

2018 AP[®] HUMAN GEOGRAPHY FREE-RESPONSE QUESTIONS

TERMS IN POPULAR CULTURE

<u>Decade</u>	<u>Term</u>	<u>Meaning</u>
1940s	Cool	Excellent, clever
1960s	Groovy	Sounds good, nice
1980s	Rad	Radical, excellent
2000s	Newbie	Newcomer, inexperienced
2010s	Selfie	Photograph of yourself

3. A. Identify TWO specific means by which new expressions in popular culture are diffused globally.
- B. Popular culture often spreads through a combination of different types of diffusion. Describe how terms, such as those shown in the table, diffuse spatially through each of the following processes.
1. Relocation diffusion
 2. Contagious diffusion
 3. Hierarchical diffusion
- C. When new words diffuse, they confront barriers. Identify and explain TWO barriers to diffusion that are often encountered even as new terms become more popular.

STOP

END OF EXAM

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Question 3

8 points (1 + 3 + 4)

A. Identify TWO specific means of global diffusion from the following. 1 point

Internet, email, social media (Twitter, Snapchat, Facebook, Instagram, etc.), celebrities, television, radio, movies, computers, phones, newspapers, streaming services (YouTube, Netflix, Hulu, etc.), music, plays, books, comic books, manga, anime, magazines, podcasts, language learning programs, graphic t-shirts with terms.

Note: “Media” or “technology” are not acceptable.

B. Explain how terms diffuse spatially through EACH of the following processes. 3 points (1 + 1 + 1)

Note: Definitions alone are not acceptable; response must explain spread of the term(s):

1. Relocation: a person who uses a term moves to a new location and continues to use the term in the new location, OR a form of media, in which a term is used, is relocated to a new place and the term is used in the new location.

2. Contagious: an individual uses, or individuals use, the new word and then acquaintances (or those in close proximity to them) begin to use the word as well.

3. Hierarchical: celebrities start to use the new word and then it spreads to others down the social hierarchy OR people in large cities start to use the word and then the word eventually gets to smaller places or media markets, OR **Reverse Hierarchical:** minority use of the term spreads up the social ladder to majority group(s).

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Question 3 (continued)

C. Identify and explain TWO barriers to diffusion from the following. 4 points (2 identifications + 2 explanations) Answers must be from the following, and explanations must match identifications.

Identification	Explanation
C1. Distance or physical barriers	Geographical separation or isolation may limit diffusion between innovators and receivers of new words or terms.
C2. Age barriers	Generation gap; older people may be more resistant to adopt new words or terms.
C3. Linguistic barriers	Popular words or terms don't translate readily to other languages; people act to preserve or protect their language from external influence.
C4. Religious barriers	Religious rules or laws may prevent the use of foreign language or popular culture words or terms; rules or law that restrict behaviors described by the words or terms.
C5. Political barriers	Internet or media censorship in some countries, language protection laws to ban foreign-language media that use new words or terms.
C6. Folk or local culture	Desire to cling to traditions, or reject new forms of language, media, or technology that include new words or terms.
C7. Ethnic culture	The desire to maintain distinctiveness, or identities may insulate groups from certain media that include new words or terms.
C8. Social class barriers	Those with limited access to a form of media or technology will be less likely to have exposure to certain new words; a rejection of another group's words or terms.
C9. Economic barriers	May limit access to media, celebrities, movies, and expensive media, which use new words or terms.
C10. Regulatory barriers	Import laws (customs), trade agreements, media contracts, or media providers delay the diffusion of popular culture, which includes new words or terms.