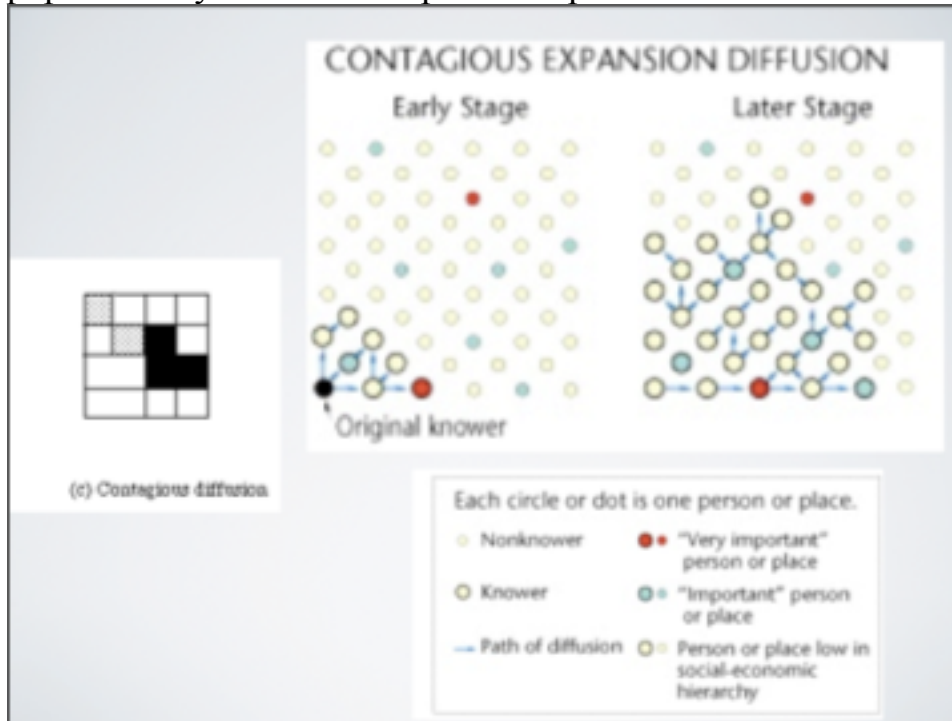


## Types of Diffusion

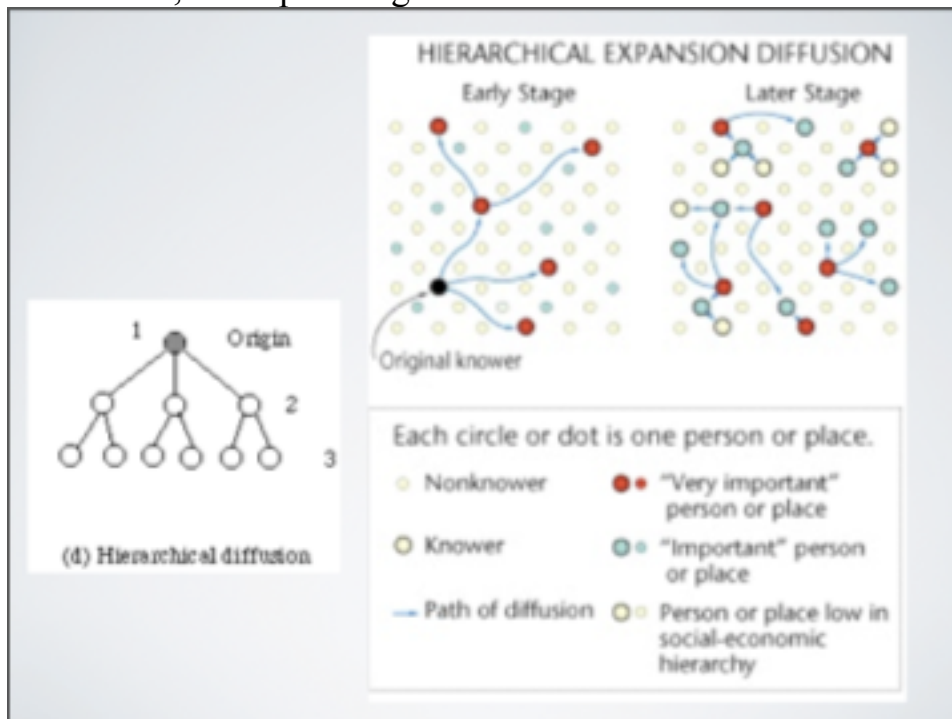
**Contagious Diffusion:** Distance-controlled spreading of an idea through a local population by contact from person to person.



Examples:

Gangnam Style  
Internet memes  
Spread of Islam  
- Started in Mecca and then spread outward from there

**Hierarchical Diffusion:** An idea spreads by passing first among the most connected individuals, then spreading to other individuals



Examples:

Fashion  
Under Armor  
- Started with college football and NFL players → to other high level athletes → to friends of athletes → to younger athletes, → to the public. (Top Down Diffusion)

## Types of Diffusion

**Stimulus Diffusion:** A form of diffusion in which a cultural adaptation is created as a result of the introduction of a cultural trait from another place. In other words, it is the spreading of an underlying principle of an idea when the idea as a whole cannot spread to a particular culture.

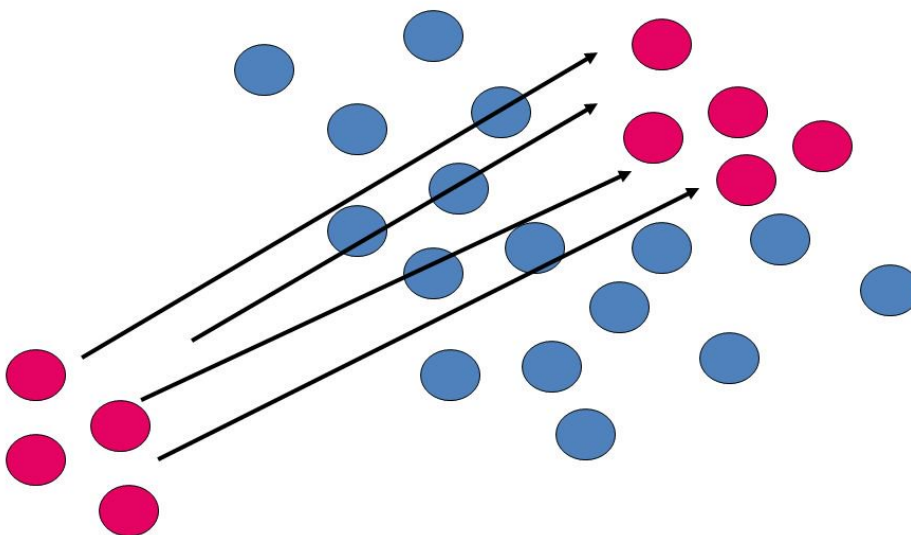


Examples:

McDonald's in India: it doesn't make sense to be completely adopted because of the beef used, but it is adopted and then changed to match the culture

**Relocation Diffusion:** A form of diffusion where the ideas being diffused are transmitted by their carriers as they relocate to new areas

## Relocation diffusion



Examples:

Ethnic Neighborhoods (China Town)

- The culture did not come here on its own, people moved and brought the culture with them