



Chapter 4

Folk and Popular Culture


Folk and Popular Culture: Key Issues

1. Where Are Folk and Popular Leisure Activities Distributed?
2. Where Are Folk and Popular Material Culture Distributed?
3. Why Is Access to Folk and Popular Culture Unequal?
4. Why Do Folk and Popular Culture Face Sustainability Challenges?

Key Issue 1: Where are Folk and Popular Leisure Activities Distributed?


- 1.1 Introducing Folk and Popular Culture
- 1.2 Origin, Diffusion, and Distribution of Folk and Popular Culture
- 1.3 Geographic Differences Between Folk and Popular Culture
- 1.4 Origin and Diffusion of Folk and Popular Music
- 1.5. Origin and Diffusion of Folk and Popular Sports

Introducing Folk and Popular Culture



Did you take your shoes off
and leave them outside
the classroom door?

Introducing Folk and Popular Culture



Find 4 people in class and walk up to them, say hello and kiss once on each cheek.

Introducing Folk and Popular Culture



Introducing Folk and Popular Culture

We don't see things as they
are...

we see them as they

Anais Nin

Ethnocentrism



Assessing Your Ethnocentrism

Introducing Folk and Popular Culture

Below are items that relate to the cultures of different parts of the world. Work quickly and record your first reaction to each item. There are no right or wrong answers. Please indicate the degree to which you agree or disagree with each item using the following five-point scale: Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5;

1. Most other cultures are backward compared to my culture.
2. My culture should be the role model for other cultures.
3. People from other cultures act strange when they come to my culture.
4. Lifestyles in other cultures are just as valid as those in my culture.
5. Other cultures should try to be more like my culture.
6. I am not interested in the values and customs of other cultures.
7. People in my culture could learn a lot from people in other cultures.
8. Most people from other cultures just don't know what's good for them.
9. I respect the values and customs of other cultures.
10. Other cultures are smart to look up to our culture.
11. Most people would be happier if they lived like people in my culture.

Introducing Folk and Popular Culture

Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5;

12. I have many friends from different cultures.

13. People in my culture have just about the best lifestyles of anywhere.

14. Lifestyles in other cultures are not as valid as those in my culture.

15. I am very interested in the values and customs of other cultures.

16. I apply my values when judging people who are different.

17. I see people who are similar to me as virtuous.

18. I do not cooperate with people who are different.

19. Most people in my culture just don't know what is good for them.

20. I do not trust people who are different.

21. I dislike interacting with people from different cultures.

22. I have little respect for the values and customs of other cultures.

Introducing Folk and Popular Culture

Recode questions 4, 7, & 9 with the following format:

1=5

2=4

3=3

4=2

5=1

Drop questions 3, 6, 12, 15, 16, 17, 19

After you have recoded the previous questions, add all of the responses to the remaining 15 items together to get your composite ethnocentrism score.

Introducing Folk and Popular Culture

Difference between habit and custom

- *Habit* is a repetitive act performed by an individual.
 - One college student wears jeans with colorful patches.
- *Custom* is a repetitive act performed by a group.
 - All college students from the American South wear jeans with colorful patches.

Origin

- Folk Culture
 - Anonymous hearths
 - Possible to have multiple hearths each originating independently
 - Anonymous sources, unknown dates and originators
- Popular Culture
 - Product of developed countries (Typically N. American/ European)
 - Often traceable to specific person or corporation

Introducing Folk and Popular Culture

- Folk culture: small, homogenous groups, relative isolation
- Popular culture: large, heterogeneous groups, widespread
- Both types have daily necessities (food, clothing, shelter) and leisure (arts and recreation).

Elements of Folk Culture



Figures 4-2 and 4-4: Jewelry, clothing, and food customs are all elements of culture.

Origin, Diffusion, and Distribution of Folk and Popular Culture

Folk culture

- Origin: anonymous, sometimes multiple hearths
- Diffusion: slowly, through migration diffusion
- Distribution: spatially isolated, influenced by local factors

Popular culture

- Origin: specific point of origin, usually developed country
- Diffusion: rapidly through hierarchical diffusion
- Distribution: widespread wherever technology allows

Distribution of Folk Culture

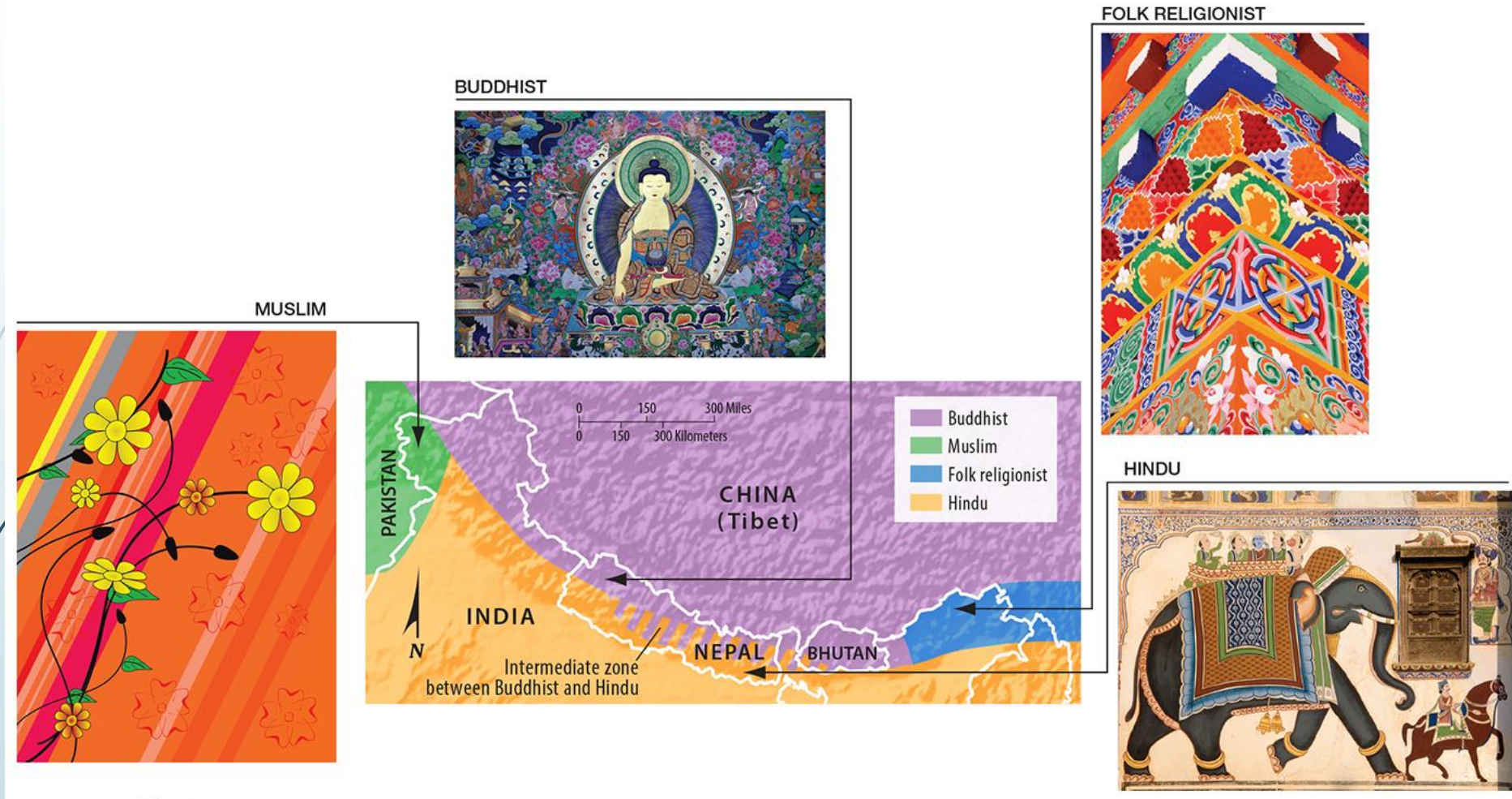


Figure 4-6: Distribution of different folk cultural painting traditions from four different parts of the Himalaya Mountains.

