

Process of
culture change
1:Innovation
2:diffusion
3:Acculturation

Cultural Diffusion

Its process and patterns

What is innovation?



- ☞ **Schumpeter** argued that innovation comes about through new combinations made by an entrepreneur, resulting in
- ☐ a new product,
 - ☐ a new process,
 - ☐ opening of new market,
 - ☐ new way of organizing the business,
 - ☐ new sources of supply

[DIFFUSION]

- Particles are never still – they move all the time.
- Particles move in every direction, but, the net effect is that they spread from where there are a lot to where there are few.
- This movement is called **diffusion**.

Acculturation Defined

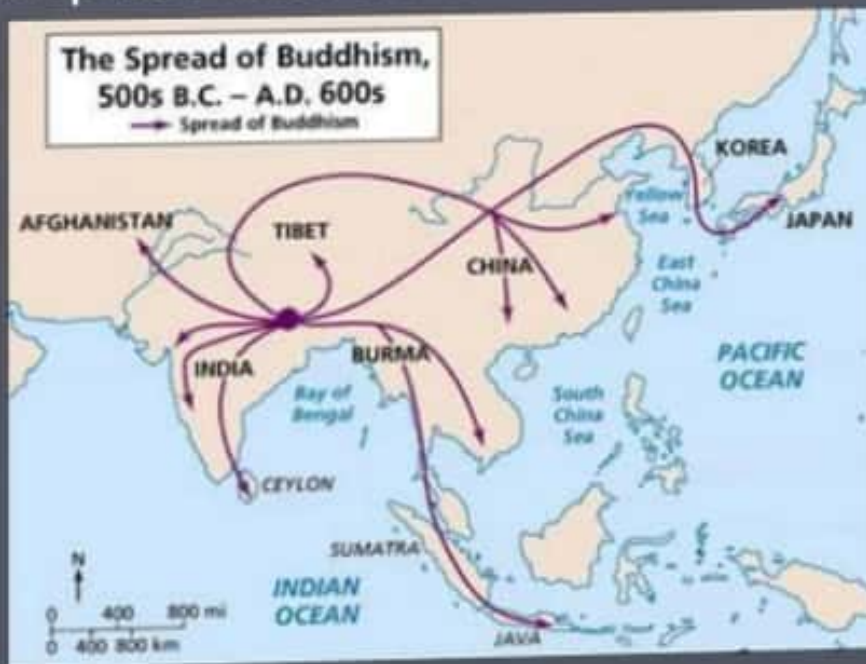
- socialization: the adoption of the behavior patterns of the surrounding culture
- the process of assimilating new ideas into an existing cognitive structure



<http://wordnetweb.princeton.edu/perl/webwn?s=acculturation>

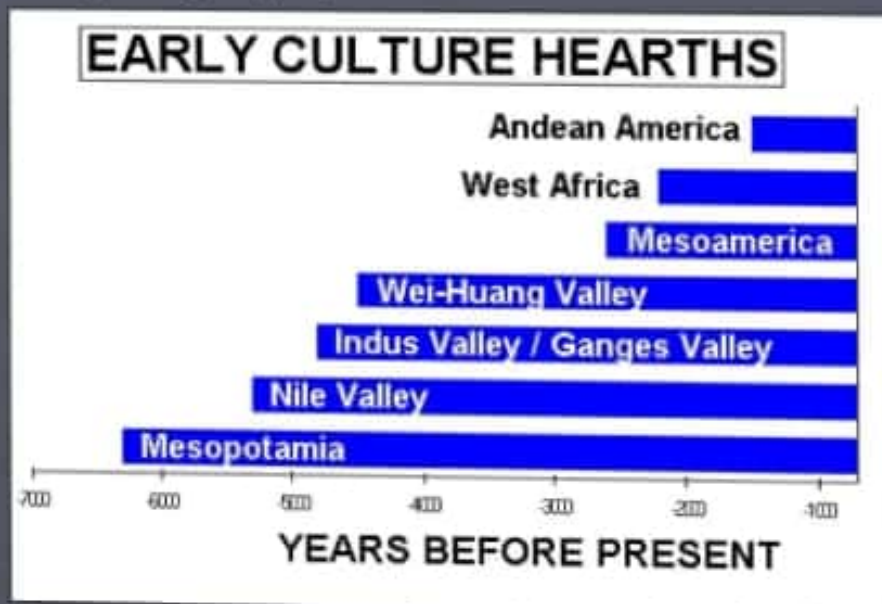
Defining Diffusion

- **Cultural Diffusion:** The spread of cultural traits across space and time



Cultural Hearths

- **Cultural Hearth** – Points of origins for cultural traits
 - Typically large population centers



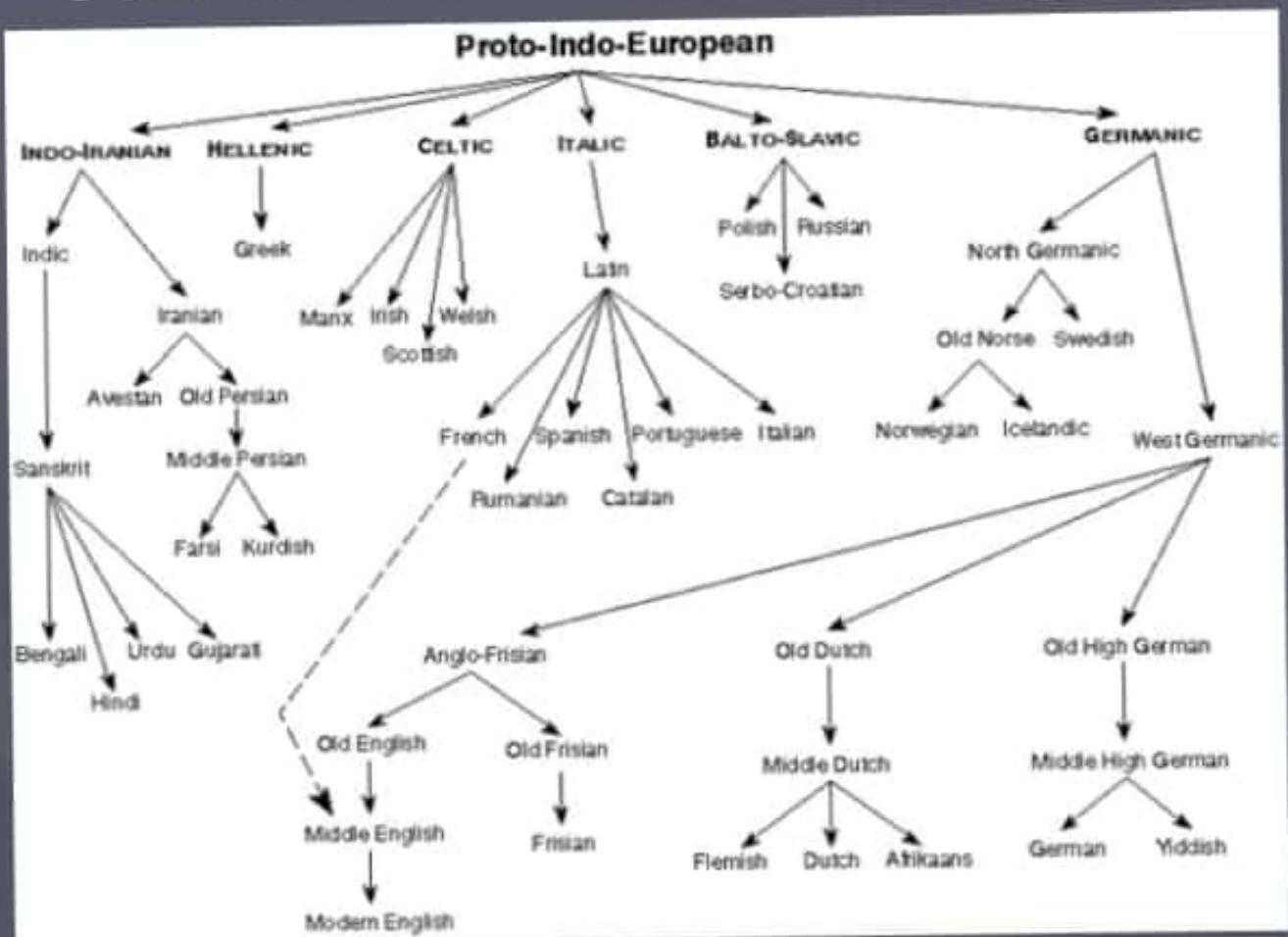
Types of Cultural Diffusion

- **Stimulus Diffusion** – The spread of a cultural trait that changes and adapts to the culture that adopts it, leaving the essential core idea intact
 - Sped up through the growth of transnational corporations

