3.4 Types of Diffusion

Name: _____ Class: _____ Date: _____ **Total: 10 marks**

KEY WORDS contagious • hierarchical • stimulus • relocation diffusion • expansion diffusion

Objective

Build the skills to answer exam questions on the **types of diffusion** .

You must be able to:

- distinguish **relocation diffusion** from **expansion diffusion**
- distinguish **contagious** , **hierarchical** , and **stimulus** diffusion
- give an example of each
- identify the diffusion type from a description

1 Key knowledge and worked examples

Study these first. Each one shows the method for a task used later.

Relocation vs expansion

Relocation diffusion spreads a trait as people physically move and carry it. **Expansion diffusion** spreads a trait outward while it also stays strong at the source.

Types of expansion

Contagious: spreads person-to-person through an area (a viral trend). **Hierarchical**: jumps between key nodes/leaders first (fashion from major cities). **Stimulus**: the core idea spreads and is adapted, even if the original form is not.

Identifying the type

Ask: did people move (relocation) or did the idea spread outward (expansion)? If expansion, did it spread evenly (contagious), through nodes (hierarchical), or as an adapted idea (stimulus)?

2 Practice

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

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

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

(a) Name the diffusion type. [1]

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

3 Exam-style questions

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

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

(a) Name this diffusion type. [1]

(b) Explain why it follows this order. [1]