Regions and Connections

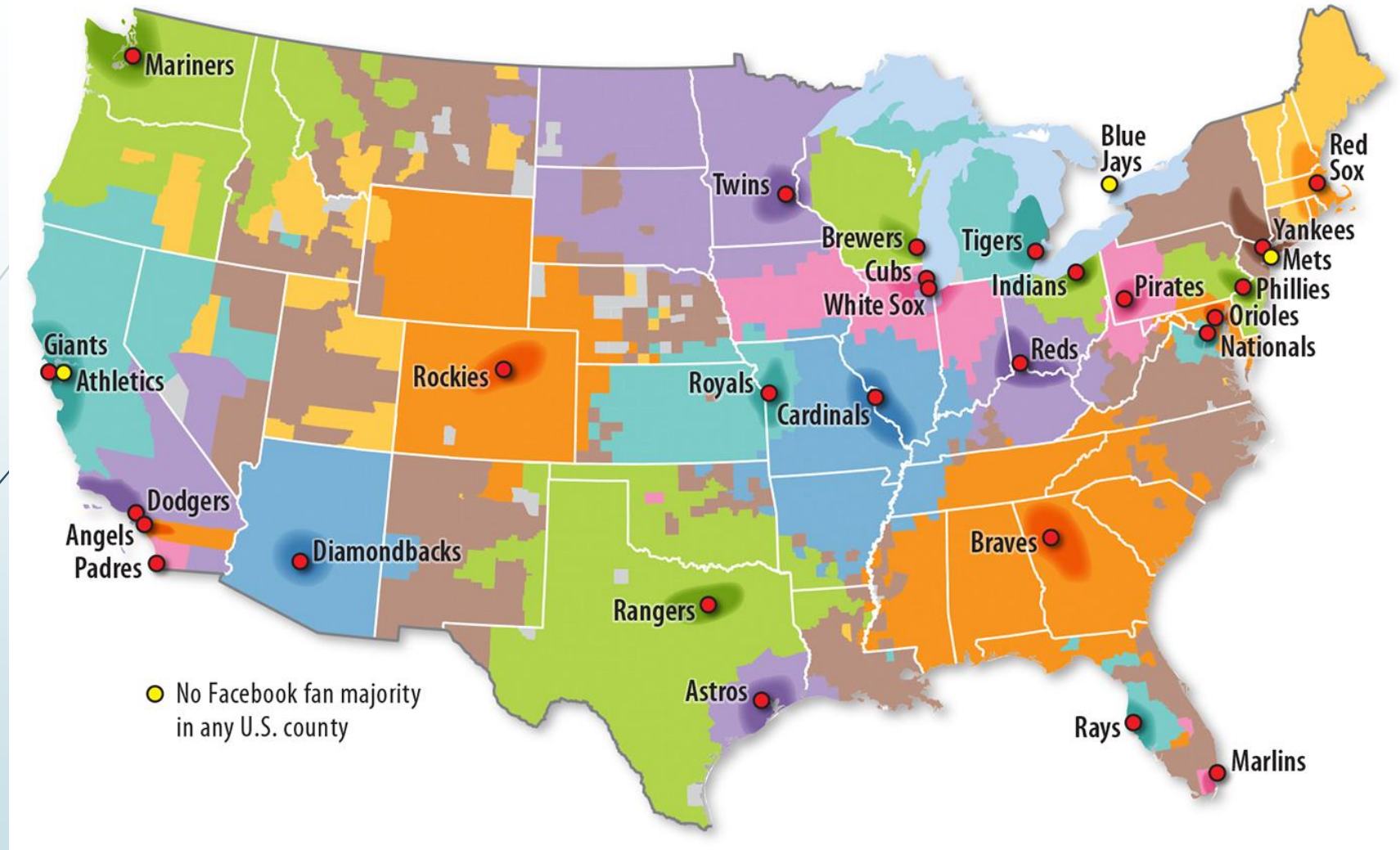


Figure 4-7: Some popular sports, like baseball, display large functional regions of fans.

Regions and Connections



Figure 4-9: Popular musicians may have more in common with similar styles far across the world than with different styles in the same city.

Origin and Diffusion of Folk and Popular Music

- ▶ Folk music often anonymous origin, tells traditional story
- ▶ Popular music from known authors, produced for sale

Folk Music: Vietnam



Figure 4-10: Vietnamese singers perform songs with a 500-year tradition.

