

A link will be provided to this video on our class website for you to re-watch if necessary.

1.) What does Schwartz say is the “official dogma of western society?”

2.) He gives several examples of how this dogma is ingrained in our lives. Briefly explain each:

salad dressing

stereo systems

phones

“patient autonomy”

marriage/family

3.) What *is* the paradox of choice?

4.) WHY, according to Dr. Schwartz, are we less happy the more choices we have?

5.) What are “opportunity costs”?

6.) What techniques or strategies does the speaker use to engage his audience? Is he successful?
How can you tell?

7.) Describe the speaker's tone throughout the presentation.

8.) How do the ideas presented in this lecture connect thematically to *Fahrenheit 451*?