

AUTHOR INFORMATION

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GENERAL INFORMATION

Lesson Grade Span: 9-10

Targeted Grade Level: 9-10

Targeted Course: AP Human Geography

Estimated Time to Complete Lesson: 50 minute

Brief explanation of content connection and/or inspiration of lesson from Discover Korea

Research Fellowship: The lesson is connected to the AP Human Geography concept of cultural diffusion and how Korean culture has spread and how other cultures have spread to Korea. Students will focus on identifying and explaining the types of diffusion, which are free response verbs they need to master in AP Human Geography. The lesson was inspired by seeing and learning about different aspects of Korean culture such as Korean baseball, Pansori, Jikji, Buchaechum, Buddhism, Hangul, Taekwondo, Kpop, Olive Young, and more.

FOCUS QUESTION

How does culture spread?

NATIONAL STANDARDS, STATE STANDARDS, AND/OR AP CED EKS

AP Human Geography Course Examination Description

Enduring Understanding: Cultural ideas, practices, and innovations change or disappear over time.

Learning Target: I will be able to define types of diffusion

Essential Knowledge: Relocation and expansion—including contagious, hierarchical, and stimulus expansion—are types of diffusion.

LEARNING TARGETS/OBJECTIVES

Learning Target: I will be able to identify and explain the types of diffusion.

LESSON SUMMARY (brief paragraph)

The purpose of the lesson is to help students understand how cultures spread throughout the world through relocation and expansion diffusion. Students will be working at their own pace via an interactive slideshow or peardeck to read and learn about the different types of diffusion. After learning there is practice students can work on to help them identify and explain different types of diffusion using examples from South Korea.

LESSON PROCEDURES (step by step teacher instructions)

1. Students will open up the interactive slideshow or they can [work on a teacher or student lead peardeck](#)
2. Students will watch the video [“The Rise of Kpop in the U.S.”](#) and answer the question Why do you think K-Pop has become popular globally?
3. Subsequently, students will read about Thundersticks and view a brief video to understand the term “hearth.” Once they complete this, they will label the star HEARTH of Thundersticks and respond to the question: How have Thundersticks contributed to the sense of community and identity within sports fandoms, and what role do they play in the cultural hearth of sports events?
4. Next, students will learn about the difference between distribution and diffusion. They will explain the distribution of K-pop using a map and identify two regions where McDonald’s has spread.

Additionally, they will identify an area where McDonald's has not expanded and explain the reasons for this.

5. The next slide will help students see the differences between types of diffusion (relocation and expansion)
6. Students will learn about what relocation is and see an example using Taekwondo and after answer the question why would you see relocation diffusion mainly with indigenous cultures?
7. Next students will learn about the types of expansion diffusion (hierarchical, reverse-hierarchical, stimulus, and contagious diffusion)
8. First students will learn about hierarchical diffusion and see how kpop is an example of it. After students will answer the question using the cartogram on the slide (or this [link](#)), students will explain why Cell Phone use would be an example of hierarchical diffusion.
9. The next slide focuses on stimulus diffusion, using McDonald's and KFC in South Korea as examples. Students will watch the first 27 seconds of a video showcasing baseball in South Korea and then explain why baseball serves as an example of stimulus diffusion.
10. The next slide is focused on contagious diffusion. Students will learn how viral Tiktok videos on Korean skincare and Kpop dances and answer students will read the [article](#) and explain why the 5G Samsung phone is an example of contagious diffusion.
11. The next slide will help students learn about reverse-hierarchical diffusion. Students will learn about Nongak and Taekkyeon as examples of reverse-hierarchical diffusion. Students will read this [article](#) and explain why the Candlelight Revolution is an example of reverse-hierarchical diffusion.
12. Watch a [video](#) that wraps up the different types of diffusion
13. Students will practice their knowledge of types of diffusion. For each example, they will have to IDENTIFY and EXPLAIN the type of diffusion
14. Answers
 - a. Thundersticks - Hierarchical Diffusion - Nike influence on the spread of thundersticks
 - b. Manhwa - Stimulus Diffusion - inspired by the diffusion of manga, but changed the way they were made (color, etc)
 - c. Pansori - Reverse-hierarchical Diffusion - started with low-income people and spread to others
 - d. Jikji - Hierarchical Diffusion - created and spread by influential Monks
 - e. Buchaechum - Contagious Diffusion - "dance spread through direct exposure"
 - f. Buddhism - Relocation Diffusion - spread through the relocation of Chinese monks
 - g. Hangul - Hierarchical Diffusion - spread through King Sejong's influence

SUPPORTING MATERIALS (links, resources, handouts, etc.)

[3.4 Cultural Diffusion Interactive Slideshow](#)

[3.4 Cultural Diffusion peardeck](#)