Popular Music: U.S. Clusters

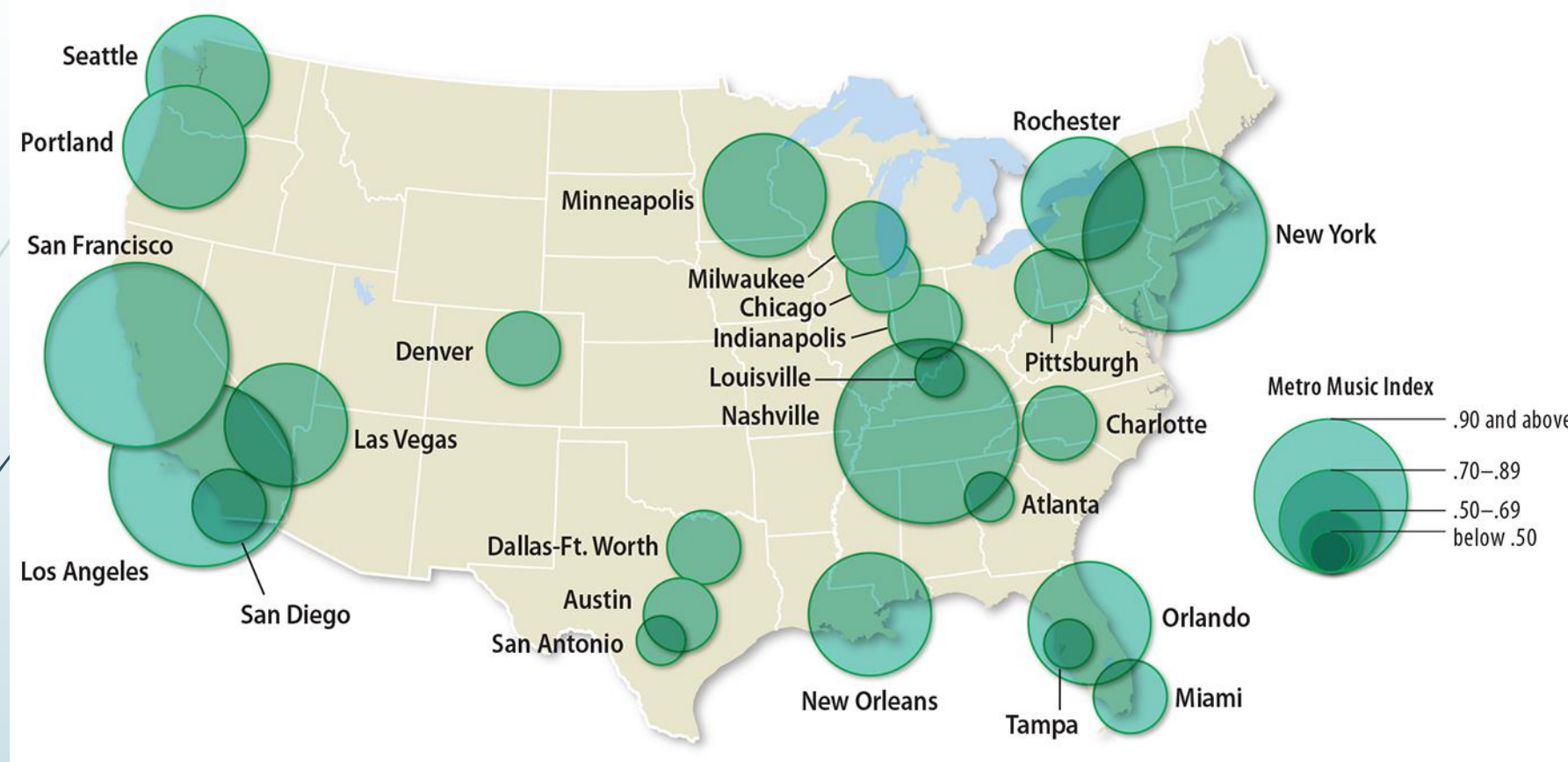


Figure 4-11: Musicians and studios cluster in cities for access to music services and employment.

Favorite Artist by U.S. State

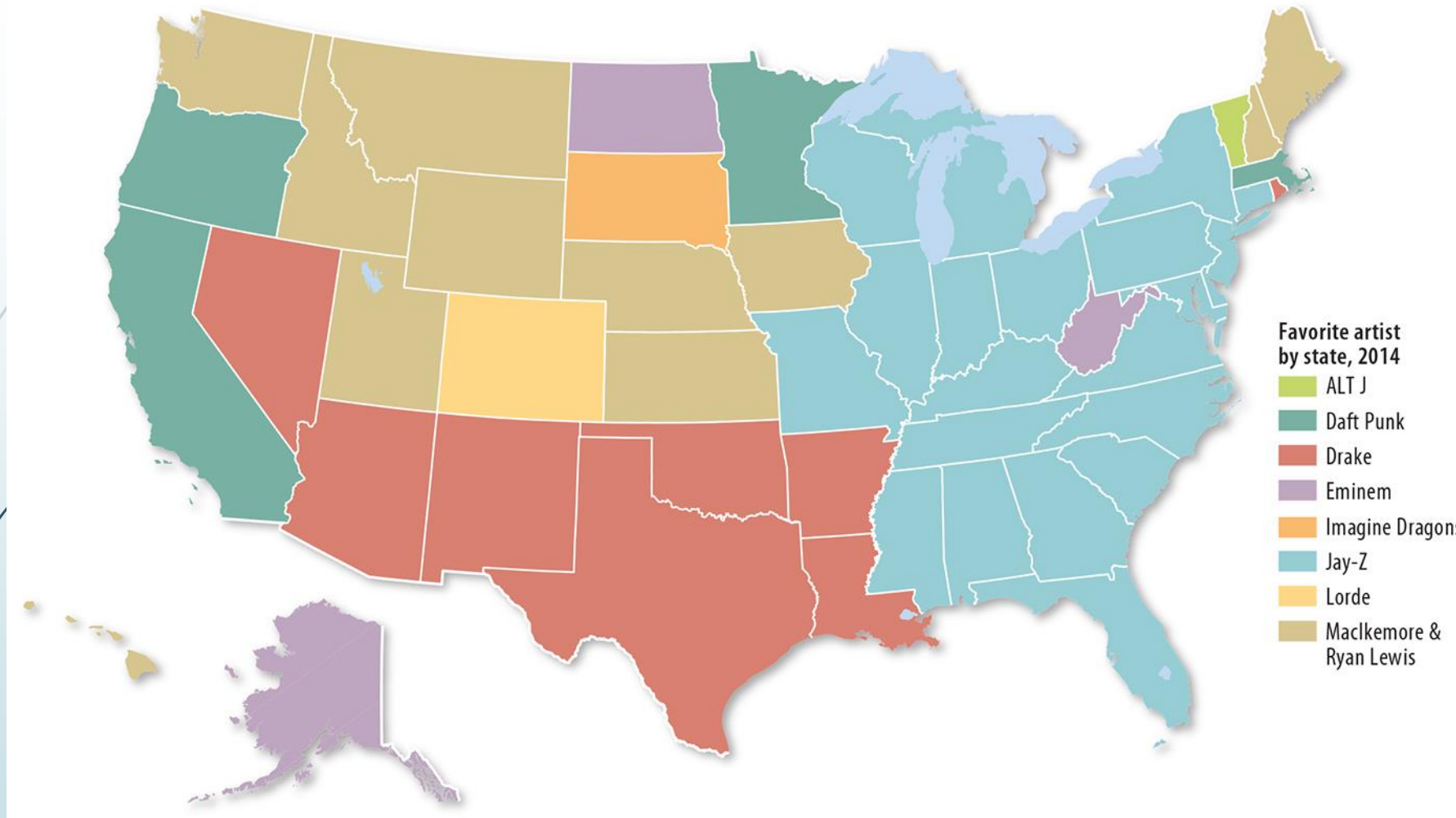


Figure 4-12: Popular music is spatially widespread yet displays regional variations in popularity.

Origin and Diffusion of Folk and Popular Sports

- ▶ Soccer: example of global popular sport with folk origins
- ▶ Sports must be widely practiced to be considered for Olympics.
- ▶ Some sports have more distinct regional appeal—cricket, wushu, lacrosse.

