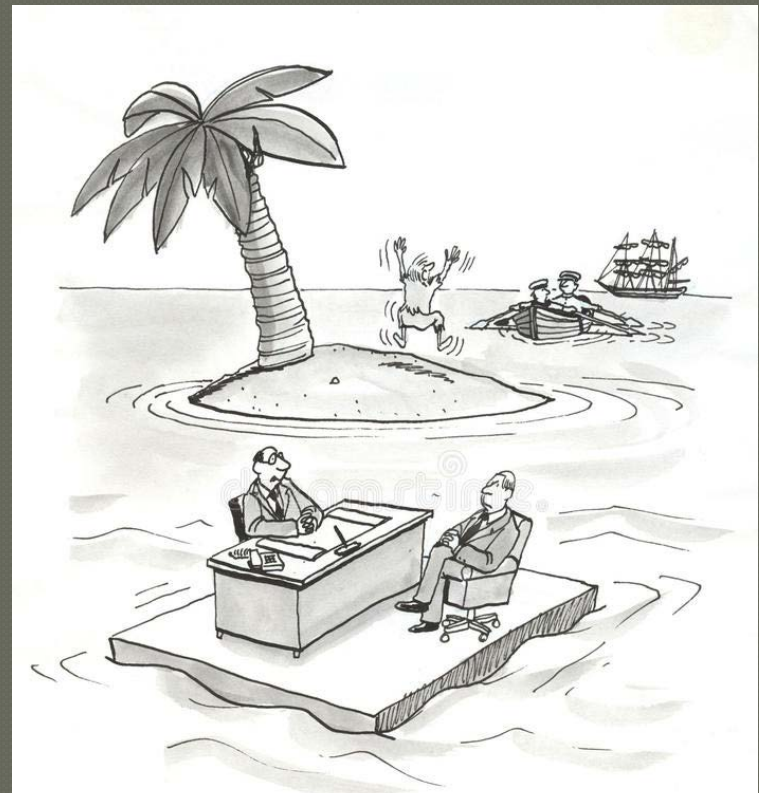


Unit 1

Introduction to Human Geography

Warm-Up

- Imagine and describe the most remote place on Earth you can think of 100 years ago.
- Now, describe how globalization has changed that place and how the people there continue to shape it and make it the place it is today.



"You will be working from a remote location."

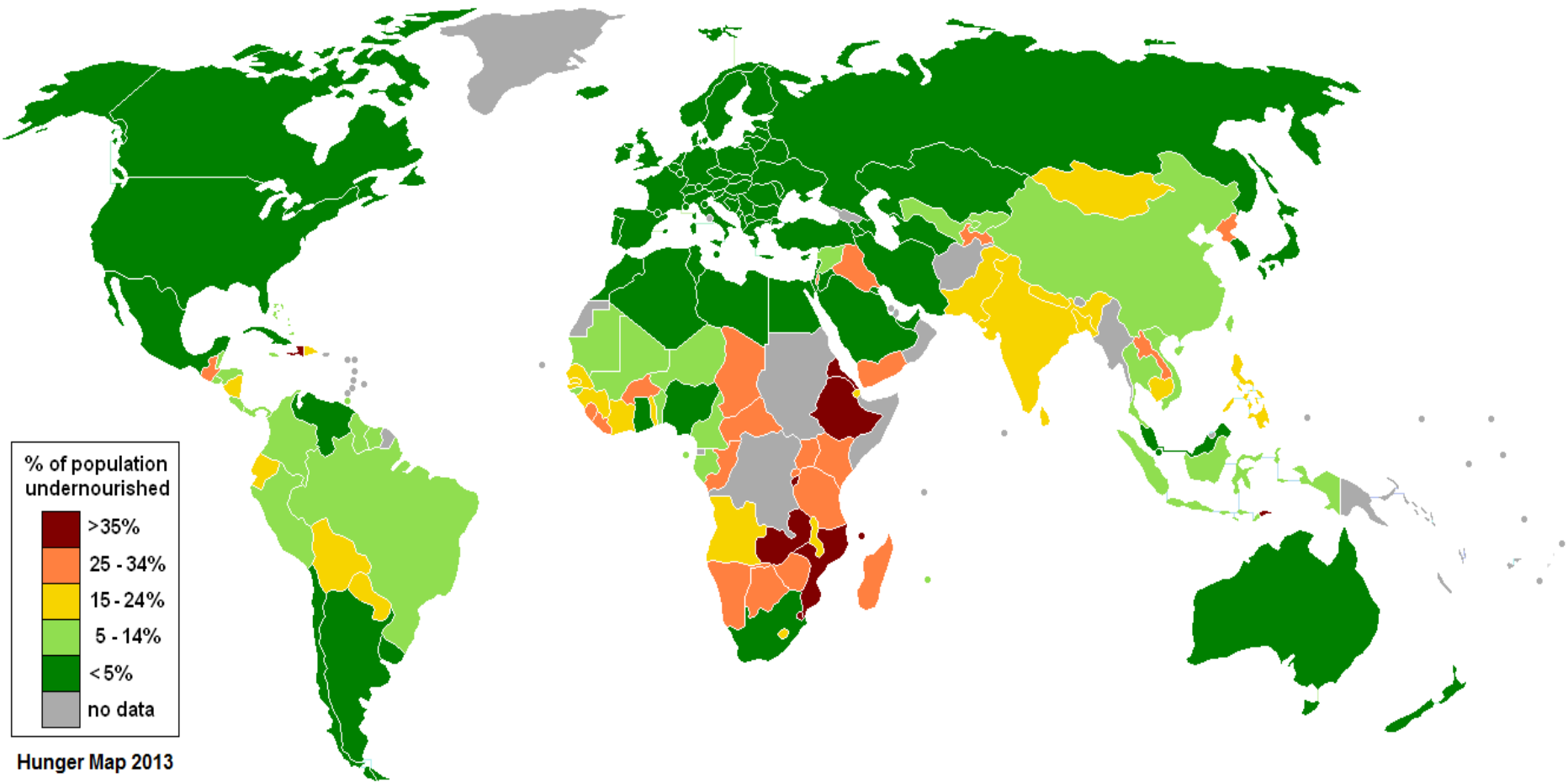
World Hunger

- Kenya, Eastern Africa
 - Have you seen this before?
 - Yet, there are thousands of acres of tea & coffee plantations in Kenya
- Why do farmers in Kenya grow coffee and tea when they could grow food to feed the hungry?



