

1. Which of the following statements is correct?
 - a) The name a parent gives a child has a significant effect on the child's success in later life.
 - b) The more unique a child's name is, the more likely he/she is to be successful in later life.
 - c) A child's name tends to reflect the parent's life, and the latter is the more important determinant of a child's success in later life.
 - d) There is no identifiable relationship between a child's name and his/her prospects for success in later life.
2. Levitt and Dubner's discussion of where does a name come from shows us that:
 - a) high-income families often give their children unique names.
 - b) there is no correlation between a child's name and the parent's socioeconomic status.
 - c) movie stars and other icons have a large influence on name trends.
 - d) lower-income families will adopt names that catch on among high-income families over a short period of time.
3. Assuming Jake Williams and DeShawn Williams are born in the same neighborhood and into the same familial and economic circumstances, it is likely that:
 - a) Jake and DeShawn will live extremely different lives based solely on their different names.
 - b) Jake and DeShawn will have similar life outcomes.
 - c) because of their different race-related names Jake and DeShawn will end up living in different neighborhoods when they grow up.
 - d) we have no idea what will happen.
4. Names that are initially popular among higher-income parents gradually move down the socioeconomic ladder and eventually fall out of favor all together. An economic explanation for this phenomenon:
 - a) as a name becomes more popular its relative scarcity, and therefore its relative value, declines.
 - b) a name associated with lower income families is necessarily an economic "bad."
 - c) the demand for anything is a function of income; the higher the income, the higher is demand.
 - d) the more a name is used, the more the supply of the name decreases.
5. The girl's name Annika is currently popular among higher-income, better-educated parents. Based on recent trends described in the text, which of the following is the most likely description of what will happen to the use of this name over time.
 - a) It will remain popular among higher-income parents, but eventually slip into obscurity.
 - b) Lower-income parents will increasingly choose it for their baby girls, but it will then slip into obscurity.
 - c) Lower-income parents will increasingly choose it for their baby girls, and it remain popular among that group for several decades.
 - d) It will quickly slip into obscurity. What parent in his/her right mind would name his/her daughter Annika?
6. The California names data suggests that most parents, when naming their child, use a name to:
 - a) signal their own expectations of how successful the child will be.
 - b) influence how the outside world will view their child.
 - c) distinguish their child from their future peers.
 - d) remind the child of the character of the person they were named after.
7. Levitt and Dubner are of the opinion that Shithead, Orangejello, and Lemonjello:
 - a) will be popular names in the future.
 - b) are dumb names.
 - c) will not catch on as popular names.
 - d) have mean parents.