Popular Sports: World Cup Soccer

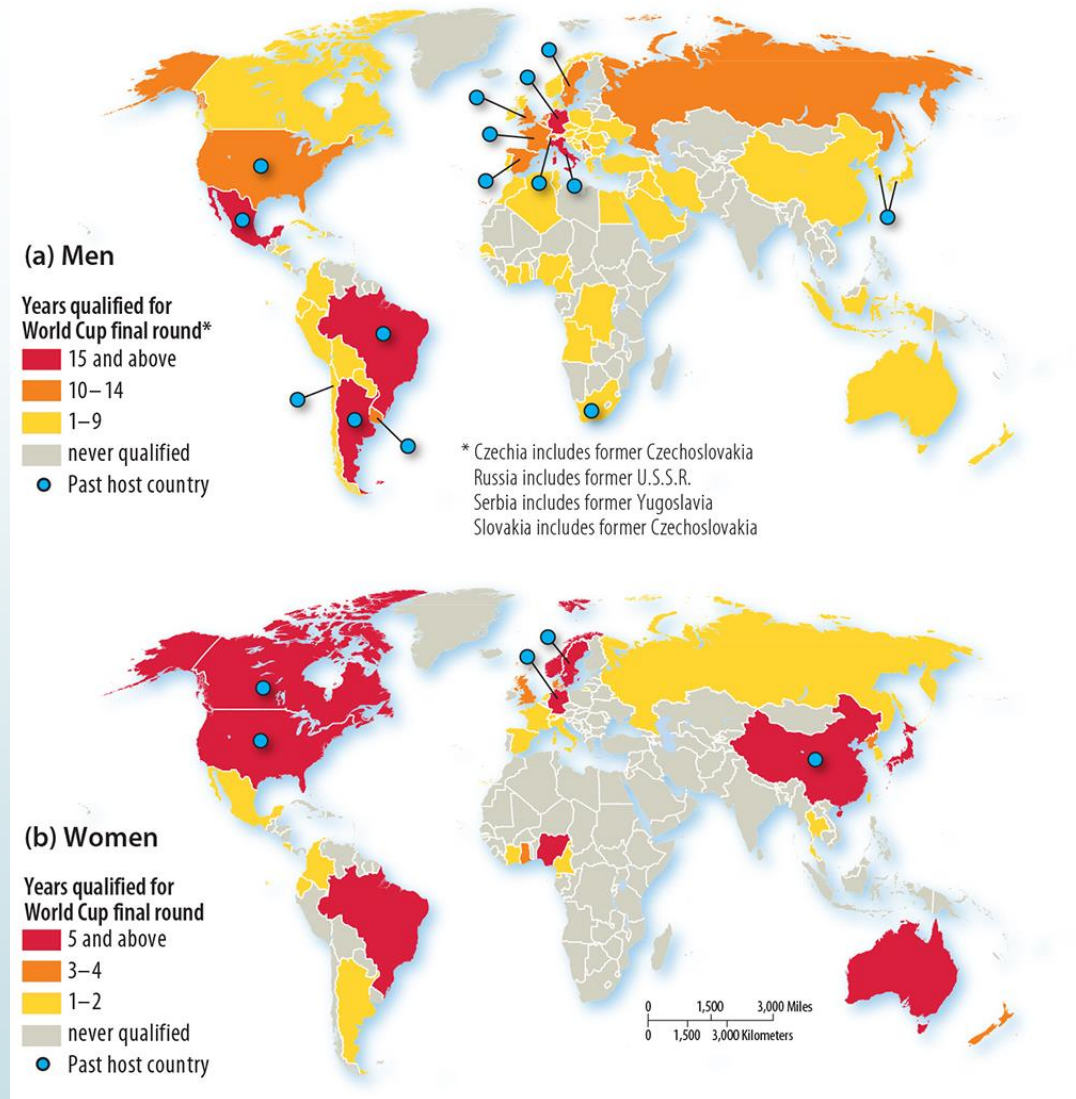


Figure 4-13: Soccer's popularity extends to countries that have not fielded a World Cup team.

Key Issue 2: Where Are Folk and Popular Material Culture Distributed?

2.1 Elements of Material Culture

2.2 Folk and Popular Clothing

2.3 Folk Food Customs

2.4 Popular Food Preferences

2.5 Folk and Popular Housing

Wine Production

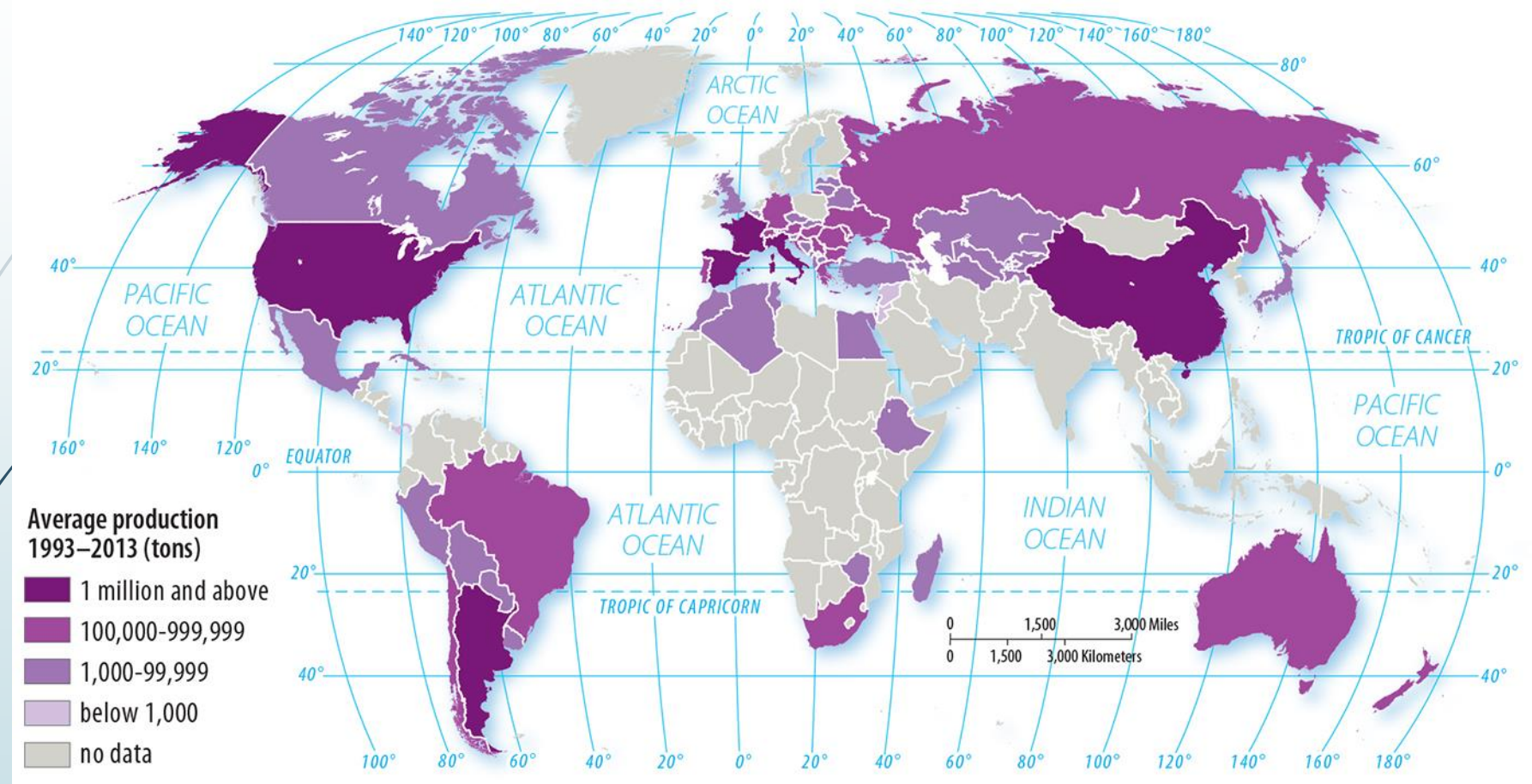


Figure 4-16: Wine production is influenced by favorable climate and soils for grapes as well as cultural factors.

