

Solutions

Each answer shows the steps, then the **result**.

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