





unilateral

imitated: Imitation

superior



imitation-

coutume

imitation-mode



habit

DIFFUSION AND SOCIAL CLASS

- Second, people and behaviors considered **superior**, not inferior, are **imitated: Imitation** is almost always **unilateral**, as what is judged superior is considered the model.
- Third, imitation occurs in two forms: habit (*imitation-coutume*), which has ancestral models, or fashion (*imitation-mode*), which is contemporary.
- These two types alternate throughout history, though that of **habit** ultimately proves most common.



HARRISON WHITE'S IDENTITY AND CONTROL