Overview

- Types of Diffusion
- Diffusion Examples
Types of Diffusion
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
Religion
Relocation Diffusion

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

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

- Among levels of a hierarchy
  - Usually top-down
  - Based on cities or organizations
Diffusion Examples
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)
Diffusion of folk vs. popular culture
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.

Copyright © 2005 Pearson Prentice Hall, Inc.
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
Diffusion and sports: Soccer

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

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

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

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