• What causes cultures to change?

• Why has the rate of cultural change been increasing?
Cultures change all the time. A change in one part of a culture changes other parts. Changes in the natural environment, technology, and new ideas affect culture.

A change in the environment:
- If the weather changes long enough, the climate will change. That affects the kinds of food people eat, the clothes they wear, and the way they make a living.

A new idea:
- People used to take nature for granted. Since the 1950s, people all over the world have become concerned about the environment. People now recycle, work to protect endangered species, preserve forests, and conserve natural resources.
New technological discoveries and inventions may have had the most effect on cultures.

What are some examples of this?

- The discovery of fire helped people survive colder climates.
- The invention of early tools allowed hunters to kill larger animals, changing the food people ate and ways of life.

What about in modern times?

- The introduction of radio and television in the United States allowed people to receive instant information and entertainment and also led to such things as the TV dinner.
- Computers change how and where people work, can help people live longer, and have led to new words, like hacker.
People are on the move all over the world. In the process, they all bring new things such as clothing and tools with them. They also bring ideas about such things as how to prepare food, teach children, or worship and govern. Sometimes a culture adopts these new ideas.

The movement of customs and ideas is called **cultural diffusion**.
- Examples: Baseball and blue jeans began in the United States, but today are popular all over the world.

The process of accepting, borrowing, and exchanging ideas is called **acculturation**.
- Examples: Japan changed baseball to better fit their culture. Blue jeans originated in the United States, but other places made changes to them. People in the United States adopted these changes.
Recently, technology has increased the speed of change. There is now a rapid exchange of ideas. Faxes and computers transport information almost instantly. Magazines, television, and the Internet bring ideas and information from all over the world into many homes.

A Global Village
- Today, many people call the Earth a global village because modern transportation and communications tell everyone about far-away people, businesses, and governments almost instantly (resembling the small-community feel of a village).

Information Overload?
- Change can help, but it can also hurt. If things change too fast, people can become confused and culture is threatened. Valuable traditions can disappear and sources of knowledge can be lost.
## International Travel

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S. Travelers to Foreign Countries</th>
<th>Foreign Visitors to the United States</th>
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<tbody>
<tr>
<td>1980</td>
<td>22 million</td>
<td>22 million</td>
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<tr>
<td>1985</td>
<td>35 million</td>
<td>25 million</td>
</tr>
<tr>
<td>1990</td>
<td>45 million</td>
<td>40 million</td>
</tr>
<tr>
<td>1995</td>
<td>51 million</td>
<td>43 million</td>
</tr>
<tr>
<td>1998</td>
<td>56 million</td>
<td>46 million</td>
</tr>
</tbody>
</table>
Chapter 4, Section 4

Cultural Change Notes

Environmental changes, such as shifts in climate
Introduction of new ideas and perspectives
Technological discoveries and inventions
Cultural diffusion, or the movement of customs and ideas from one place to another
Acculturation, or the exchange and acceptance of ideas

CHANGING CULTURES