- Ex. Pizza Hut

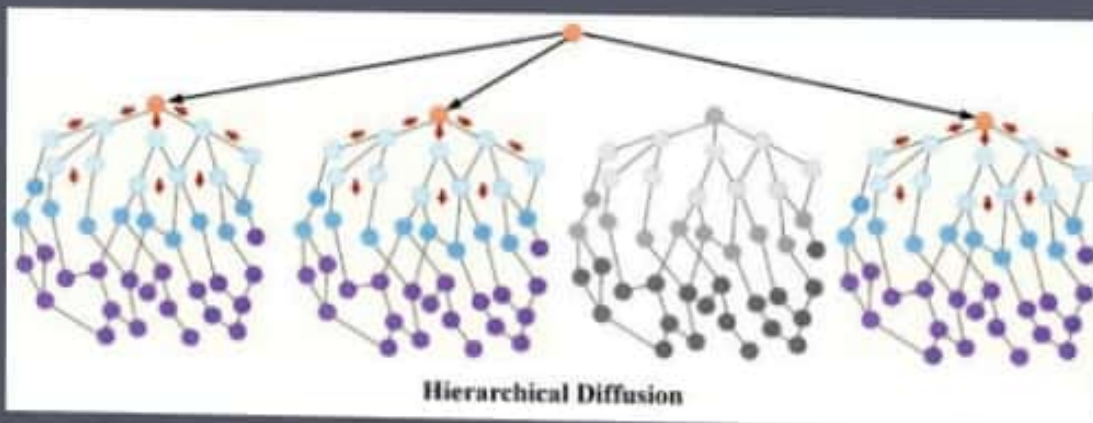


Stimulus Diffusion in Language



Types of Cultural Diffusion

- **Hierarchical Diffusion** – The beginning of a cultural trait that starts with a minority and spreads to the majority
 - Normally beginning with people in positions of political or cultural power

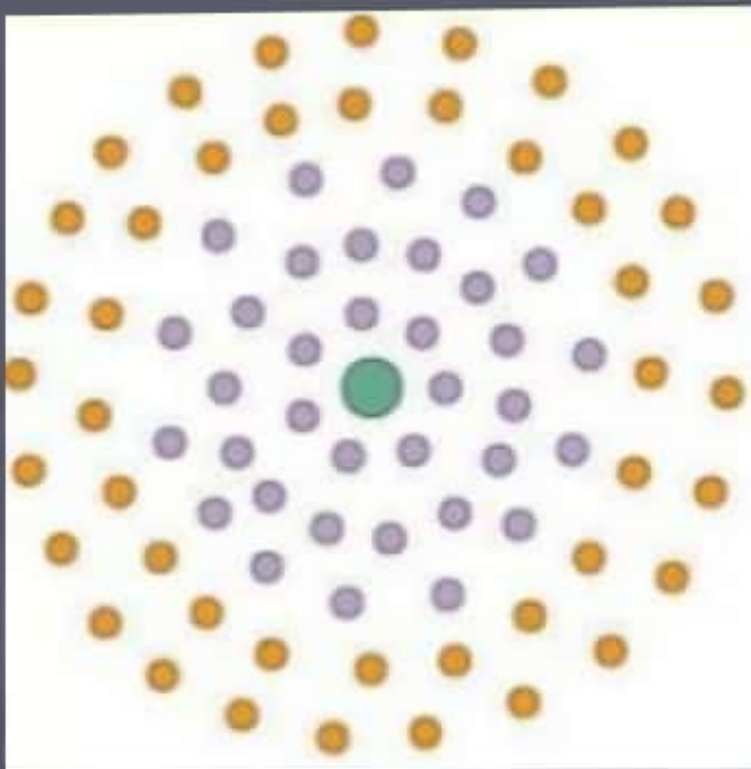


Types of Cultural Diffusion




- **Contagious Diffusion** – The rapid diffusion of cultural traits because of mass media
 - Sped up because of internet and television usage



