

AP[®] UNITED STATES HISTORY

2016 SCORING GUIDELINES

Short Answer Question 3

“They were aggressive men, as were the first feudal barons; sometimes they were lawless; in important crises, nearly all of them tended to act without those established moral principles which fixed more or less the conduct of the common people of the community. . . . These men were robber barons as were their medieval counterparts, the dominating figures of an aggressive economic age. . . . Under their hands, the renovation of our economic life proceeded relentlessly; large-scale production replaced the scattered, decentralized mode of production; industrial enterprises became more concentrated, more ‘efficient’ technically, and essentially ‘cooperative,’ where they had been purely individualistic and lamentably wasteful.”

Matthew Josephson, historian, 1934

“What really lifted the giants above the rest was the ability to envision where the world, or their part of it, was going, and to act on that vision in a creative ways. . . . From the days of Adam Smith, self-interest has been the acknowledged driving force of capitalism; the secret of the market system is that one person’s self-interest can simultaneously serve the interests of others. Buyers and sellers, producers and consumers, investors and entrepreneurs take reciprocal advantage of each other. Success rewards those who can discover or create areas of reciprocity; the larger the area, the greater the success. . . . They were captains of industry; but like officers of volunteer regiments, they held their posts at the sufferance of those they led.”

H. W. Brands, historian, 1999

Using the excerpts, answer (a), (b), and (c).

- Briefly explain ONE major difference between Josephson’s and Brands’s historical interpretations of business leaders who rose to prominence between 1865 and 1900.
- Briefly explain how ONE person, event, or development from the period 1865–1900 that is not explicitly mentioned in the excerpts could be used to support Josephson’s interpretation.
- Briefly explain how ONE person, event, or development from the period 1865–1900 that is not explicitly mentioned in the excerpts could be used to support Brands’s interpretation.

Scoring Guide

0–3 points

Score 3

Response accomplishes **all three** tasks set by the question.

Score 2

Response accomplishes **two** of the tasks set by the question.

Score 1

Response accomplishes **one** of the tasks set by the question.

Score 0

Response accomplishes **none** of the tasks set by the question.

Score NR

Is completely blank

AP[®] UNITED STATES HISTORY

2016 SCORING GUIDELINES

Short Answer Question 3 (continued)

Scoring Notes

a) Briefly explains ONE major difference between Josephson's and Brands's historical interpretations of business leaders who rose to prominence between 1865 and 1900.

Examples of responses to (a) that would earn the point:

- Josephson argues that industrial leaders succeeded through immoral actions but in doing so consolidated businesses and made capitalist production more efficient.
- Brands argues that capitalist self-interest was beneficial not only to industrial leaders themselves but also to people around them and business in general.
- Brands argues that industrial leaders were captains of industry and that they consolidated industry, which he sees as socially and economically beneficial.

b) Briefly explains how ONE person, event, or development from the period 1865–1900 not explicitly mentioned in the excerpts could be used to support Josephson's interpretation.

Examples of responses to (b) that would earn the point:

- Examples of exploitative consolidation by individuals such as Andrew Carnegie, John D. Rockefeller, J. P. Morgan, Jay Gould, Cornelius Vanderbilt, etc.
- First efforts to regulate trusts were the Interstate Commerce Commission (1887) and the Sherman Anti-Trust Act (1890)
- Use of Social Darwinism or Gospel of Wealth to justify great wealth for some
- Periods of boom and bust in the economy
- Use of antitrust legislation to support corporations and sometimes to repress organized labor
- Organization of a labor movement to oppose robber barons; outbreak of strikes, some nationwide
- Use of federal and militia forces to put down labor strikes and protests
- Rise of the Populists, the Progressives, muckrakers, labor unions, and radical socialists and communists, all evidence of those seeking to redress growing inequities in the system
- Corrupt political influence to serve economic self-interest (e.g., political machine and Boss Tweed)
- Evidence of growing inequities in industrial America (cheap labor, little regulation, slums, tenements, etc., as evidence of poverty versus the appearance of the first millionaires and conspicuous consumption as evidence of wealth)

c) Briefly explains how ONE person, event, or development from the period 1865–1900 not explicitly mentioned in the excerpts could be used to support Brands's interpretation.

Examples of responses to (c) that would earn the point:

- Benefits brought by industrial and managerial capital: national markets; transportation and communications networks; innovations in industry, production, commerce, and finance; technological innovations; in many instances, falling prices for goods produced more efficiently and cheaply.
- Overall standard of living and wealth (Gross Domestic Product or GDP) in the United States continues to rise; immigrants stream into the United States, attracted to opportunity.
- The United States becomes the industrial and economic engine of the world economy, which continues for much of the 20th century.
- Henry Ford may be included in an exemplary list of industrialists within the time period who fit Brand's interpretation; however, used alone, Ford is outside the time period.
- The Gospel of Wealth as evidence of using wealth for the greater good

**AP[®] UNITED STATES HISTORY
2016 SCORING GUIDELINES**

Short Answer Question 3 (continued)

- Inspirational elements of upward mobility evident in Horatio Alger's rags-to-riches stories
- Consumers benefit from industrial and technological innovation, efficiency, and production

NOTE: it would be acceptable for test-takers to use some of the same examples (e.g., Andrew Carnegie, vertical/horizontal integration) to respond to both (b) and (c), as long as they explain how the example supports both interpretations.

