

## 3.4 Types of Diffusion

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Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

Total: 10 marks

### Objective

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

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

### 1 Worked examples

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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

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2.1 State the difference between relocation and expansion diffusion.

[2]

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

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**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]

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### 3 Exam-style questions

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**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
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**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
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**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]

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### 4 Go further

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- work through the **3.4 Types of Diffusion** lesson on the **Learn** page;
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- read the **Cultural Patterns and Processes** section of the AP Human Geography handout on the **Know** page.

## Solutions

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

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

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

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

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

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