Trying to answer such a question sheds light on the complexities of globalization

World Hunger

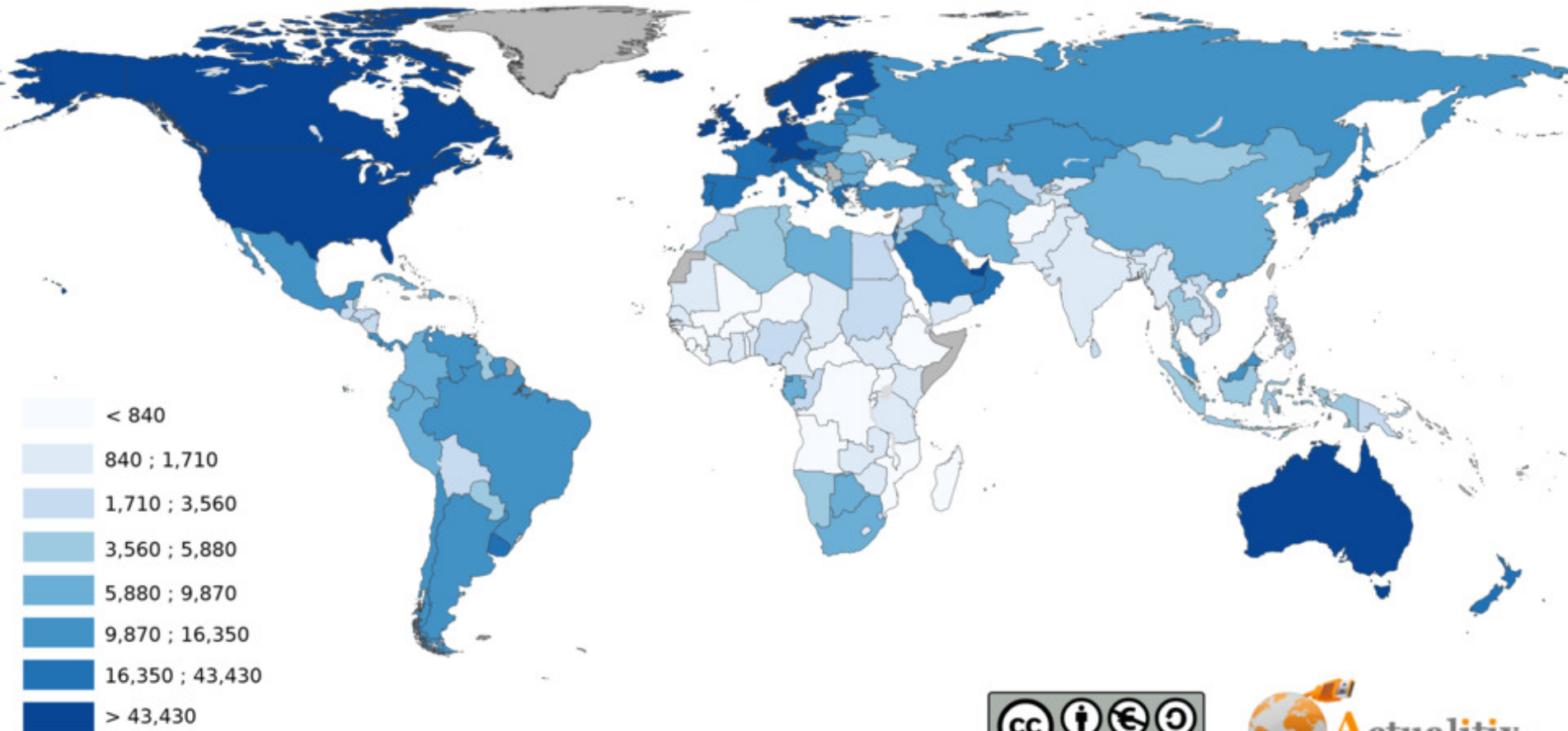


World Hunger

- ◉ World's food production divided by world's population
 - Plenty of food
- ◉ Does not work like that...
- ◉ 1/7 of the world's population is malnourished
 - (roughly 1 billion people)
- ◉ How is food consumption divided?

World Maps

GNI per capita (Gross National Income - \$)



