

Solutions

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

2.1

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

2.2

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

2.3

(a)

- contagious (expansion) diffusion

(b)

- global communication technology / social media

3.1 B

- communication and transport technology accelerate modern diffusion

3.2 B

- shrinking connection time = time-space convergence

3.3

(a)

- globalization / rapid diffusion

(b)

- cities are connected nodes where trends spread quickly and then outward