# SCS 100 Theme 1: Comparison Template

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|  | **Ad 1:**  | **Ad 2:**  | **Ad 3:**  | **Ad 4:**  |
| 1. Question(s) related to how individuals are represented in the [ads](http://adsoftheworld.com/media/print/milky_way_caramel_wedding) |  |  |  |  |
| 2. Questions related to how groups and group behavior are represented in the ad |  |  |  |  |
| 3. Questions related to how culture and cultural identity are represented (or not represented) in the ad |  |  |  |  |
| 4. How do the ads compare to each other? |  |
| 5. What overall observations might a social scientist be interested in studying in relation to the themes present in these advertisements? What larger questions about human interactions might they ask? |  |