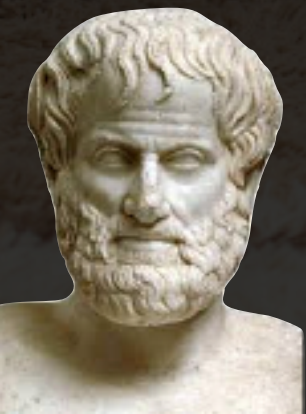
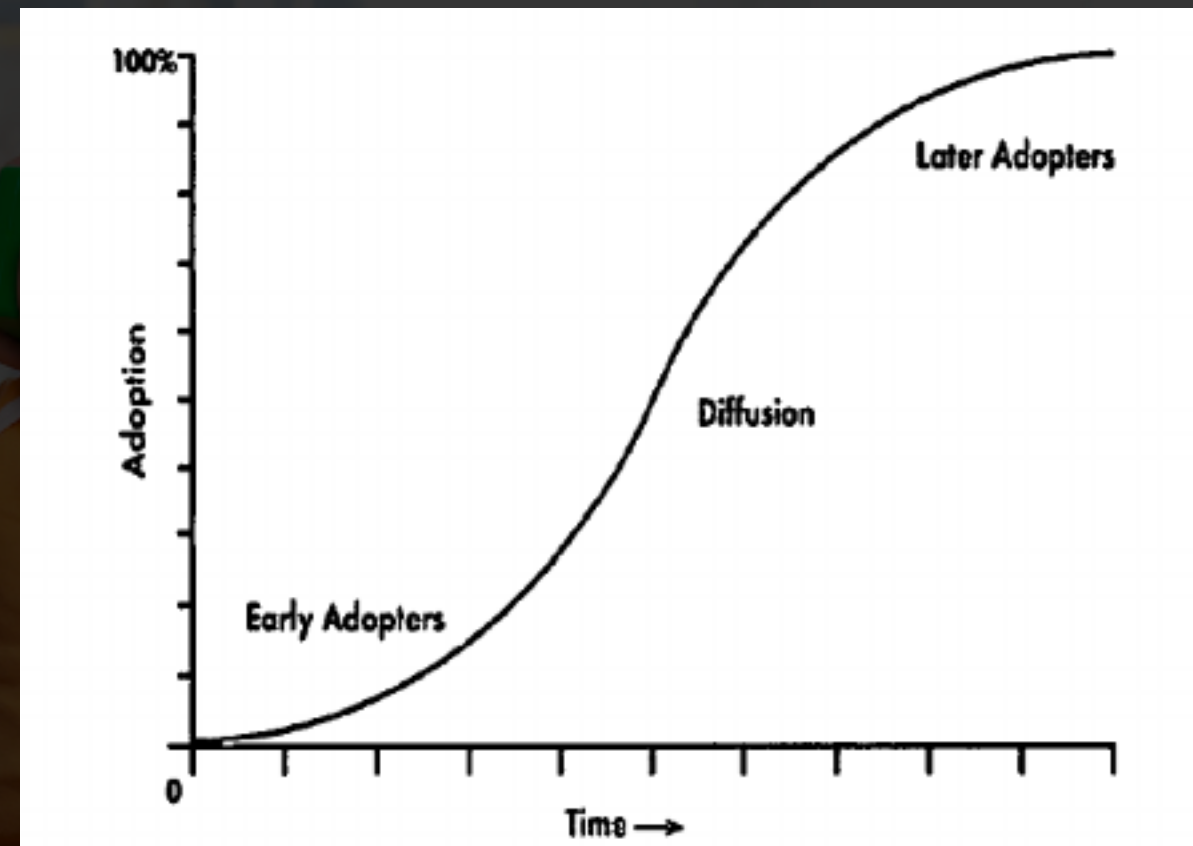


# DIFFUSION

- Tarde argues that society is not **sui generis**, but made up of individuals imitating one another and innovating.
- Tarde defined **social intercourse** as “the influence of one brain upon another brain.”
- Thus, to create this action of **imitation**, a model and a copy are needed.
- **Invention** is the “manifestation of creative genius” that introduces some new idea into the world and **imitation** as the crucial act that replicates it into a wider social pattern.





# INVENTION AND IMITATION

- **Inventions** may be categorized as critical or synthetic: a **critical invention** could be a heretical belief becoming doctrine — the Protestant Reformation is perhaps the European example — whereas a **synthetic invention** could be a neologism that is adopted into a language.
- **Logical laws of imitation** are those that occur “whenever an **invention** is **imitated** solely because it is found to be truer or more useful than any of its competitor.” I.e., makes sense it would develop into a wider social phenomenon.

