

Using the abbreviations below, identify what diffusion related concept is illustrated by each example or statement by writing the matching abbreviation in the space provided. There may be more than one correct answer for a given item.

HRTH=Hearth

InIn=Independent Innovation

EDB=Economic Diffusion

Barrier

PDB=Physical Diffusion Barrier

CDB=Cultural Diffusion Barrier

TDT=Time Distance Decay

STC=Space Time Compression

SSAC=S Shaped Adoption

Curve

RD=Relocation Diffusion

HD=Hierarchical Diffusion

CD=Contagious Diffusion

SD=Stimulus Diffusion

- _____ Apple sends out orders to its research centers, factories, and retail stores around the world.
- _____ The spread of radio in the 1920's first from Pittsburgh, Detroit, LA Seattle (where ad revenue could pay for large initial investments) and then to 126 small and medium markets.
- _____ Castro blocking TV signals from Florida.
- _____ The relationship of the Saudi Arabian Peninsula to the spread of Islam.
- _____ The spread of Crocs footwear, first marketed through boat shows to sailors, then to gardeners, and then to kids.
- _____ The spread of the Amish religion from Switzerland to North America in the 18th century, driven mostly by the persecution of Anabaptists (those who practice adult baptism) in Europe.
- _____ Europe and the Middle East cultural relationship to the United States.
- _____ Europe, North America, and Japan's economic relationship to the rest of the world.
- _____ The spread of the sport of cricket throughout the British Commonwealth.
- _____ The initial spread of AIDS to the U.S. and to all fifty U.S. states culminating in 1993.
- _____ IBM computers adopt GUI (Graphic User Interface, i.e. mouse clicking) from Apple in the 1970's to replace their (very sad) system of having to type in all commands to do anything.
- _____ The spread of Christianity in Europe after it became the official religion of the Roman Empire under emperor Theodosius in 391.
- _____ The spread of Christianity to the Native Americans.
- _____ Indian farmers are not buying hybrid seeds or fertilizers because they can't afford them.
- _____ The spread of AIDS in the U.S. after 1993.
- _____ Indian restaurateurs adopting the fast food model but substituting veggie burgers for hamburgers because of the Hindu prohibition on eating beef.
- _____ The spread of agriculture from the fertile crescent into Europe beginning about 10,000 years ago.
- _____ Japan's Sakoku ("locked country") period during which it was the foreign relations policy of Japan that no foreigner could enter nor could any Japanese leave the country on penalty of death.

- _____ Low condom use in South Africa because of a belief among many that "condoms are for prostitutes" and that sperm has beneficial health effects.
- _____ The spread of the slang term "chedda" (money) in 2012.
- _____ The spread of the increasingly effective antiviral AIDS medicines.
- _____ The invention of calculus by both Newton and Leibnitz.
- _____ The spread of Silly Bandz (silicone rubber bracelets and toys), which originally were sold in only a few stores in Ohio and were never advertised.
- _____ A businessman in Chicago teleconferences with a client in Berlin.
- _____ The spread of a new fashion from NY and Paris to other large cities and then to smaller outlying towns.
- _____ New York, Florida, and California's relationship to the spread of AIDS in the 1980's.
- _____ The high rate of AIDS diffusion in Thailand in comparison with China due to different sexual mores.
- _____ North Korea's borders.
- _____ The lack of alcohol sales in Muslim countries.
- _____ The process by which a Cherokee man, seeing the white men making marks on paper to sign agreements or remember long speeches, devised a writing system for the Cherokee language.
- _____ Only 10,000 of the all electric Nissan Leafs were sold in its first year (2011) but over four times as many are expected to be sold in 2013.
- _____ The spread of the H1N1 virus in 2009, brought to the U.S. by college students vacationing in Mexico and spreading rapidly thereafter around the U.S. and the world.
- _____ The sales of flat screen TVs peaked in 2010 and is now falling.
- _____ Oral contraception not being approved in Japan until 1999.
- _____ Putting mayonnaise on French fries does NOT cross the Atlantic.
- _____ A virtual drone pilot on a military base outside Las Vegas commands a drone in Pakistan to kill ten people in a caravan.
- _____ The flowering of monumental architecture in the form of pyramids in ancient Mesopotamia (ziggurats), Egypt and Mesoamerica.
- _____ The spread of blues music from the south to Chicago in the mid 20th century.
- _____ A consumer frequently shops at a small hardware store near to his home and much less frequently at a distant big box store despite the latter having lower prices.
- _____ The spread of English, French, Spanish and Portuguese into the New World.
- _____ A flu outbreak is severe only in one part of the U.S.
- _____ The wall/fence between the U.S. and Mexico.
- _____ The spread of Euro coins specific to a single country to other European countries upon the introduction of the Euro in 1999.

- _____ Agriculture develops in Mesopotamia, SE Asia, and Mesoamerica without contact between them.
- _____ The spread of Mexican cuisine into and throughout the United States.
- _____ A new song from Quebec not spreading rapidly to English speaking parts of Canada. (Blame Canada! Blame Canada!)
- _____ The spread of Punk music from London and New York in the mid-1970's.
- _____ A person flies to NY to Paris for lunch and returns the same evening.
- _____ A person makes only local calls and avoids calling long distance because of cost.
- _____ The spread of the news of the 2004 tsunami in SE Asia.
- _____ The Tibetan plateau's contribution to the isolation of Tibetan culture up to the 20th century.
- _____ Travel time from New York to Miami in 1700: 2 months. In 1800: 2 weeks. In 1900: 2 days. In 2000: 2 hours.
- _____ The spread of Islam from the Arabian Peninsula to Egypt and North Africa, through Southwest Asia, and into West Africa and the Iberian Peninsula.