Contagious Diffusion



LEGEND

-  Hearth
-  Early diffusion
-  Later diffusion

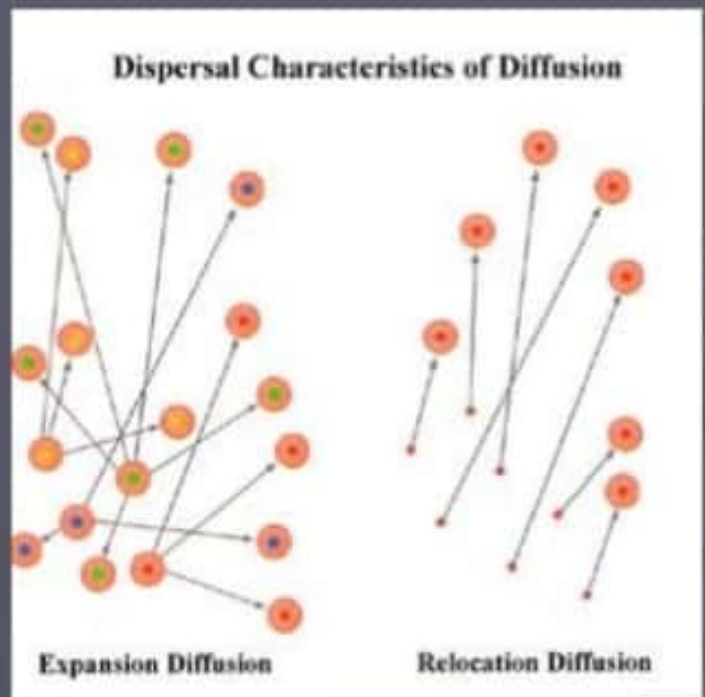
Types of Diffusion

- **Relocation Diffusion** – The spread of culture because of the physical movement of people from one place to another
 - Often accentuated through chain migration



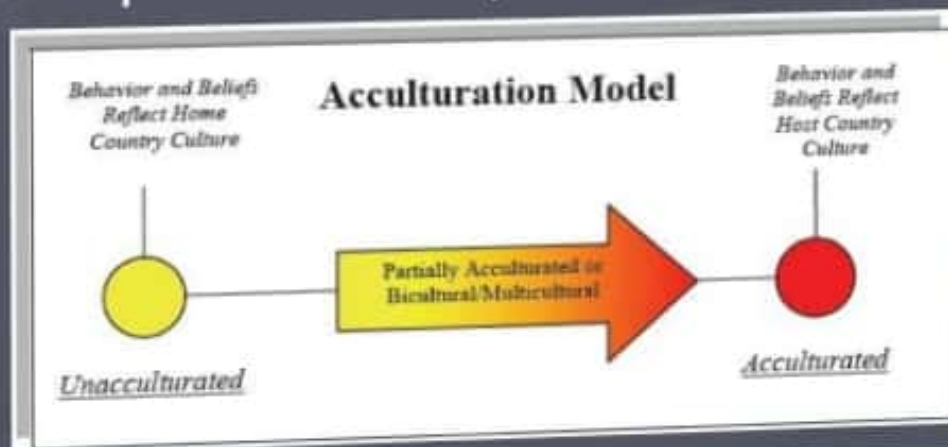
Relocation vs. Expansion Diffusion

- In expansion diffusion the cultural trait expands in the area you are in
- In Relocation diffusion the trait evacuates and moves from one place to another



Impacts of Diffusion

- **Acculturation** – After migration to a new area an individual slowly assimilates to the new culture
- **Assimilation** – The dying out of old culture and its replacement by new cultural traits



Impacts of Diffusion

- **Cultural Convergence** - The interaction of cultures as they come in contact with each other, influencing and being influenced by each other
- **Cultural Divergence** - The tendency for culture groups to disassociate from others in order to protect or preserve their culture from influence or change

Impacts of Diffusion

- **Cultural Integration** - A form of cultural exchange in which one group assumes the beliefs, practices and rituals of another group without sacrificing the characteristics of its own culture.



Impacts of Diffusion

- Cultural Clashes – Conflicts that arise from contact with people of different cultural values



Impacts of Diffusion

- **Cultural Integration** – When cultural traits of a new culture are included and incorporated into another culture creating a cultural hybrid



Case Study: The Growth of Wal-Mart

