

Diffusion

The process by which an idea or innovation is transmitted from one individual or group to another across space -
Fellman

- People move to a new area and take their culture with them – examples include - crops, culture, farming techniques, building styles

Known as

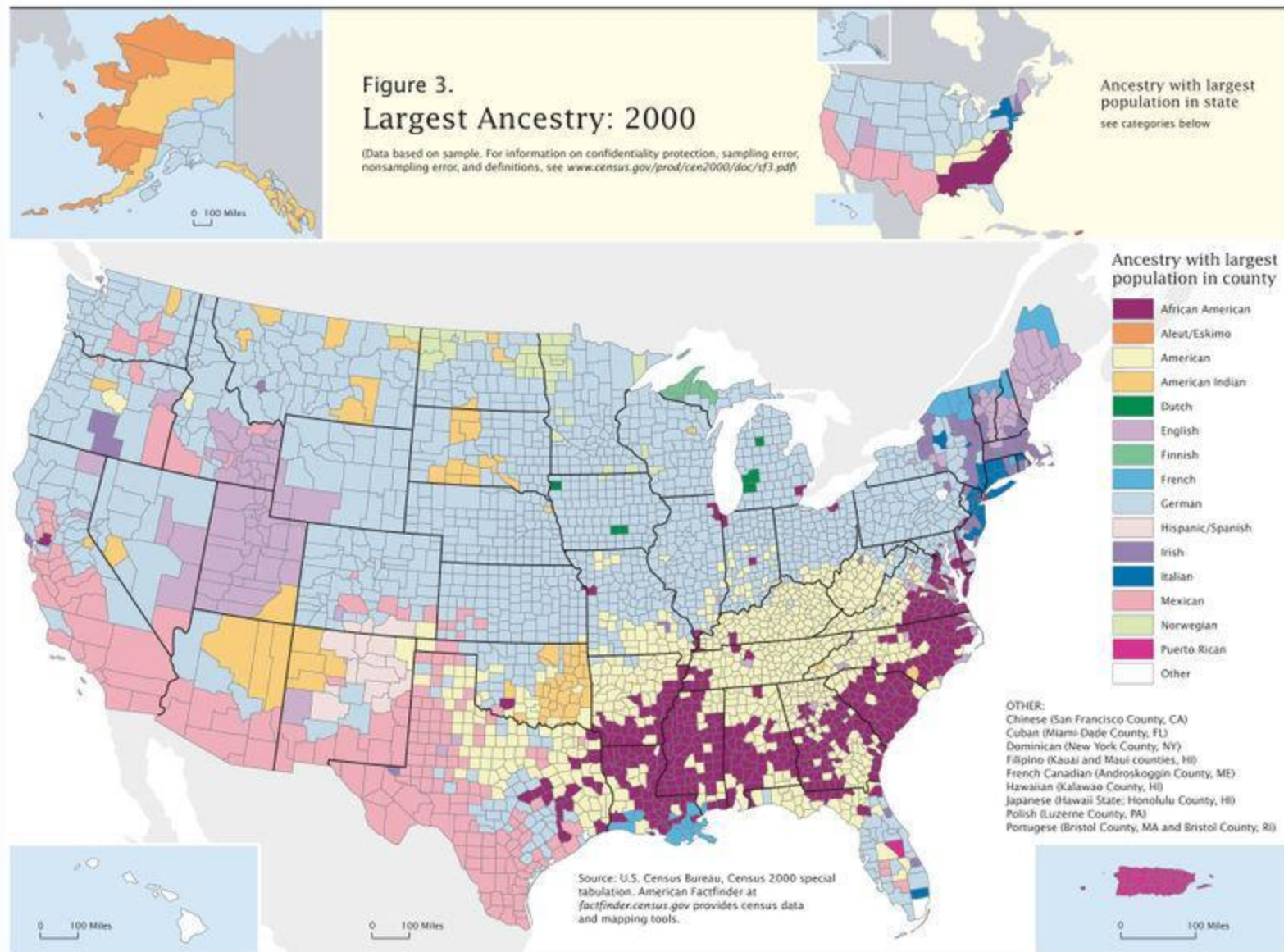
Relocation Diffusion

- Information about an innovation may spread through a society – examples include - Hybrid corn, Cd's, a religious creed. Possibly through mass media advertisement—

Known as

Expansion Diffusion

Relocation Diffusion



Type of Expansion Diffusion

- Contagious Diffusion
- Hierarchical Diffusion
- Stimulus Diffusion

Contagious Diffusion

- Diffusion that spreads like a disease – but not necessarily applying only to diseases!
- Affects nearly uniformly all individuals and areas outward from the source region
- Examples – influenza, ideas on the world wide web; agriculture (like hybrid seeds), Buddhism (but not all religions), breaking news, Domino Theory

Hierarchical Diffusion

- The spread of an idea from persons or nodes of authority or power to other persons or places
- Examples- Birkenstocks, Christianity, styles of clothing, music

Stimulus Diffusion

- A fundamental idea, though not the trait itself, stimulates imitative behavior
- Examples – creation of a unique Cherokee written language, Beta vs. VHS, Macs, Siberians domesticated reindeers (after seeing domesticated cattle)

Diffusion?