SAQ 3A

Use a blue or black pen only for the short-answer questions. Do NOT write your name. Do NOT write outside the box.

QUESTION 3

~~Josephson's opinion of large business leaders was that all the men cared about was money, and how to make more of it, taking out small businesses if necessary, while Brands argues that by working for success, the corporations also benefit the consumers, that they deserve the success the "captains of industry" have achieved. Vertical or horizontal integration were key factors in the success of businessmen as Vanderbilt or Carnegie, either monopolizing an entire enterprise through horizontal, or buying up the whole of the production line with vertical integration. Both of these methods put strain on farmers and average consumers by raising up prices as high as the business pleased. Yet, businesses like Standard Oil or Carnegie Steel hired thousands of workers, benefitting the working class, and helping the economy. The unemployment rate went down during the time period of unregulated big business and trusts.~~

SAQ 3B

Use a blue or black pen only for the short-answer questions. Do NOT write your name. Do NOT write outside the box.

QUESTION 3

One major difference between ~~Josephson's~~ Josephson's and Brend's historical interpretation of business leaders who rose to prominence between 1865 & 1900 is the idea the leaders held. Josephson believes they were cruel & aggressive while Brend's believes they had creative thoughts.

One development from the period of 1865-1900 that supports Josephson's interpretation is the formation of labor unions. Many workers felt as if their leaders were selfish and brutal, so they tried to stop it.

One ~~development~~ ^{development} from the period of 1865-1900 that supports ~~Brend's~~ Brend's interpretation is the development of a consumer society. ~~People~~ People bought what they felt was good and the leaders benefited from this.

SAQ 3C

Use a blue or black pen only for the short-answer questions. Do NOT write your name. Do NOT write outside the box.

QUESTION 3

One major difference between Josephson's and Brand's historical interpretations of business leaders who rose to prominence was that in Josephson's view of the business leaders were aggressive men, and robber barons. Brand's view of the business leaders were smart, and they took advantage of what they did. In Brand's view, he conveys that the business leaders were buyers and sellers, producers and consumers. As you can tell, John Pierpont Morgan was an investor and a business man, and he owned the oil company.

AP[®] UNITED STATES HISTORY

2016 SCORING COMMENTARY

Short Answer Question 3

Overview

This question allowed students to compare two excerpts from secondary sources, one written by Matthew Josephson and the other by H.W. Brands, historians who have written on the industrialists of the late-nineteenth century. The question assessed the historical thinking skill of interpretation. Referring to the excerpts, the question asked students to explain a significant difference between Josephson's and Brands's understanding of late-nineteenth century industrialists (task a) and then to explain how examples of a historical person, event, or development in the period from 1865 to 1900 could be used to support each interpretation (tasks b and c).

Sample: 3A

Score: 3

- a) 1 point: The response provides a good explanation of the different interpretations of Josephson and Brands and the effects of industrial pursuits on both producers and consumers.
- b) 1 point: The response accurately explains the differences between horizontal and vertical integration (more frequently responses confuse these) and links their negative effects for the consumer to the benefit for the producer.
- c) 1 point: The response supports Brands's optimistic assertion of the beneficial effects business had on the American economy through increased employment during the "period of unregulated big business and trusts." Overall, this is a good example of a paragraph form response.

Sample: 3B

Score: 2

- a) 1 point: The response provides an adequate, though simplistic and not fully developed, contrast between the Josephson and Brands interpretations. Overall, it is a response that just crossed the threshold for the point.
- b) 0 points: The response includes "the formation of labor unions" but does not sufficiently develop the example enough to earn the point.
- c) 1 point: The response adequately explains Brands's interpretation by identifying the "development of a consumer society" and how it benefitted both the producers and the consumers. It earned the point.

Sample: 3C

Score: 1

- a) 1 point: The response identifies that Josephson looks at industrialization in a negative light ("aggressive men"), whereas Brands views industrialization in a positive light ("smart"). The simplistic response incorporates language directly from the excerpts, minimally fulfilling the requirement.

**AP[®] UNITED STATES HISTORY
2016 SCORING COMMENTARY**

Short Answer Question 3 (continued)

b) 0 points: The reference to Morgan is historically incorrect and does not clearly attempt to connect back to Josephson's interpretation.

c) 0 points: There is no example or analysis of Brands's interpretation but simply the inclusion of some of his key words.