

Exercise walk-through

Contemporary Causes of Diffusion ■ 3.6

eXercise

You must be able to

- explain how **globalization** 全球化 speeds diffusion
- explain the role of **communication technology** 通信技术 and the internet
- define **time-space convergence** 时空收敛
- link modern diffusion to urbanization

Method — Globalization and technology

Globalization and **communication technology** let ideas, products, and trends spread almost instantly worldwide, far faster than in the past.

Method — Time-space convergence

Time-space convergence means places feel 'closer' as transport and communication improve — a message crosses the world in seconds.

Method — Urbanization's role

Cities are dense, connected nodes, so new ideas diffuse quickly through and between them, then out to smaller places.

Practice 2.1 ■ 2 marks

Explain how the internet speeds cultural diffusion today.

Solution 2.1

Worked steps

it spreads ideas/media instantly to a global audience **B1**; no physical movement of people is needed **B1**.

Practice 2.2 ■ 2 marks

Define time-space convergence.

Solution 2.2

Method: Time-space convergence

Worked steps

the reduction in the time it takes to connect distant places **B1** as transport/communication improve, making them feel closer **B1**.

Practice 2.3 ■ 1 mark

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

- (a) Name the diffusion type.
- (b) State the modern factor that made it so fast.

Solution 2.3

Worked steps

(a) contagious (expansion) diffusion **B1**. (b) global communication technology / social media **B1**.

Exam-style 3.1 ■ 1 mark

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

- A** higher birth rates
- B** modern communication and transport technology
- C** environmental determinism
- D** smaller populations

Solution 3.1

Method: Globalization and technology

- A higher birth rates
- B modern communication and transport technology** 
- C environmental determinism
- D smaller populations

Worked steps

B. communication and transport technology accelerate modern diffusion.

Exam-style 3.2 ■ 1 mark

The shrinking of travel and communication time between places is

- A** distance decay
- B** time-space convergence
- C** sequent occupance
- D** carrying capacity

Solution 3.2

Method: Time-space convergence

- A distance decay
- B time-space convergence 
- C sequent occupance
- D carrying capacity

Worked steps

B. shrinking connection time = time-space convergence.

Exam-style 3.3 ■ 1 mark

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

- (a) State the process driving this.
- (b) Explain the role cities play in it.

Solution 3.3

Method: Globalization and technology

Worked steps

(a) globalization / rapid diffusion **B1**. (b) cities are connected nodes where trends spread quickly and then outward **B1**.