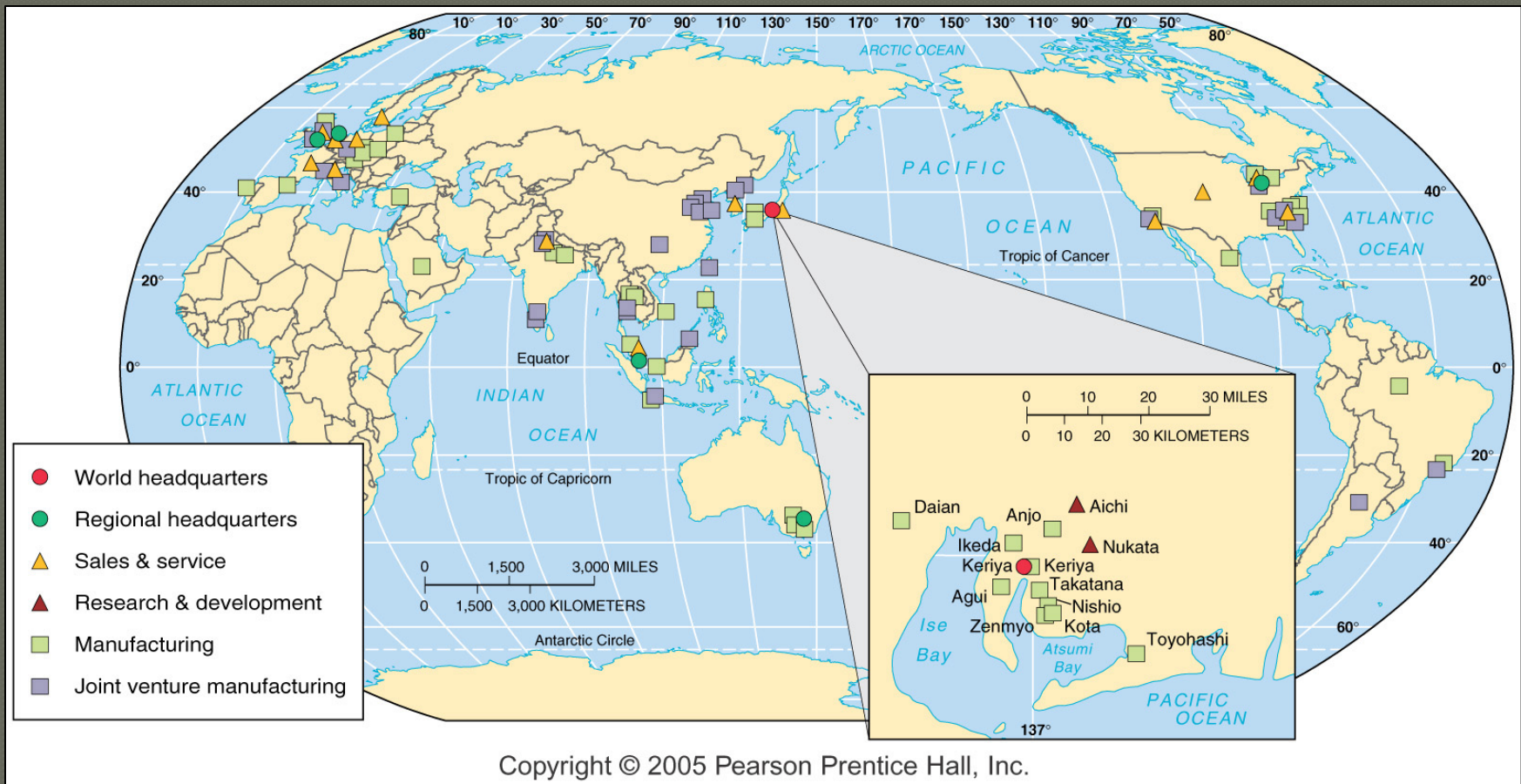
Source : The World Bank - 2014
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Globalization of Economy

- Global movement of money
- Role of transnational corporations
- Global investment flows
- Local specialization in location of production
- A “global” culture?
- World is shrinking— Video 6a

Denso Corporation – Automotive Technology



The Denso corporation is headquartered in Japan, but it has regional headquarters and other facilities in North America and Western Europe
- Video 6b

Globalization of Culture



- **Elements of culture**
- **Customary beliefs**
- **Social forms**
- **Material traits**

- Fewer local differences
- Enhanced communications
- Unequal access
- Maintenance of local traditions

VIDEO 6c

Cultural Ecology

- The geographic study of human–environment relationships
- Two perspectives:
 - Environmental determinism
 - Nature and actions of humans are determined by the physical environment they inhabit.
 - Possibilism
 - Physical environment sets limitations, but culture is otherwise determined by social conditions.
- Modern geographers generally reject environmental determinism in favor of possibilism



Globalization of Environment

- Possibilism
- Physical process
 - Climate
 - Vegetation
 - Soils
 - Landforms



- *Sensitive and insensitive environmental modification.*

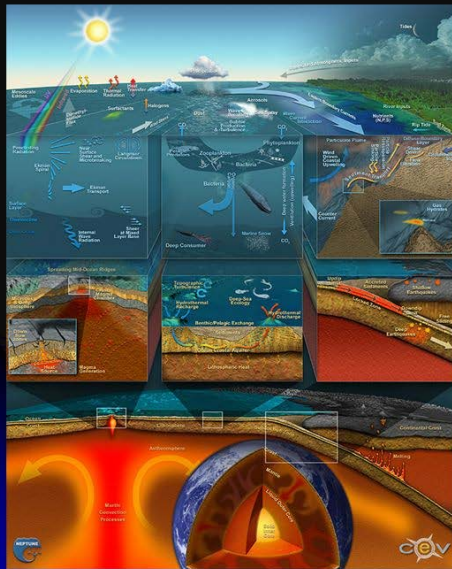
Culture

- Origin from the Latin *cultus*, meaning “to care for”
- Two aspects:
 - What people care about
 - Beliefs, values, and customs
 - What people take care of
 - Earning a living; obtaining food, clothing, and shelter
- Video 6d