Folk Clothing: Women's Dress Codes

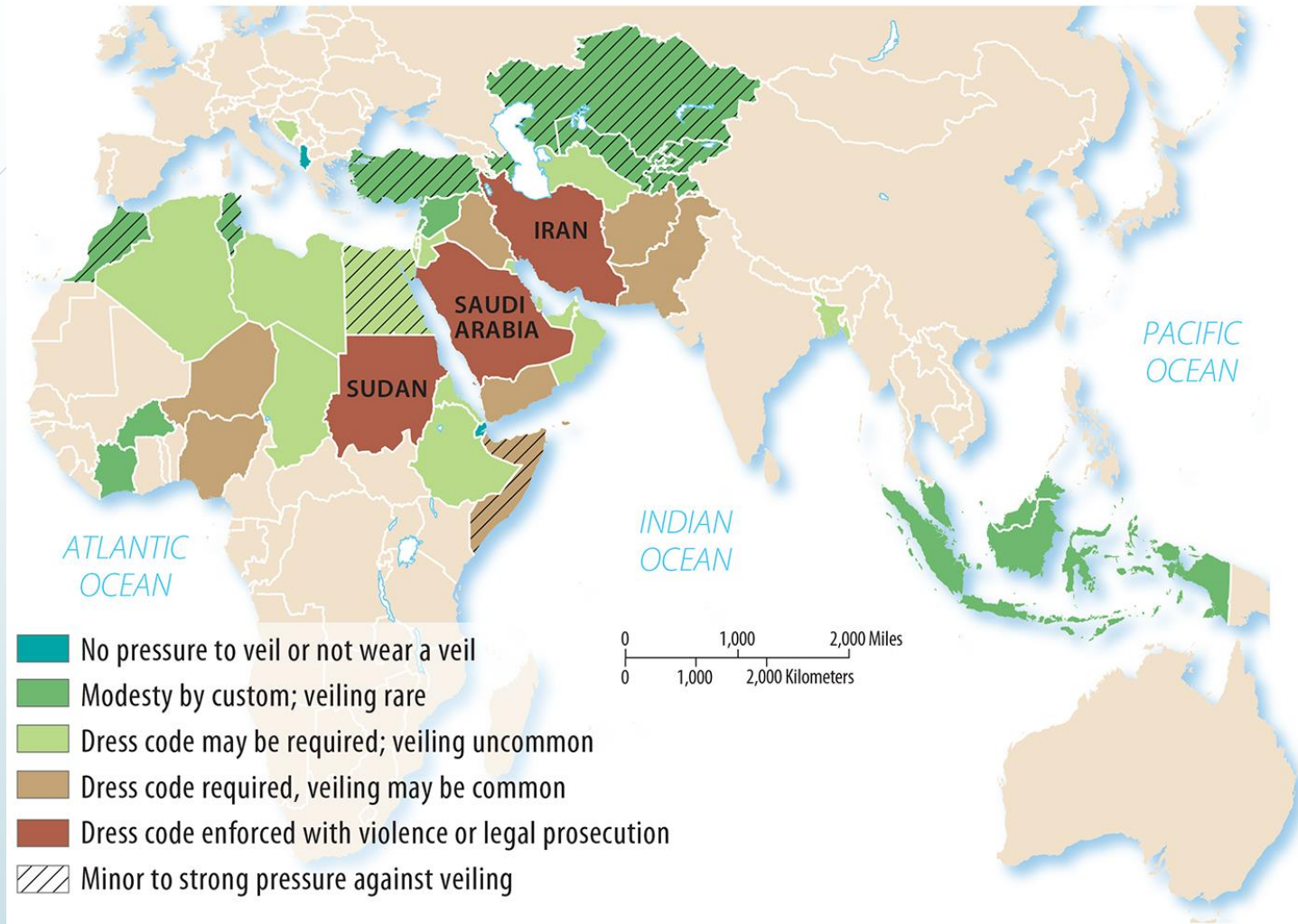


Figure 4-17: Traditional clothing customs of women in North Africa and Southwest Asia vary with respect to cultural views of modesty, including the wearing of a veil.

Folk and Popular Clothing

- Folk clothing may reflect environmental or cultural factors, including religious tradition.
- Popular clothing reflects occupation and income.

Folk Clothing



Figures 4-18 and 4-19: Wooden shoes are a Dutch folk clothing custom (left). Muslims (center, top) and Jews (right) may customarily wear modest black clothes.

Folk Food Customs

- Local environmental conditions influence what can be grown.
- Food taboos may protect the local environment or serve other functions.
 - People may desire or avoid certain foods, as a result of perceived beneficial or harmful natural traits.
 - Jews do not eat animals that did not chew their cud or that have cloven feet and fish lacking fins or scales.
 - Muslims embrace not eating pork.
 - Hindus embrace not eating cattle.

Istanbul Vegetable Garden

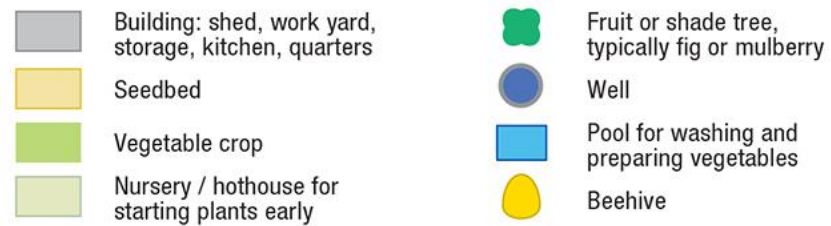
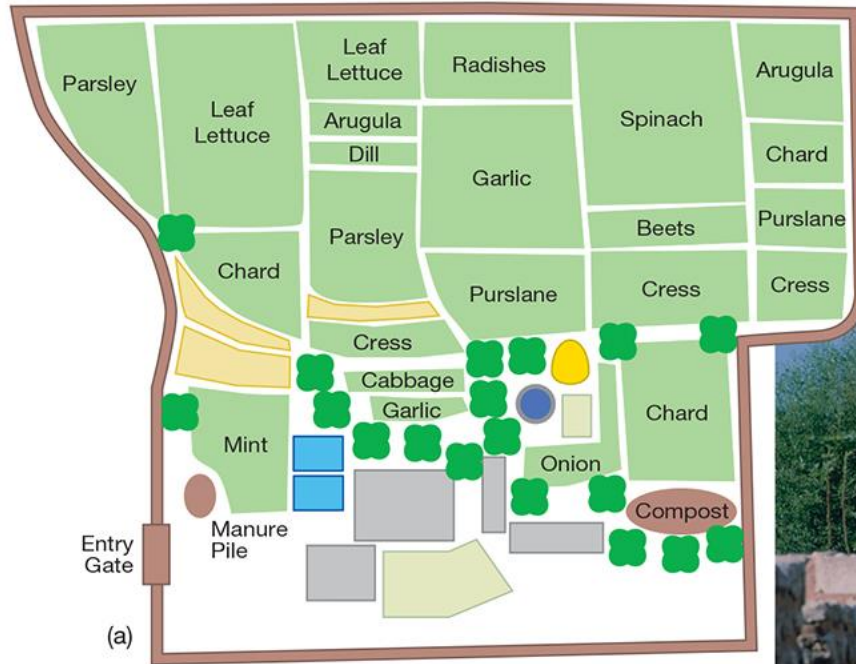


Figure 4-23: Bostans in Istanbul provide fresh vegetables that do well in Turkey's climate.

Popular Food Preferences

- Popular foods vary globally and regionally in preference.
 - Coca-Cola and Pepsi have different regional distributions.
 - U.S. preferences for popular foods vary by region.

