

Exercise walk-through

Types of Diffusion ■ 3.4

eXercise

You must be able to

- distinguish **relocation diffusion** 迁移传播 from **expansion diffusion** 扩展传播
- distinguish **contagious** 传染扩散, **hierarchical** 等级扩散, and **stimulus** 刺激扩散 diffusion
- give an example of each
- identify the diffusion type from a description

Method — 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.

Method — 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.

Method — 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)?

Practice 2.1 ■ 2 marks

State the difference between relocation and expansion diffusion.

Solution 2.1

Method: Relocation vs expansion

Worked steps

relocation = a trait spreads as people move and carry it **B1**; expansion = it spreads outward while staying strong at the source **B1**.

Practice 2.2 ■ 2 marks

Define hierarchical diffusion and give one example.

Solution 2.2

Worked steps

spread through a hierarchy of nodes/key people first **B1**; e.g. a fashion adopted in major cities then smaller towns **B1**.

Practice 2.3 ■ 1 mark

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

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

Solution 2.3

Method: Identifying the type

Worked steps

(a) relocation diffusion **B1**. (b) that would be expansion (contagious) diffusion — no one had to move **B1**.

Exam-style 3.1 ■ 1 mark

A trend that spreads evenly from person to person across a neighbourhood shows

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

Solution 3.1

Method: Types of expansion

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



Worked steps

B. even person-to-person spread = contagious diffusion.

Exam-style 3.2 ■ 1 mark

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

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

Solution 3.2

Method: Types of expansion

A stimulus diffusion



B relocation diffusion

C hierarchical diffusion

D contagious diffusion

Worked steps

A. the underlying idea spreads and is adapted = stimulus diffusion.

Exam-style 3.3 ■ 1 mark

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

- (a) Name this diffusion type.
- (b) Explain why it follows this order.

Solution 3.3

Method: Types of expansion

Worked steps

(a) hierarchical diffusion **B1**. (b) it spreads through the most important/connected nodes (big cities) first **B1**.