feedback loop."

**After Viewing**

1. What does it mean to sell cool?
2. Brainstorm some modern day equivalents to the examples shown in the documentary.