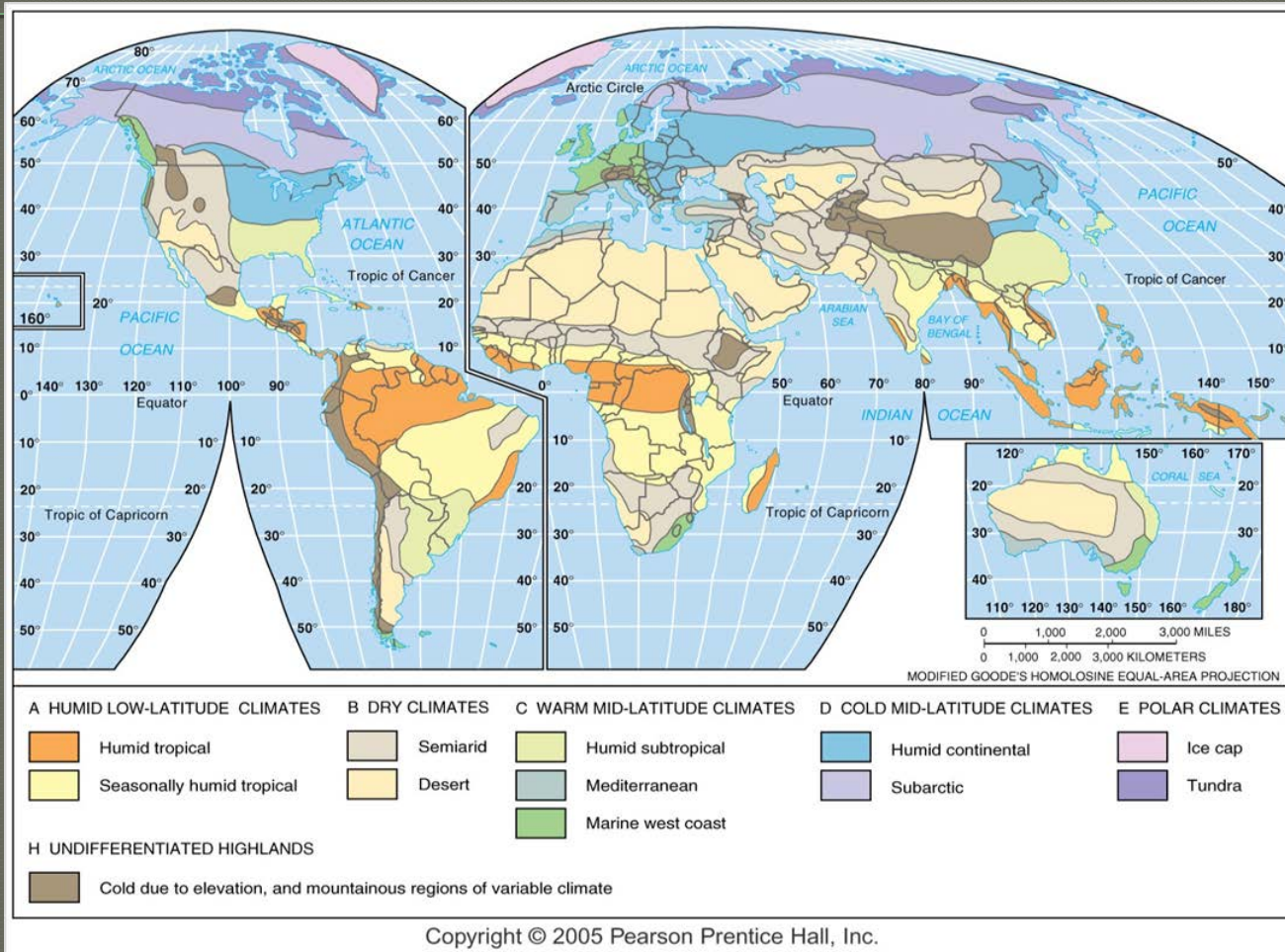


Physical Processes

- These four processes are important for understanding human activities
 - Climate
 - Vegetation
 - Soil
 - Landforms



World Climate Regions: Köppen system



Video 6e

The modified Köppen system divides the world into five main climate regions.

Environmental Modifications in the Netherlands



LAND RECLAMATION! Video 6f



Polders and dikes have been used for extensive environmental modification in the Netherlands.

Environmental Modifications in Florida

Straightening the Kissimmee River has had many unintended side effects.

Video 6g

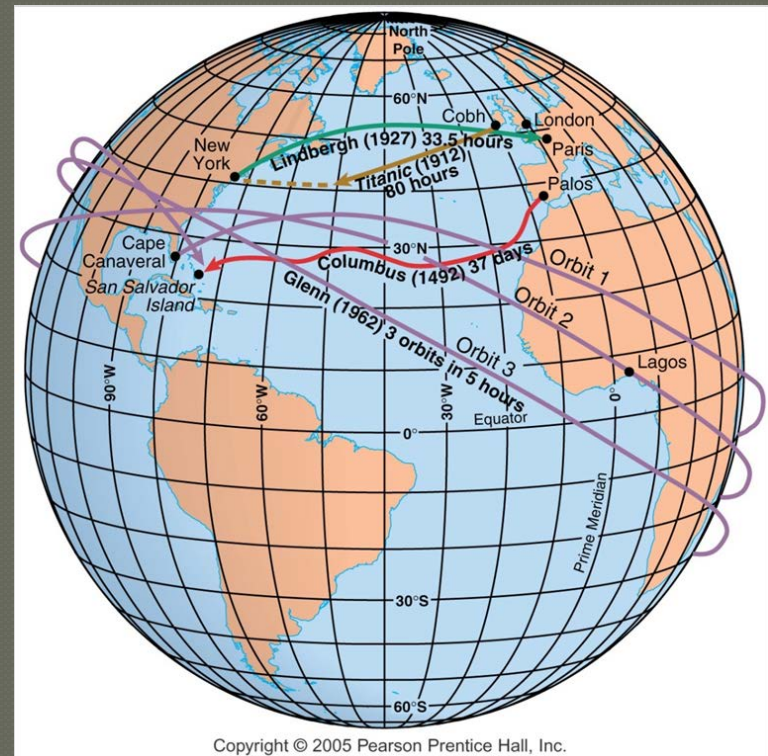


Spatial Interaction

- Interdependence exists among places based upon the degree of spatial interaction.
- It is established through the movement of people, ideas, and objects between regions.