Popular Food Preferences: Coke vs. Pepsi

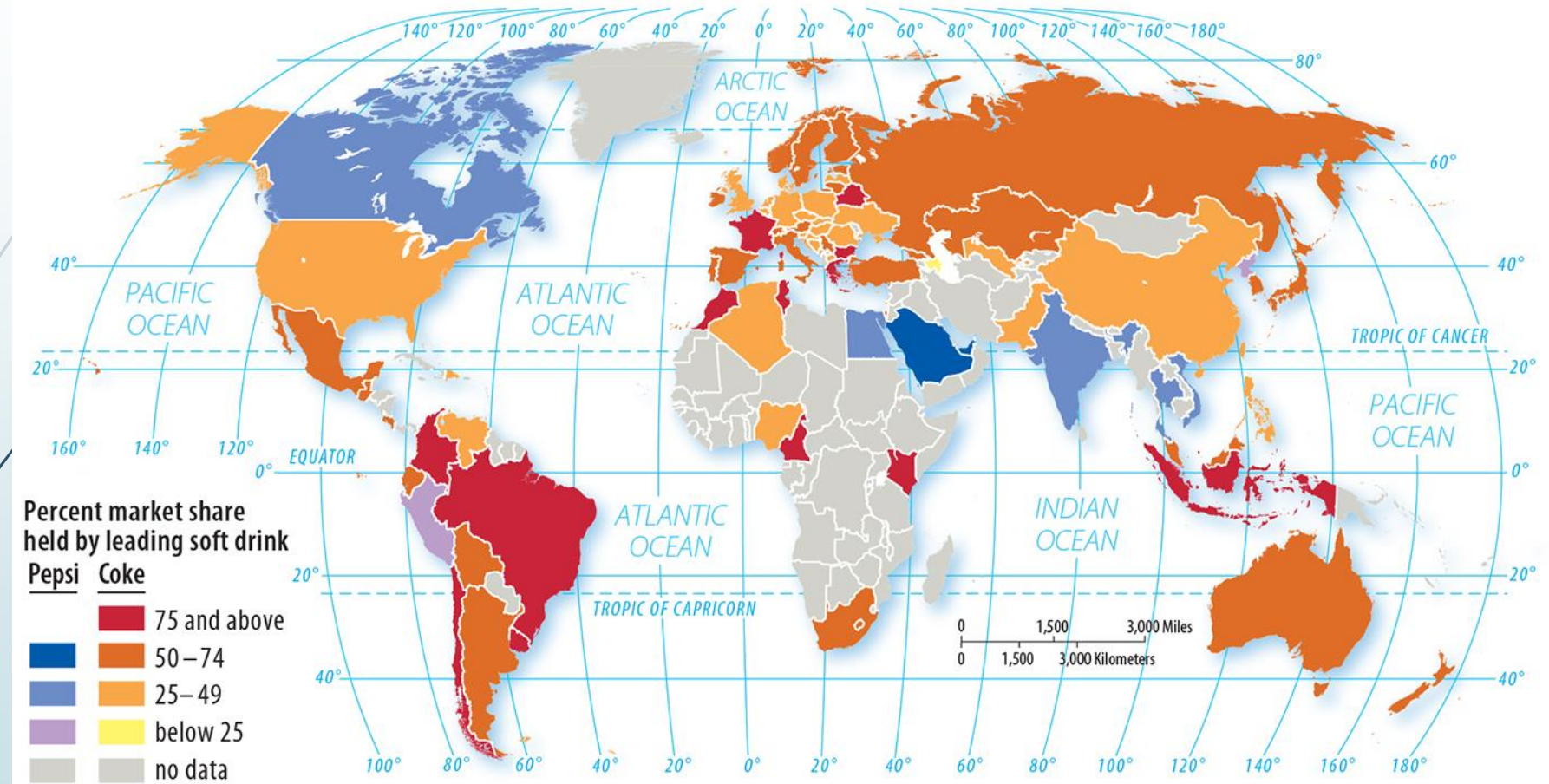


Figure 4-25: Pepsi is more popular in Canada, Peru, and a few countries from Egypt to Vietnam.

Regional Variation: Concentration of McDonald's

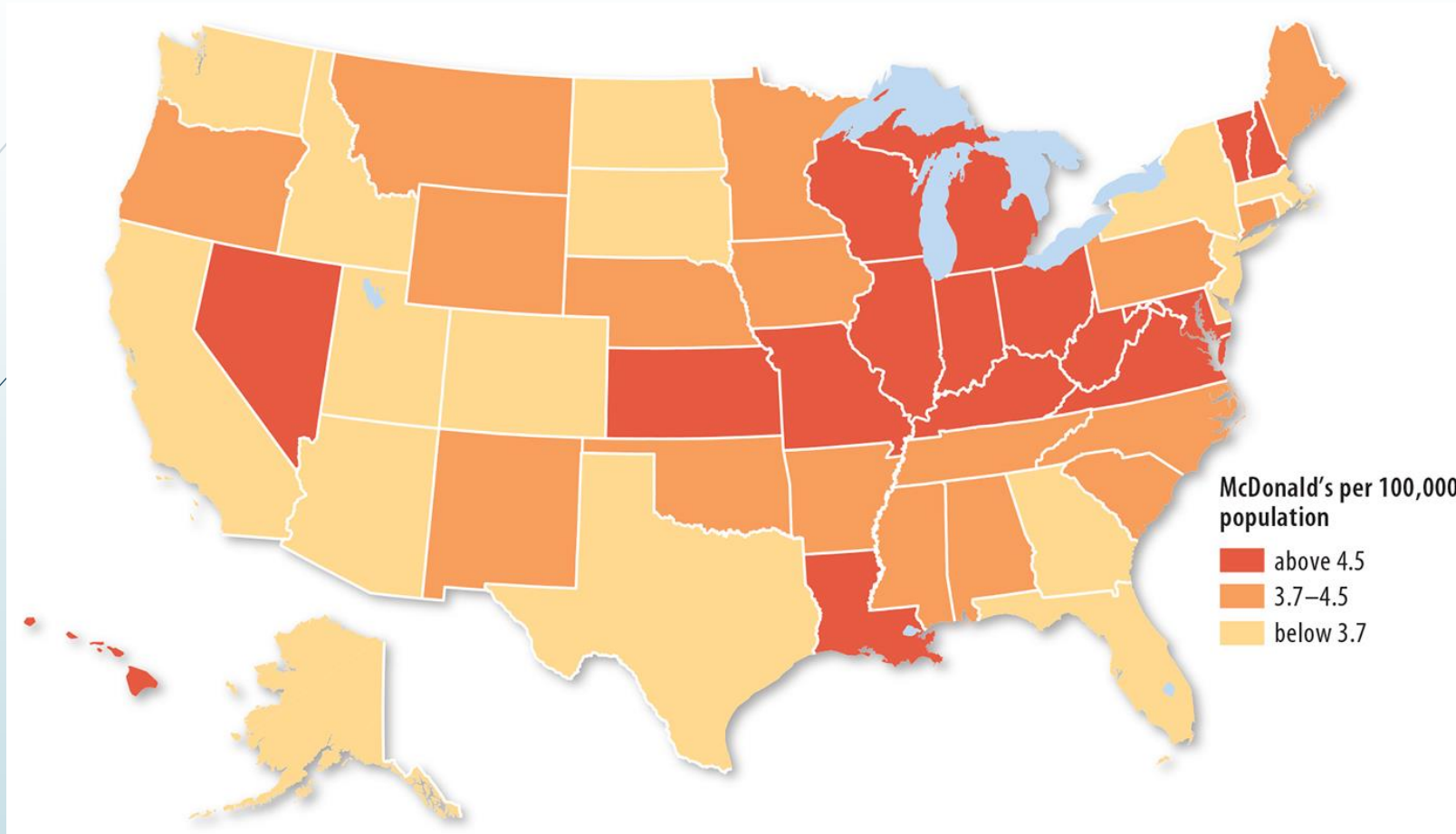


Figure 4-26: McDonald's has the highest concentration of restaurants per capita in the Great Lakes region.

