

Exercise walk-through

3.4

Types of Diffusion

AP Human Geography

Types of diffusion

- **Relocation diffusion** : spreads as people move.
- **Expansion diffusion** : spreads outward, stays at source.
- Expansion = contagious, hierarchical, or stimulus.

Expansion diffusion comes in three forms

contagious

spreads outward from person to nearby person – a viral video, an accent, a disease

hierarchical

jumps from big, important places to other big places first – a fashion moving city to city, skipping the countryside between

stimulus

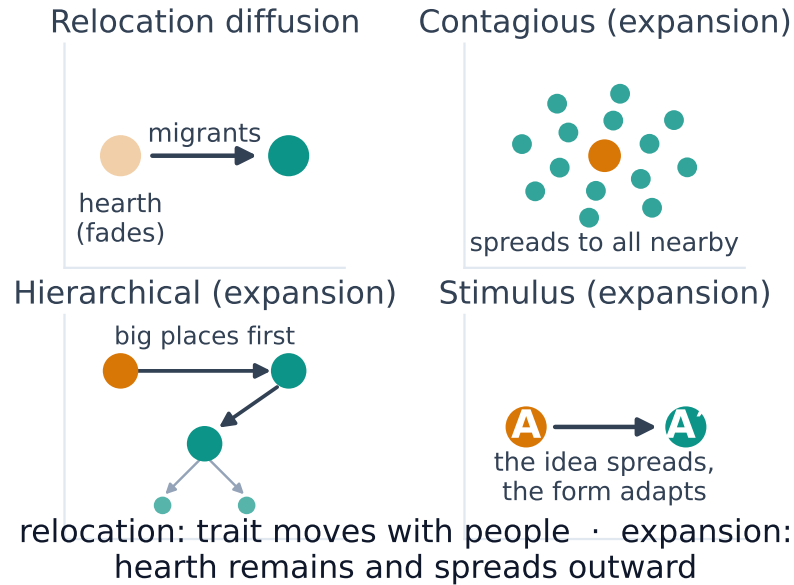
the underlying *idea* spreads even though the trait itself changes – a global fast-food brand rewriting its menu for a local market

and relocation

the separate case: the trait **moves with the people**, leaving the hearth behind

Expansion keeps the trait at the hearth and adds new places; relocation **carries** it away. That is the first split to make in any diffusion question.

Relocation diffusion moves with migrants; expansion



Relocation diffusion moves with migrants; expansion diffusion spreads outward while staying at the source

Causes of diffusion

- Historical:
colonialism, trade routes, migration.
- Contemporary:
globalization and communication technology.
- Time-space
convergence makes places feel closer.



Trade and media shrink cultural distance

What made diffusion fast

historic

trade routes, migration, **colonialism** and **imperialism** carried language, religion and crops across continents

contemporary

globalisation, the internet and cheap transport – **time–space compression** means a trend can now cross the world in days

the tension

the same forces that spread culture also **threaten local traditions**

the debate

a global culture against local identity – and whether the two must be exclusive

Every diffusion answer should end here: what spread, how fast, and what it displaced on arrival.

Exercises 2.1-2.2

2.1 State the difference between relocation and expansion diffusion. [2]

2.2 Define hierarchical diffusion and give one example. [2]

Exercises 2.1-2.2

2.1 State the difference between relocation and expansion diffusion. [2]

2.1

- relocation = a trait spreads as people move and carry it; expansion = it spreads outward while staying strong at the source
-

2.2 Define hierarchical diffusion and give one example. [2]

2.2

- spread through a hierarchy of nodes/key people first; e.g. a fashion adopted in major cities then smaller towns

Exercise 2.3 (a)

2.3 Migrants bring their cuisine to a new country, where it becomes popular.

(a) Name the diffusion type.

[1]

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[1]

(a)

- relocation diffusion

Exercise 2.3 (b)

2.3 Migrants bring their cuisine to a new country, where it becomes popular.

(b) State how it would differ if the cuisine spread by a viral video instead.

[1]

Exercise 2.3 (b)

2.3 Migrants bring their cuisine to a new country, where it becomes popular.

(b) State how it would differ if the cuisine spread by a viral video instead. [1]

(b)

- that would be expansion (contagious) diffusion – no one had to move

Exercises 3.1-3.2

3.1 A trend that spreads evenly from person to person across a neighbourhood shows [1]

☐

- A** relocation diffusion
- B** contagious diffusion
- C** hierarchical diffusion
- D** stimulus diffusion

3.2 A new technology's core idea spreads and is adapted locally, though the exact original is not. This is [1]

☐

- A** stimulus diffusion
- B** relocation diffusion
- C** hierarchical diffusion
- D** contagious diffusion

Exercises 3.1-3.2

3.1 A trend that spreads evenly from person to person across a neighbourhood shows [1]

☐

- A relocation diffusion
- B contagious diffusion
- C hierarchical diffusion
- D stimulus diffusion

3.1 B

- even person-to-person spread = contagious diffusion

3.2 A new technology's core idea spreads and is adapted locally, though the exact original is not. This is [1]

☐

- A stimulus diffusion
- B relocation diffusion
- C hierarchical diffusion
- D contagious diffusion

3.2 A

- the underlying idea spreads and is adapted = stimulus diffusion

Exercise 3.3 (a)

3.3 A global brand opens first in the largest cities worldwide, then in smaller towns.

(a) Name this diffusion type.

[1]

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(a)

- hierarchical diffusion

Exercise 3.3 (b)

3.3 A global brand opens first in the largest cities worldwide, then in smaller towns.

(b) Explain why it follows this order.

[1]

Exercise 3.3 (b)

3.3 A global brand opens first in the largest cities worldwide, then in smaller towns.

(b) Explain why it follows this order.

[1]

(b)

- it spreads through the most important/connected nodes (big cities) first