- Space-Time Compression

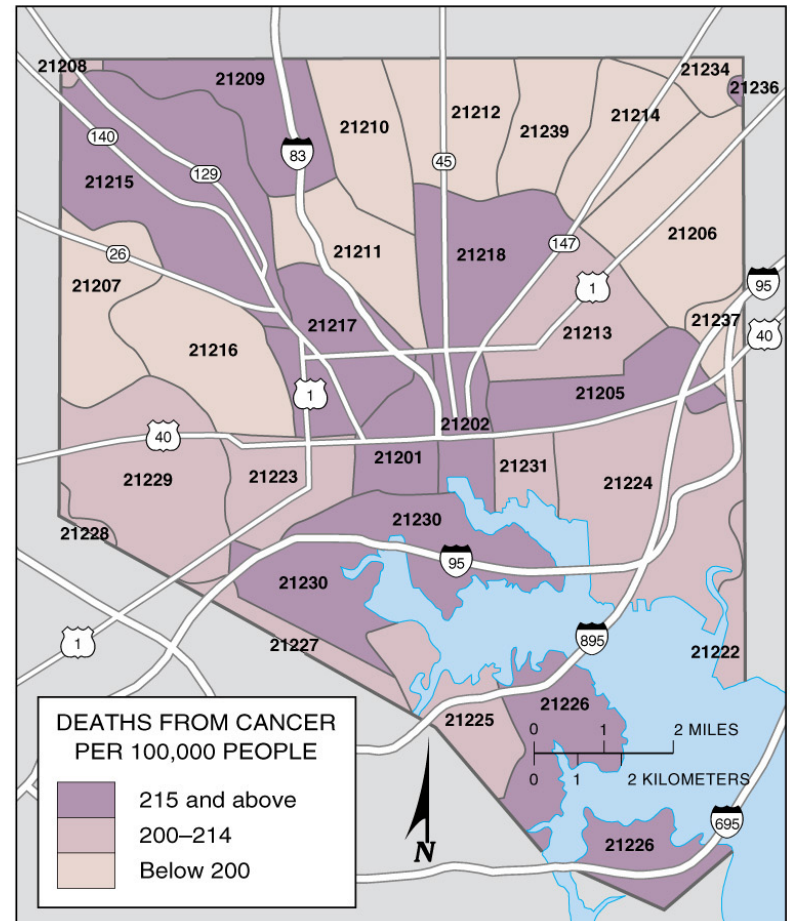
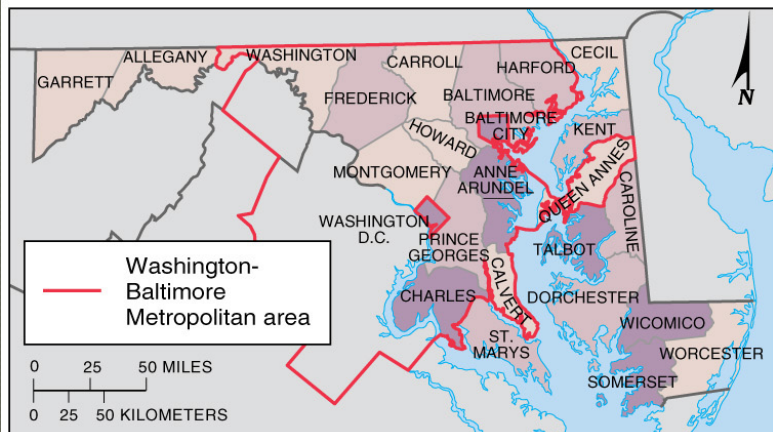
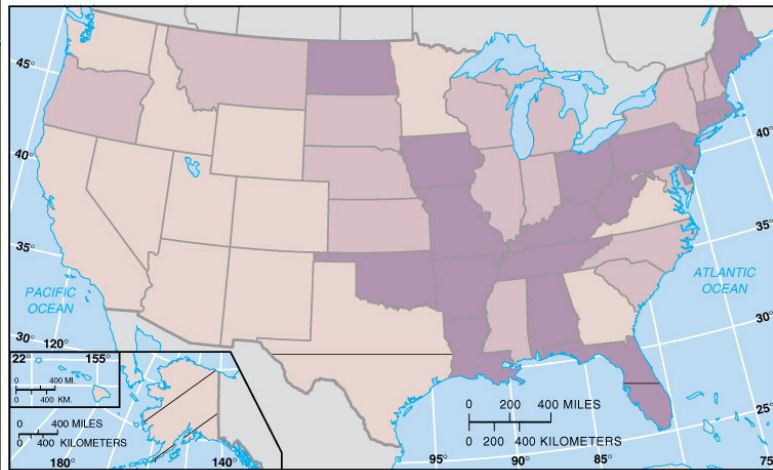
- 1492-1962
- Video 6h



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The time required to cross the Atlantic, or Orbit the Earth, illustrate how transportation improvements have shrunk the world.

Spatial Association at Various Scales



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Death rates from cancer in the U.S., Maryland, and Baltimore show different patterns that can identify associations with different factors.

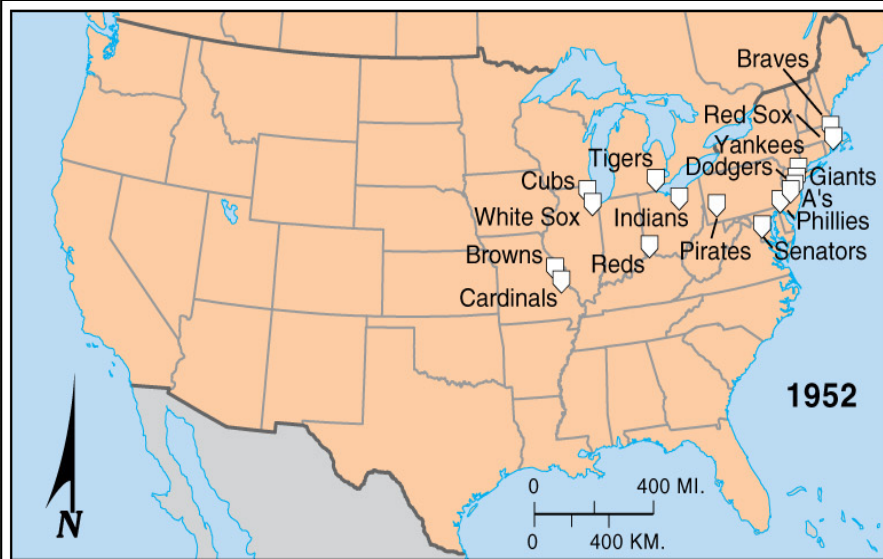
Spatial: Density, Concentration, and Pattern

- Distribution—three features
 - Density
 - -Arithmetic
 - -Physiological
 - -Agricultural
 - Concentration
 - Pattern



The density, concentration, and pattern (of houses in this example) may each vary in an area or landscape.