- <http://www.youtube.com/user/samsungmobileusa?v=nf5-Prx19ZM>

Cultural Hearths

- An area where cultural traits develop and from which the cultural traits diffuse.
- Examples – Islam, agriculture,

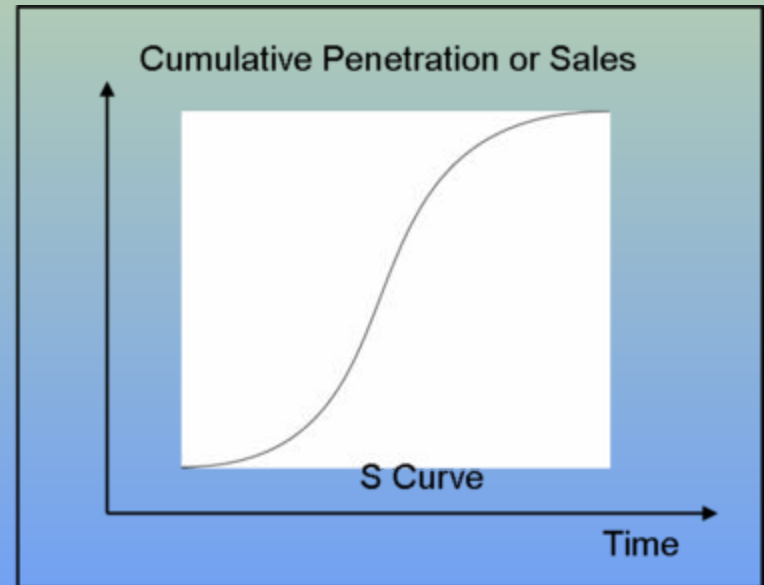
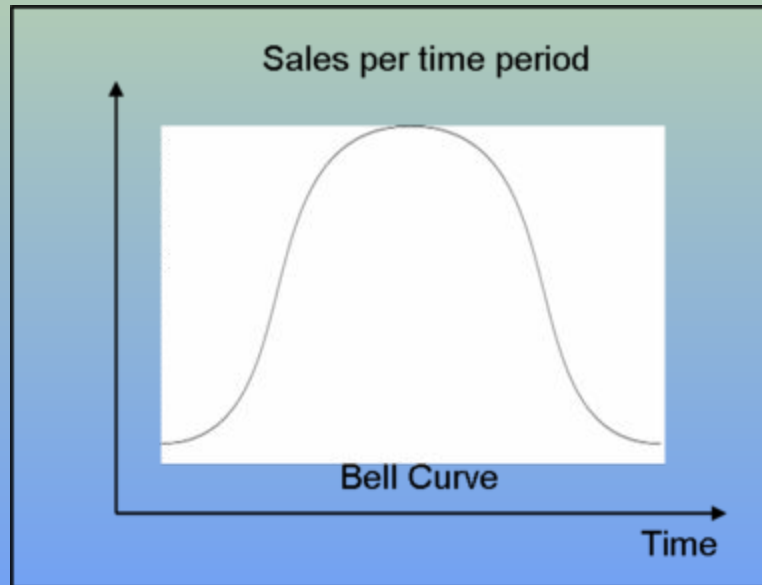
Time-Distance Decay

- The farther the place is from the hearth, the less likely an innovation is to be adopted.
- The acceptance of an innovation becomes less likely the longer it takes to reach its potential adopters.
- Cultural barriers work against diffusion.

- Types of Diffusion are not speed specific – no type of diffusion is particularly fast or slow

S-Curve

- Diffusion of innovations
- 3% - innovators, 13% early adopters, 68% majority, 16% laggards



- Which of the following type of diffusion spreads the quickest?
 - a. Contagious Diffusion
 - b. Hierarchical Diffusion
 - c. Stimulus Diffusion
 - d. Relocation Diffusion
 - e. None of the answers

- Which of the following is not a good example of a barrier to spatial diffusion?
 - a. A mountain range
 - b. A different language
 - c. A different dietary preference
 - d. A highway system
 - e. A strict religious system
- Write an explanation of why the wrong answers are wrong
- Rap music first appeared in New York in the 1970's. Later, it spread to large cities with vibrant African-American populations – such as Los Angeles, Oakland, Chicago, and Detroit – without being absorbed by the smaller cities and rural areas in between. This type of spatial diffusion is called
 - b. relocation potential
 - b. hierarchical diffusion
 - c. contagious diffusion
 - d. cultural diffusion
 - e. cascade diffusion

The center and place of origin of a cultural tradition is called a

- a. culture center
- b. cultural complex
- c. cultural trait
- d. culture hearth
- e. cultural genesis

The Spanish-language concentration of Little Havana in Miami is an example of what type of diffusion?

- a. relocation diffusion
- b. expansion diffusion
- c. stimulus diffusion
- d. hierarchical diffusion

FRQ Practice – NO Notes

- Define and Give an example of
 - Relocation Diffusion
 - Hierarchical Diffusion
 - Stimulus Diffusion
 - Contagious Diffusion (diseases not allowed)