

Exercise walk-through

3.6

Contemporary Causes 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

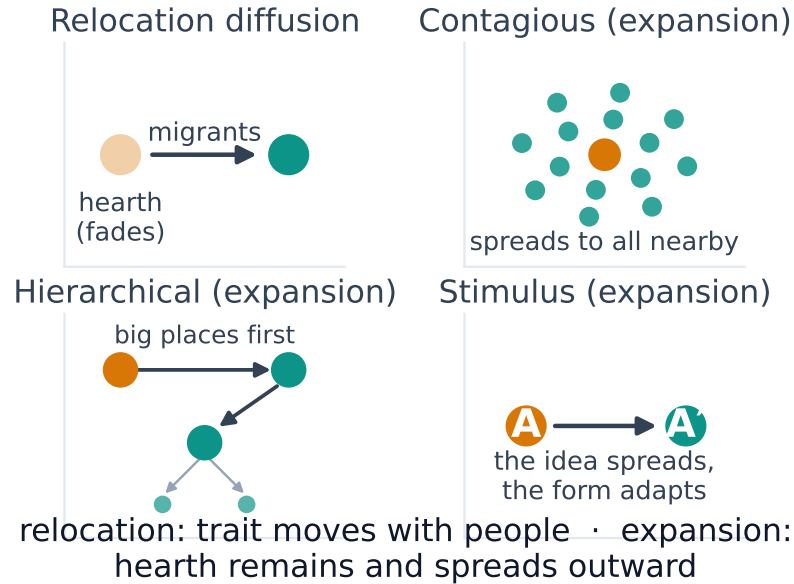
the underlying *idea* spreads even though the trait itself changes – a global fast-food brand rewriting its menu for a local market

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 Explain how the internet speeds cultural diffusion today. [2]

2.2 Define time-space convergence. [2]

Exercises 2.1-2.2

2.1 Explain how the internet speeds cultural diffusion today. [2]

2.1

- it spreads ideas/media instantly to a global audience; no physical movement of people is needed
-

2.2 Define time-space convergence. [2]

2.2

- the reduction in the time it takes to connect distant places as transport/communication improve, making them feel closer

Exercise 2.3 (a)

2.3 A dance trend appears online and is copied worldwide within days.

(a) Name the diffusion type.

[1]

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[1]

(a)

- contagious (expansion) diffusion

Exercise 2.3 (b)

2.3 A dance trend appears online and is copied worldwide within days.

(b) State the modern factor that made it so fast.

[1]

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(b) State the modern factor that made it so fast.

[1]

(b)

- global communication technology / social media

Exercises 3.1-3.2

3.1 The main reason cultural traits diffuse faster now than a century ago is

[1]

☐

A higher birth rates

B modern communication and transport technology

C environmental determinism

D smaller populations

3.2 The shrinking of travel and communication time between places is

[1]

☐

A distance decay

B time-space convergence

C sequent occupance

D carrying capacity

Exercises 3.1-3.2

3.1 The main reason cultural traits diffuse faster now than a century ago is

[1]

☐

A higher birth rates

B modern communication and transport technology

C environmental determinism

D smaller populations

3.1 B

- communication and transport technology accelerate modern diffusion

3.2 The shrinking of travel and communication time between places is

[1]

☐

A distance decay

B time-space convergence

C sequent occupance

D carrying capacity

3.2 B

- shrinking connection time = time-space convergence

Exercise 3.3 (a)

3.3 A global brand's products appear in cities worldwide almost simultaneously.

(a) State the process driving this.

[1]

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(a)

- globalization / rapid diffusion

Exercise 3.3 (b)

3.3 A global brand's products appear in cities worldwide almost simultaneously.

(b) Explain the role cities play in it.

[1]

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(b)

- cities are connected nodes where trends spread quickly and then outward