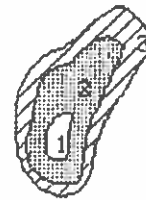


Diffusion Models—2 pages

This classification of spatial diffusion into four basic types is a starting point to describing the form which this process takes. It provides an overall framework, but is devoid of any consideration of how human reason about diffusion. We can extend this analysis by looking at the objects and operations that work together to create the process of spread from a human perspective, and consider what is the integrating framework between geographic space, the process, the entities that are affected by the process. That is, whether certain characteristics are shared among the classes depending on the user perspective or whether certain types of spread are a subset or superset of the others. We can also consider how geographic space is treated in each case, for instance, how is diffusion affected by constraints to space or barriers? From this work, a conceptual schema for spatial diffusion will be developed.

Expansion Diffusion

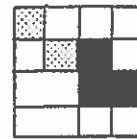
- a. Strictly defined, expansion diffusion is the process of something from one place to another in an ever-expanding process. Expansion diffusion is used to explain a variety of numerous disciplines, from the spread of disease in medicine human settlement in the study of geography. Expansion distinguished from regular diffusion when something spreads central point. Technology such as television and the internet, been instrumental in spreading ideas from place to place, while the advent of air travel has had a similar effect on contagious disease.



spreading
"snowballing"
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diffusion is
outward from a
for example, have

Contagious Diffusion

- b. As its name suggests, contagious diffusion occurs when a characteristic is rapidly transmitted throughout the population. In expansion diffusion, most adjacent individuals will be affected; an contagious diffusion is the early spread of Christianity, which Middle East to Europe. Another example can be seen in the bubonic plague that ravaged London during the 16th century, or influenza pandemic of 1918.

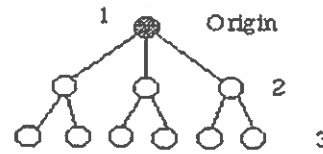


particular
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example of
spread from the
the widespread



Hierarchical Diffusion

- c. Hierarchical diffusion occurs when an idea is spread or organization that holds authority over others. This type of diffusion is typically seen in cases when an idea is communicated from a person or organization that holds authority over others. This type of diffusion is typically seen in cases when an idea is by political leader or person of influence and spreads. This typically begins in an urban setting before eventually reaching less populated areas. An example of hierarchical diffusion can be seen in the popularity of rap and hip-hop music, which began in low-income black neighborhoods in densely populated urban areas before spreading out and gaining widespread acceptance among members of other socio-economic and geographical groups.



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communicated
spreads. This
reaching less
diffusion can

Relocation Diffusion

- d. Relocation diffusion describes the spread that occurs when the phenomena moves into new areas, but leaves behind its origin common example of relocation diffusion is that of migration, movement of persons from rural to urban areas. This is NOT a diffusion.



spreading
or source. A
for instance the
type of expansion

Stimulus Diffusion

- e. Stimulus diffusion is when an idea, principle or innovation underlying a phenomena spreads to a small portion of a population, even though the phenomena itself may not be diffused. This typically occurs when, due to cultural differences, certain aspects of a phenomenon become diffused as opposed to the phenomena as a whole. An example of hierarchical diffusion can be seen in the U.S.-based fast-food restaurant McDonald's expanding its operations to India, a country in which the chain's primary product—beef hamburgers—are culturally repellent to the country's millions of Hindus. As a result, McDonald's serves no beef in its Indian restaurant, offering vegetarian patties instead. In this way, the phenomenon of McDonald's has spread to India although the fundamental principle underlying the company's success has not.

Source: http://www.ehow.com/info_8614359_types-expansion-diffusion.html