Regional Variation: Fast-Food Restaurant Preferences

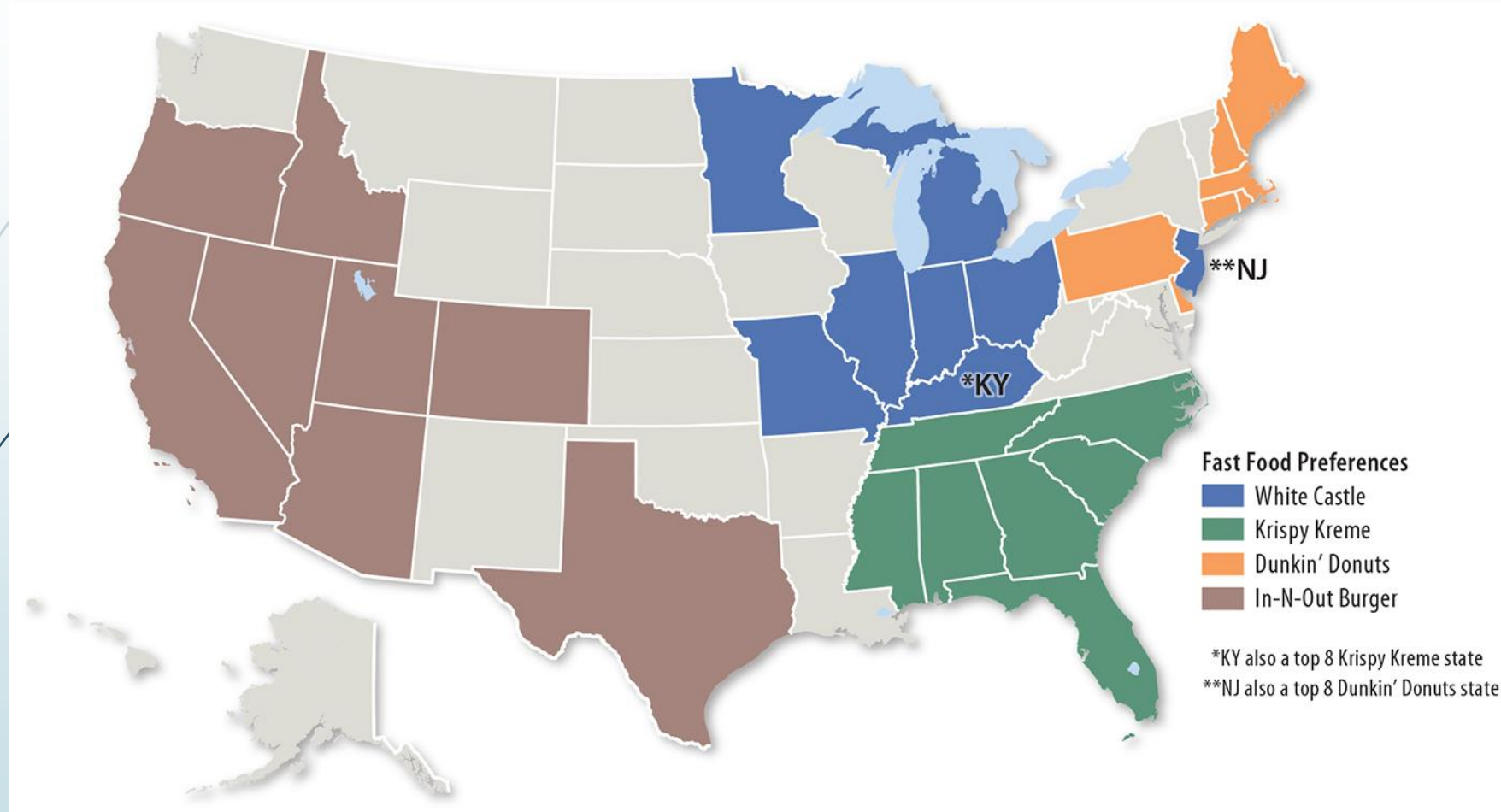


Figure 4-27: Regional factors influence the popularity of fast food brands, here displaying the eight most popular states of four franchises.

Folk and Popular Housing

- Environmental Influences on Folk Housing
 - Available resources influence building materials used on folk houses like wood, stone, brick, grass, sod, bamboo.
 - Climate and local topography influence design of housing structures.
- Religion can impact size, direction, and layout
- US Folk Housing
 - Middle Atlantic: “I”-house with one room deep and at least two rooms wide.
 - Lower Chesapeake/Tidewater: one story with a steep roof and chimneys at either end.
 - New England: box shaped with a central hall.

Folk and Popular Housing

- U.S. Popular Housing
 - Popular culture rather than regional influences
 - Most people no longer build their own houses but instead are mass-produced by construction companies.
 - Houses show the influence of shapes, materials, detailing, and other features of architectural style in vogue at any one point in time.
- Within popular culture you can still have the folk elements

Building Materials



(a)



(b)

Figure 4-28: Local availability can influence the choice of building materials.

Environmental Influences



Figure 4-29: Different environmental conditions influence the preferred style of house in Oman (left) and Estonia (right).

