

# The Flu and the Blue Flower

## Key Ideas About Geographical Diffusion

Definition: **Geographical diffusion** is the spread of something to cover a larger area. This outline uses the flu and a blue flower as examples to illustrate key ideas.

- 1. Key Idea #1 - Contagion** - spread to nearby places. A person with the flu coughs, and someone nearby catches the disease. A neighbor sees a blue flower in your garden and decides to plant the same kind. Write more examples here:
- 2. Key Idea #2 - Relocation** - spread when someone moves. A person with the flu goes to a mall, and other people in that area are now at risk. A gardener moves to a different state and plants blue flowers there. Write more examples here:
- 3. Key Idea #3 - Hierarchical communication** - spread through a network. A mayor tells every school principal to require students to get flu shots. A writer describes a new kind of blue flower in a gardening blog that is e-mailed to subscribers in many places. Write more examples here:
- 4. Key Idea #4 - Resistance** - the ability to resist a disease or idea. Some people are genetically immune to a particular kind of flu. Some people do not want any blue flowers in their gardens. Write more examples here:
- 5. Key Idea #5 - Adaptation** - changing the nature of the disease or message. The flu mutates to become a new strain; a plant genetics company develops a dark blue flower that appeals to more people. Write more examples here:
- 6. Key Idea #6 - Avenues** - conditions that help a disease or idea spread. Buses carry people along a particular road. Most flowers grow better in the soil near a river. Write more examples here:
- 7. Key Idea #7 - Barriers** - conditions that hinder the spread of something. A large forest has very few people in it to catch a disease. An area of bad soil makes it hard to grow a certain kind of blue flower. Write more examples here: