**The Power of Memes**

**Directions:** Answer the following questions using the Power of Memes article. The page number the answer can be found on is listed with the question.

1. Define meme. (65)

2. Explain Classical (Darwinian) evolutionary theory. (65)

3. Memes are stories, songs, habits, skills, inventions and ways of doing things that we copy from person to person by _______________________________. (65)

4. Explain “viral” memes. Provide three examples of these memes. (66)

5. Make a chart listing Memes and Non-Memes. Provide five examples for each one. (66)
6. The vast majority (of memes) make up the very stuff of our lives, including languages, ____________________, financial institutions, ____________________, ____________________. (66)

7. Explain Lee Alan Dugatkin’s argument in the article. Explain the experiment he uses to back up his argument. (67)

8. Rise of culture could have begun when our early hominid ancestors learned to ________________ one another. Individuals best able to imitate new ____________________ skills such as fire making would ________________, favoring genes that made them better adapted for generalized ____________________. (68)

9. The process by which memes control gene selection is called ___________________________. Explain the meaning of this term. (69)

10. Do Robert Boyd and Peter Richerson agree with Susan Blackmore that beliefs and ideas (memes) are also replicators? Why or why not, explain. (70-71)

11. What are Henry Plotkin’s two main issues with Susan Blackmore’s argument regarding memes? Explain. (72)