

A woman with blonde hair, wearing a striped shirt and light-colored pants, is sitting on a light-colored rug. She is holding a red block in her hands. A young child with short brown hair, wearing a yellow shirt and grey pants, is sitting next to her, also holding a green block. They are surrounded by many colorful blocks (red, yellow, blue, green) and a red cone on the rug. The background is a blurred indoor setting with a window and some furniture. The text "GABRIEL TARDE AND DIFFUSION" is overlaid on the image in a white and blue font.

GABRIEL TARDE AND DIFFUSION

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.

