

Hierarchical  
Diffusion

Contagious  
Diffusion

Relocation  
Diffusion

Stimulus  
Diffusion

Computers were once as big as a closet and only wealthy companies or large research labs could afford to have them. However, as technology improved, smaller computers were purchased for office use. Finally in the 1990s, wealthy American families began purchasing computers for their homes. Now, nearly everyone has access to computers in America, regardless of income

The Ebola virus outbreaks began in a small village in Sierra Leon. Within a couple of weeks, it had spread to other areas of the country. After three months, four countries in West Africa were dealing with Ebola outbreaks.

Most of South America speaks Spanish because of Spain (a Western European country) established colonies in South America beginning in the 1500s. Spanish missionaries and conquistadors taught native South Americas to speak a European language. However, Brazil speaks Portuguese. This is because Portugal (another Western European country) sent explorers and colonizers to that area in the 1500s as well.

Jazz is often describes as “America’s gift to the world.” What began in the US in the 1920s is now popular everywhere in the world. Each country that adopts jazz music puts their own spin on the sound. Often times, they keep the same jazz beats, but include different instruments from their own music traditions.

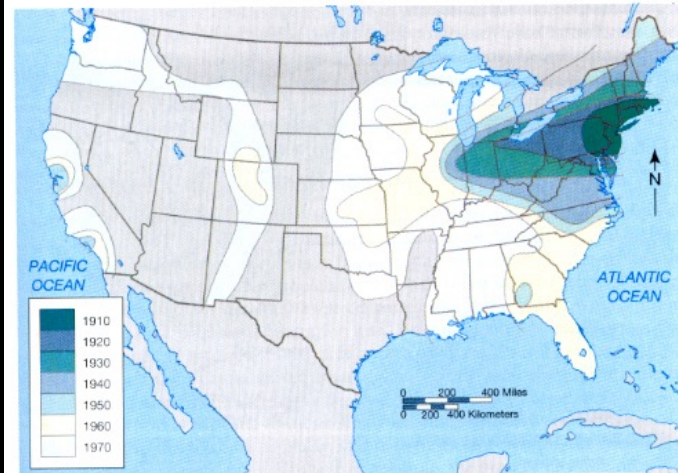
The first subway system began in London in 1868. New York City created their own subway in 1907. Buenos Aires started the first subway in Latin America in 1913. Tokyo was the next major city to begin an underground expansion in 1927. Because subway systems are so expensive, only large cities are able to pay for their construction. However, as the world's population continues to grow, its not just the world's largest cities that see the value in subways. In 1940, there were only 6 subway systems, all in the world's largest cities. Today there are over 150 cities with underground transits.

Blue Bell Ice Cream started in 1907 in Brenham, Texas. At first, small batches were made just for the people in Brenham. Slowly, over the years, more towns surrounding Brenham began buying the ice cream. Eventually Blue Bell had to increase their operation to increase their operation to supply ice cream all over central Texas. By 1970s, Blue Bell was being sold everywhere in the state. Currently the ice cream is available in 23 different states.

In the 1960s, surfing started to gain popularity in Southern California. These surfers began to look for new surf spots in Mexico, Peru, and South Africa. By 1980, all of these countries had developed surf cultures of their own.

Austin is known for its breakfast tacos and "Mexican" restaurants. The types of food served in these places are often very different from traditional cuisine in Mexico. Austin has created a whole different style of cooking that combines some Mexican recipes with more Texas style ingredients.

Soccer is the world's most popular sport. Often times when a famous player, like Neymar, creates a new hair style, other pro soccer players around the world adopt that same hair style. As more pro soccer players adopt that same hair, fans of the team start to choose the same hair for themselves. Suddenly, what started as a pro players trend, becomes a world-wide trend, especially for teenagers who want to emulate their favorite players.



Gradually, the popularity of soccer in the US spread outward from the Northeast in the early 1900s



The Columbian Exchange began in early 16<sup>th</sup> century when colonists from Europe began transporting food across the Atlantic



There are several traditions of Santa Claus around the world. Each carry their own cultural style

