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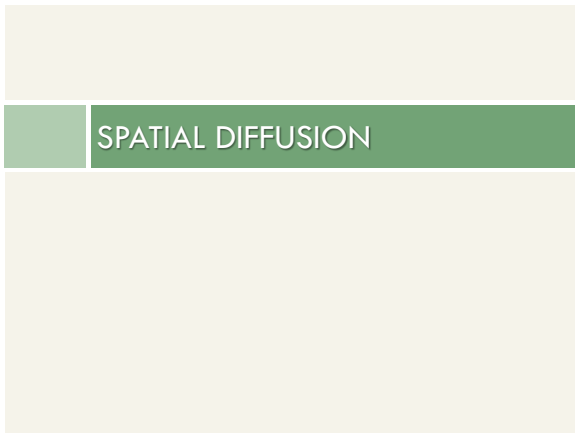
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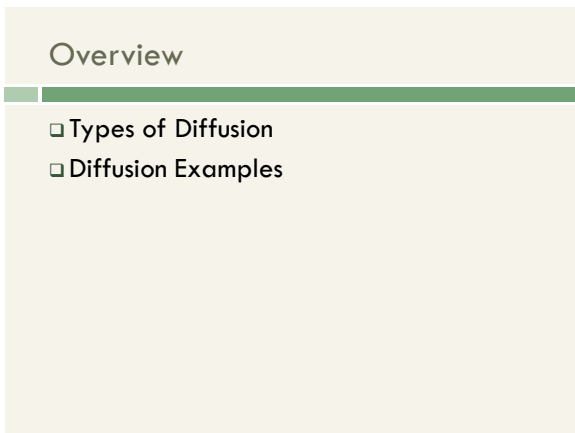
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## Types of Diffusion

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## Definitions

- ❑ **Diffusion:** the process by which some characteristic spreads over space
  - ❑ Concepts or ideas
  - ❑ Practices or activities
  - ❑ Material objects, diseases
- ❑ **Hearth:** where a characteristic originates

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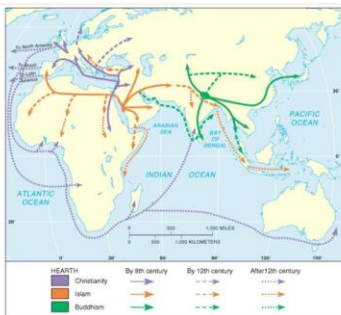
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## Religion




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## Relocation Diffusion

- ❑ Spread through physical movement of people
- ❑ Languages to Western Hemisphere
- ❑ Islam to North Africa, Spain
- ❑ Foods to and from New World

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## Relocation Diffusion




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## Expansion Diffusion

- ❑ “Snowball” method of diffusion
- ❑ Spread from person to person in place
- ❑ Diseases through Western Hemisphere
- ❑ Democracy from U.S. to France
- ❑ Christianity in Roman Empire

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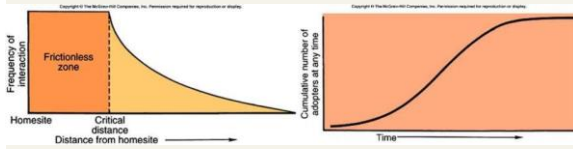
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## Contagious Diffusion

- Person-to-person contact
- Distance-decay effect
- S-shaped adoption curve



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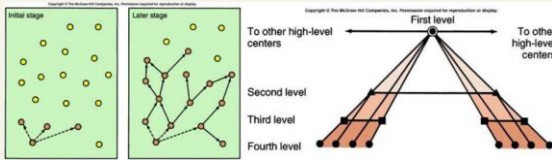
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## Hierarchical Diffusion

- Among levels of a hierarchy
  - Usually top-down
  - Based on cities or organizations



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## Diffusion Examples

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## Diffusion of folk vs. popular culture

- Folk culture
  - Anonymous or multiple hearths
  - Relocation, not expansion
- Popular culture
  - Deliberate innovation, advanced economies
  - Mass production
  - Expansion (hierarchical or contagious)

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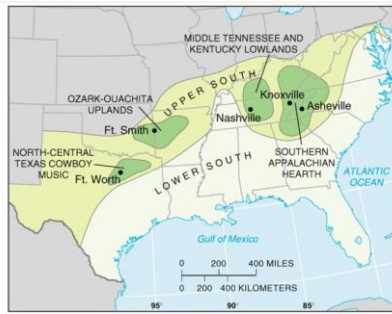
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## Diffusion of folk vs. popular culture




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## Diffusion of TV, 1954–1999

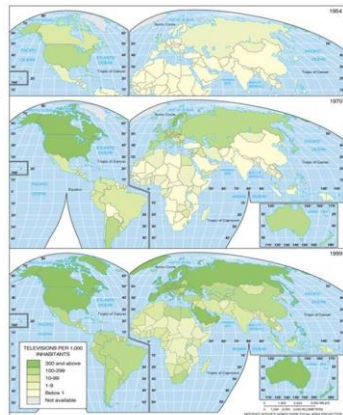
Television has diffused widely since the 1950s, but some areas still have low numbers of TVs per population.

Much media is still state-controlled.

**Ten Most Censored Countries:**

1. North Korea
2. Myanmar (Burma)
3. Turkmenistan
4. Equatorial Guinea
5. Libya
6. Eritrea
7. Cuba
8. Uzbekistan
9. Syria
10. Belarus

Source: The Committee to Protect Journalists. [www.cpj.org](http://www.cpj.org).



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## Diffusion and sports: Soccer

- ❑ English, Scots, Vikings, Romans, Greeks, Egyptians, Assyrians, Persians, Chinese, Japanese, Toltec's, Native Americans
- ❑ Folk origin: 11th century England
- ❑ Village-wide contests
- ❑ Banned between late 1300s and 1600

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## Diffusion and sports: Soccer

- ❑ Transition to popular culture
- ❑ Industrial Revolution: more time, income
- ❑ Professional soccer leagues (1863)
- ❑ Standardized rules
- ❑ Distinguished from rugby

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## Diffusion and sports: Baseball

- ❑ Based on British "rounders"
- ❑ 1846: first game with U.S. rules: leisure game for wealthy
- ❑ Contagious diffusion via Union Army
- ❑ 1871: first professional league
- ❑ 1903: first "World" Series

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## Diffusion and sports: Baseball

- Relocation diffusion
  - Via military: Japan, Caribbean
  - Via elite students: Latin America
- Shifting center of population
- New leagues; real World Series?

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## Diffusion and music: The blues

- Folk music of African-Americans
- Based on slavery, religion
  - Call-and-response
  - Hidden messages
  - Subject matter

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### Diffusion and music: The blues

- ❑ Hearth: Mississippi Delta
- ❑ Relocation diffusion: Memphis, Chicago, Texas, St. Louis, Detroit, Piedmont
- ❑ Contagious diffusion: radio, TV
- ❑ Popular culture: jazz, rock-and-roll, hip-hop

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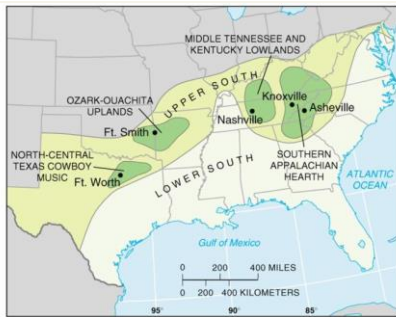
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### Diffusion and music: The blues




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### Diffusion and music: The blues




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## Diffusion and music: The blues

- Original hearth: Africa?
- Similar sounds, rhythms
- Griot or traveling storyteller/musician
- Banjo/guitar, percussion

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