Density and Concentration of Baseball Teams, 1952–2000

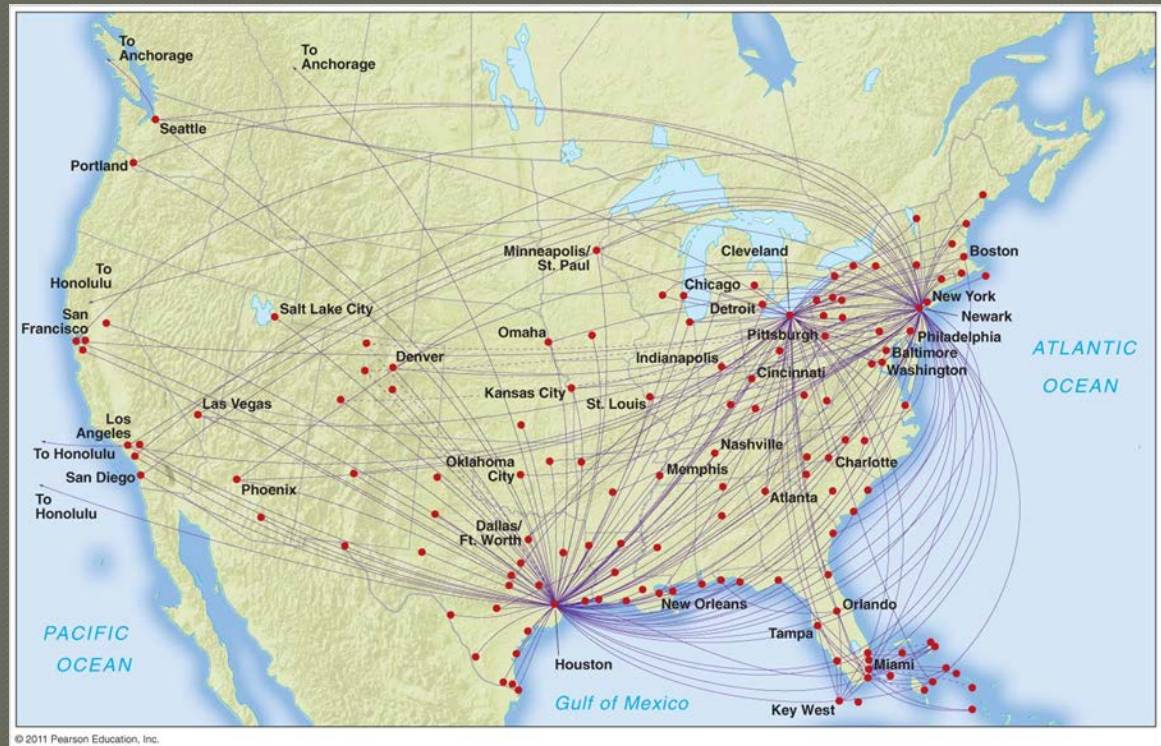


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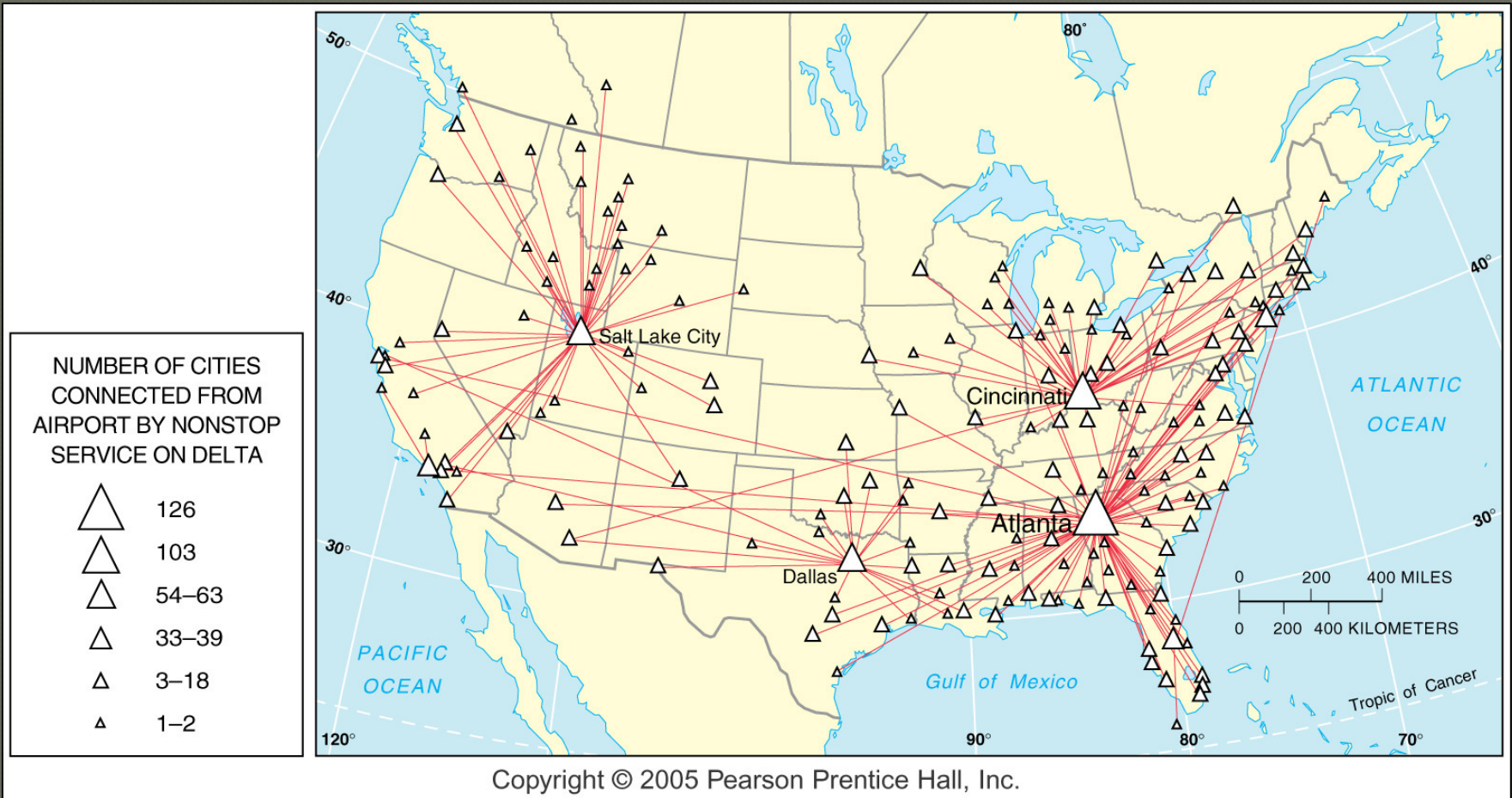
The changing distribution of North American baseball teams illustrates the differences between density and concentration.

Spatial Interaction

- Transportation networks
- Electronic communications and the “death” of geography?
- Distance decay



Airline Route Networks



Delta Airlines, like many others, has configured its route network in a “hub and spoke” system.

Diffusion

- Diffusion involves the movement of people, ideas, and information between places.
 - Regions can possess similarities based upon characteristics that spread from one place to another over time.
- A “hearth”
 - An area where an innovation originates and then typically diffuses to another region.

- 1) Relocation diffusion
- 2) Expansion diffusion
 - *Hierarchical*
 - *Contagious*
 - *Stimulus*

Relocation Diffusion

● Relocation Diffusion

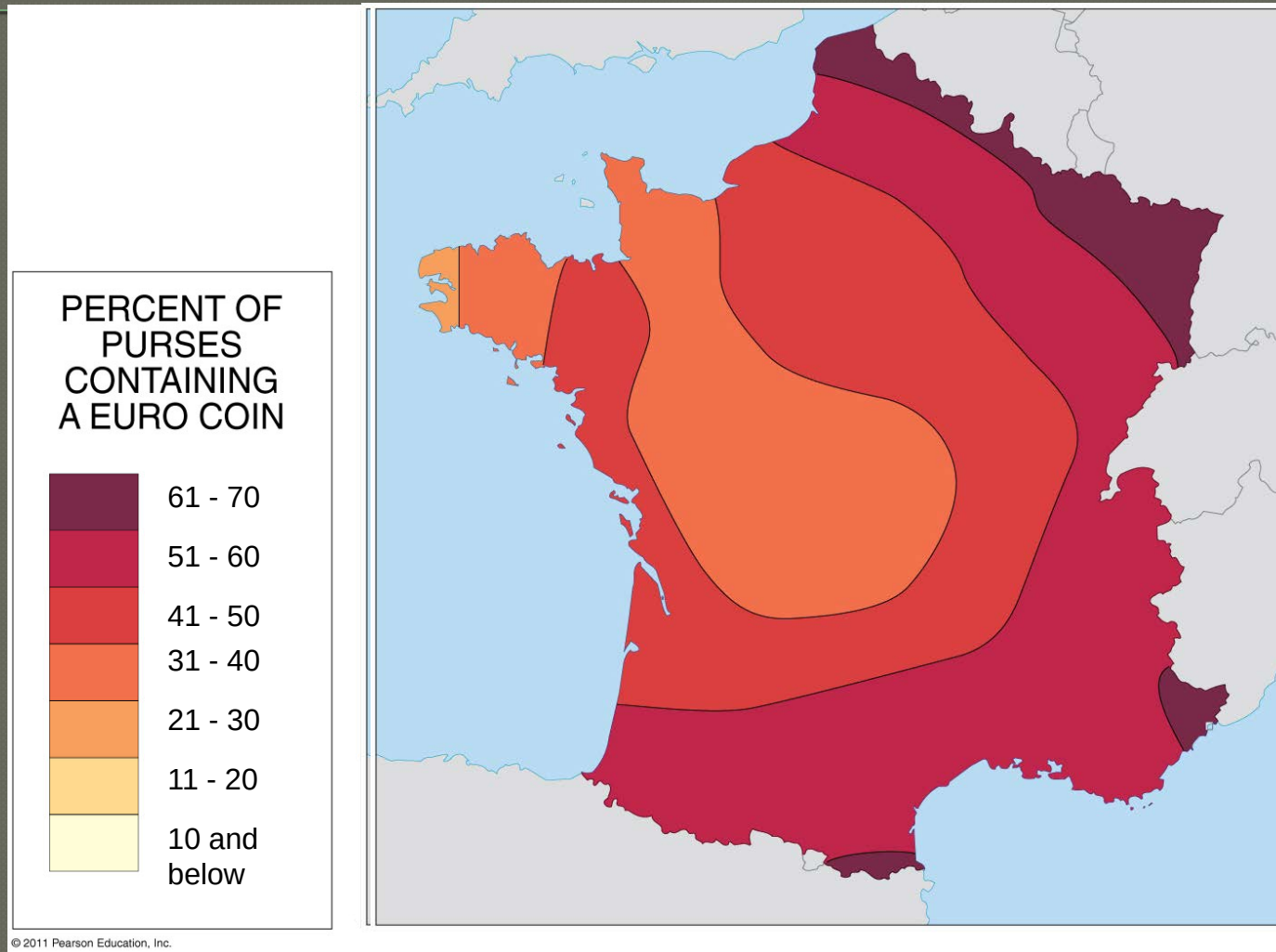
- The actual movement of individuals who have already adopted the idea or innovation, and who carry it to a new place, where they proceed to disseminate it.

Ideas spread by the movement of people from one location to another



Example: Spanish Language

Relocation Diffusion: Example



May 2002

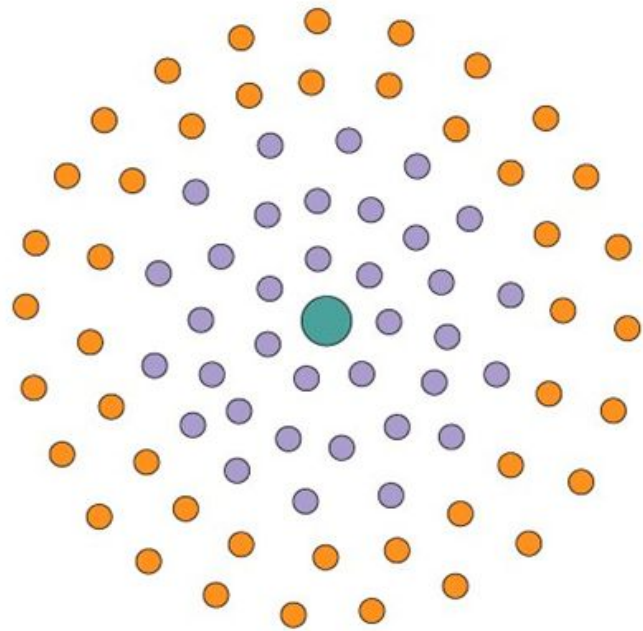
August 2002

November 2002

February 2003

Expansion Diffusion

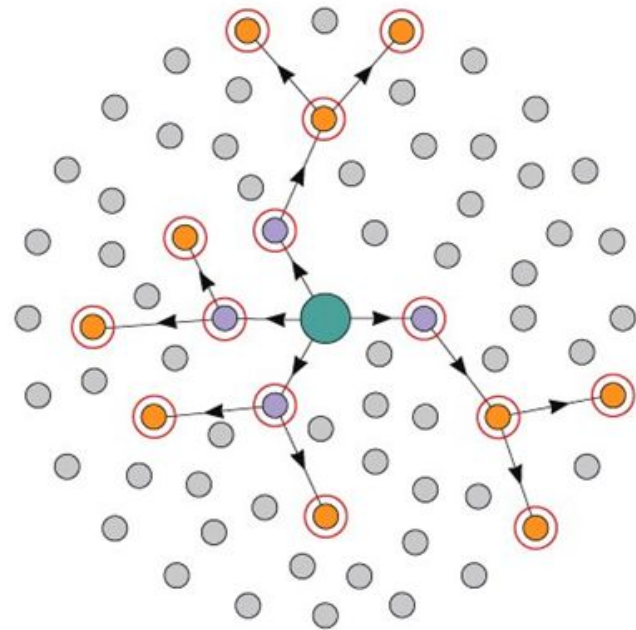
CONTAGIOUS DIFFUSION



Contagious Diffusion

The innovation spreads outward through direct person to person contact. No jumping.

HIERARCHICAL DIFFUSION



Hierarchical Diffusion

The innovation spreads from one power node to another jumping over intervening areas.

Expansion Diffusion

STIMULUS DIFFUSION



Under Armour Heat Gear

● Kevin Plank

- Graduate of University of Maryland, 1996
- Played football as a walk-on. While playing, he developed body-hugging gear that reflected heat and keep the body cool
- Upon graduation, he gave some of his friends his gear (Hierarchal Diffusion) and other players at the University of Maryland. Those players graduated, and took the gear with them to the NFL, where the gear garnered more exposure.

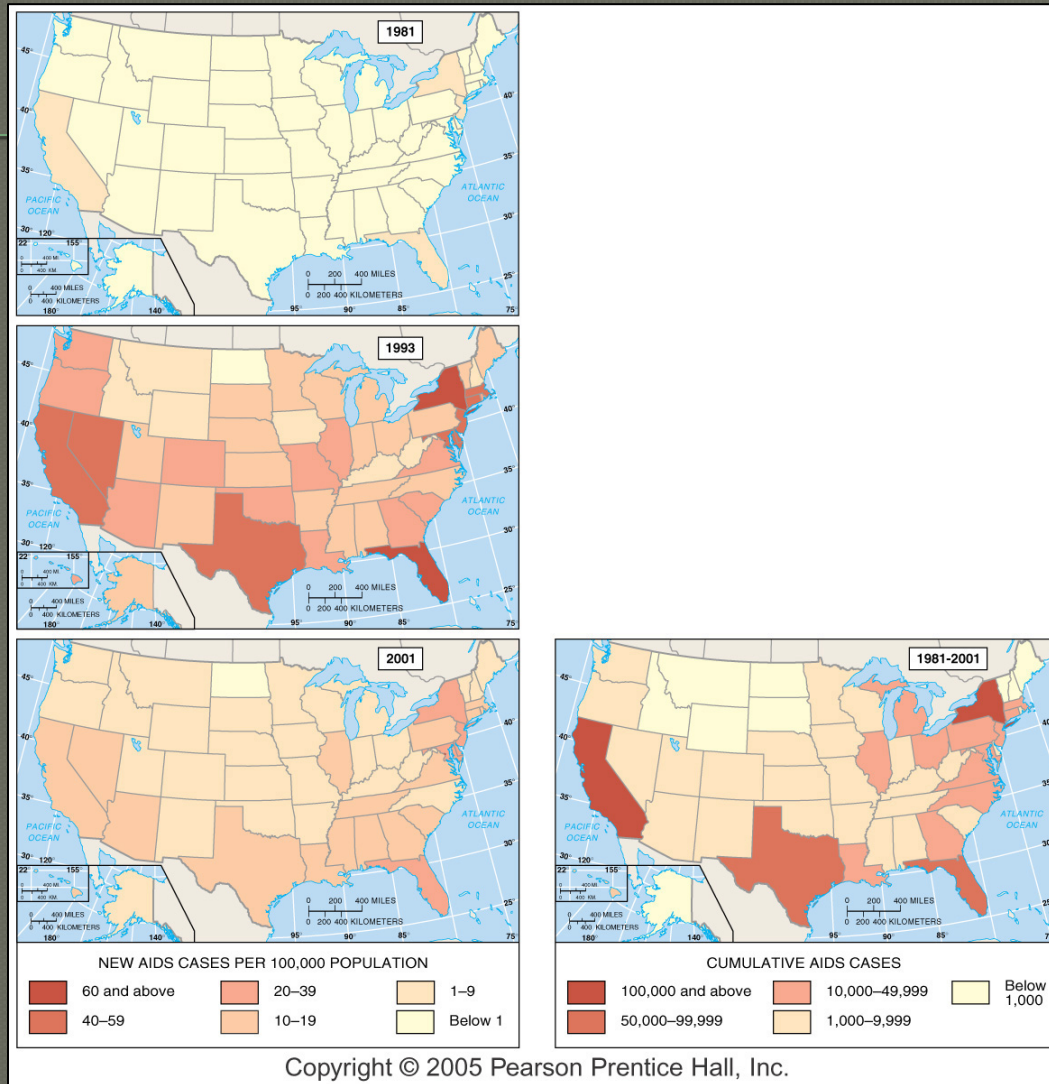
● Contagious Diffusion

- Soon younger players saw the college and NFL players wearing the gear and its popularity spread rapidly.
 - 2004 – \$200 million (revenue)
 - 2013 -- \$2 billion (revenue)

● Stimulus Diffusion

- Due to demand from customers, Nike, Reebok and other brands soon adapted to create their own similar performance gear

AIDS Diffusion in the U.S., 1981–2001



New AIDS cases were concentrated in three nodes in 1981. They spread through the country in the 1980s, but declined in the original nodes in the late 1990s.