Cultural Influences

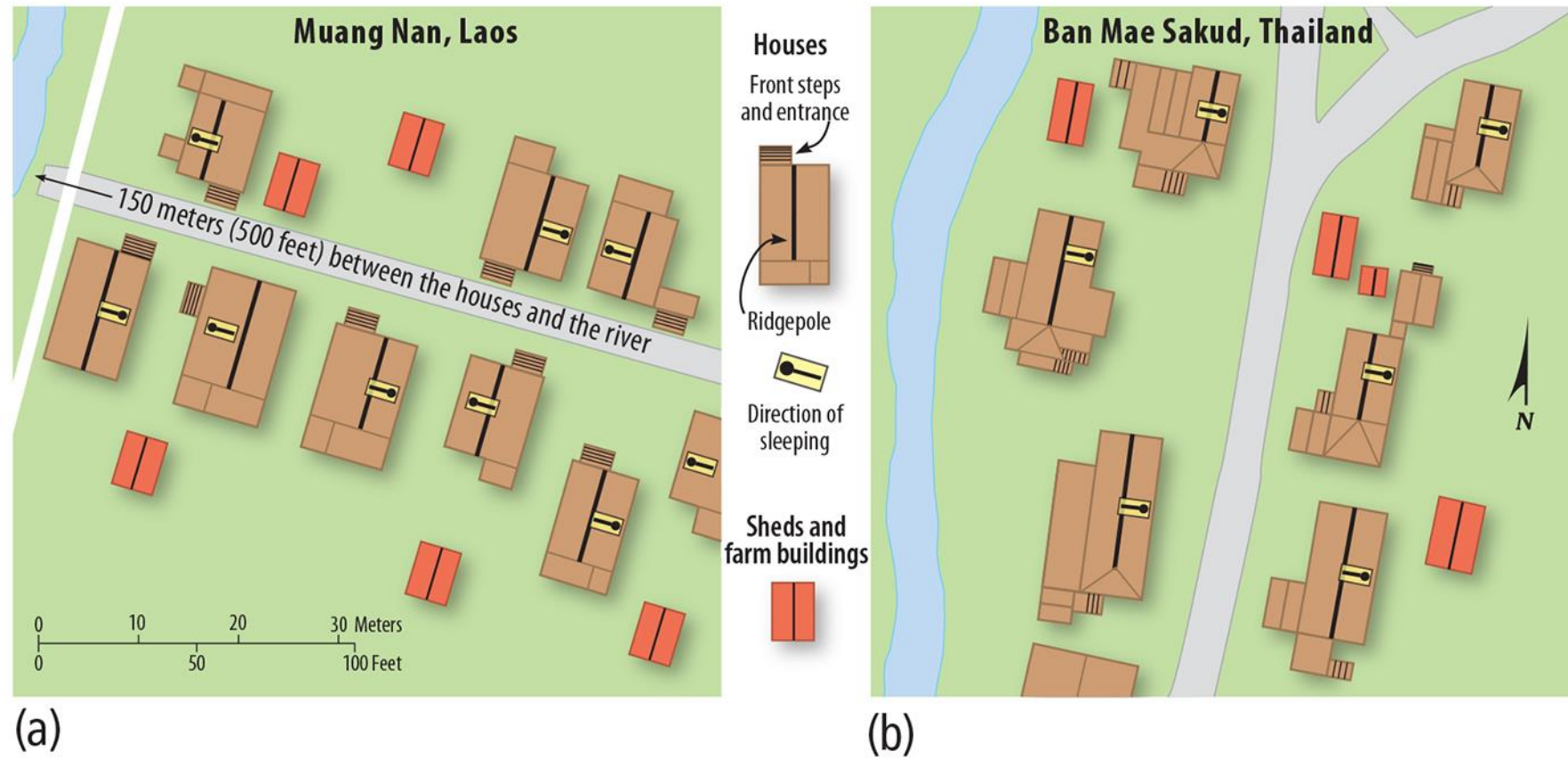


Figure 4-30: Different beliefs affect the form and position of houses in Laos (left) and Thailand (right).

U.S. Folk Housing Hearths

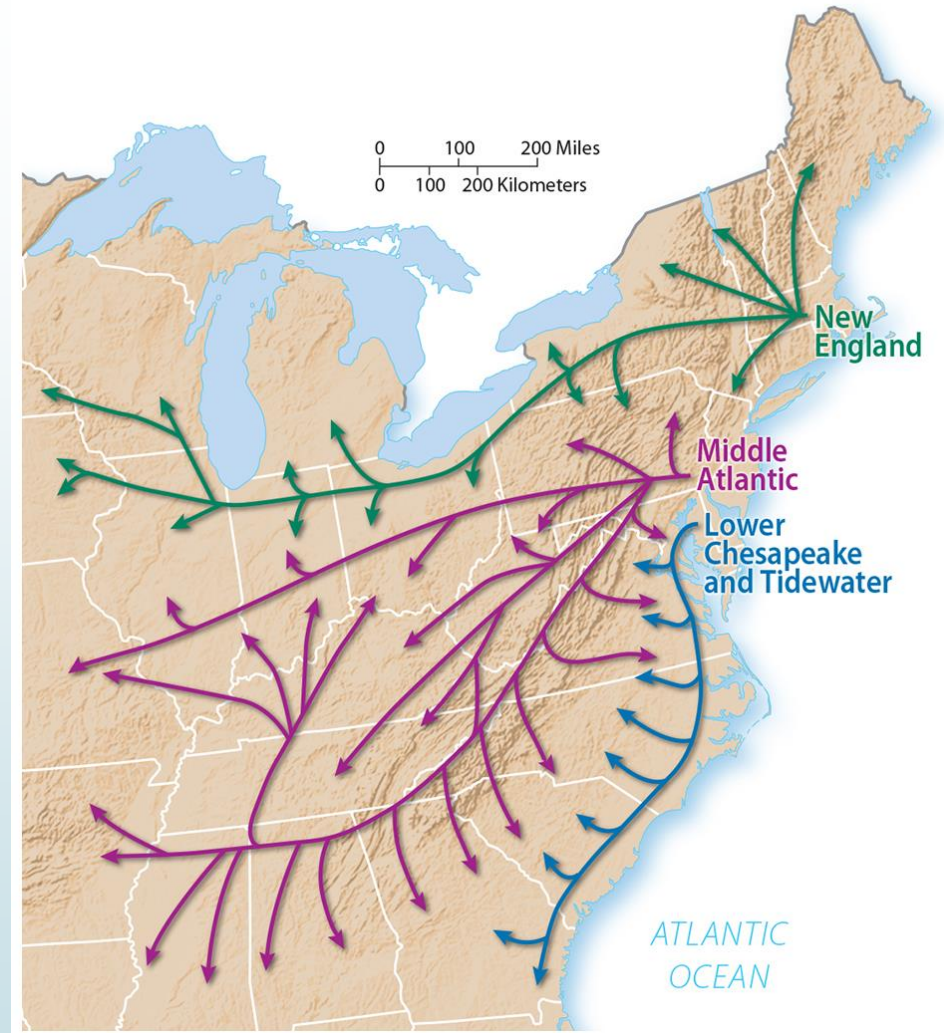
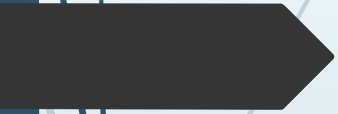



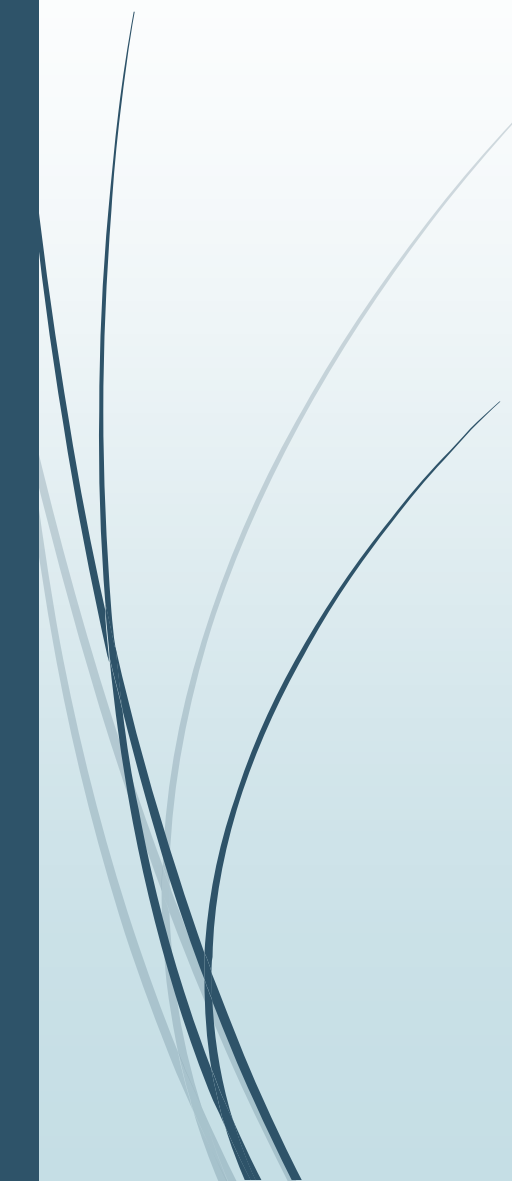
Figure 4-31: Three styles of folk housing can be traced from their origin on the Atlantic coast.



Chapter 4 culture
Key Issue 3



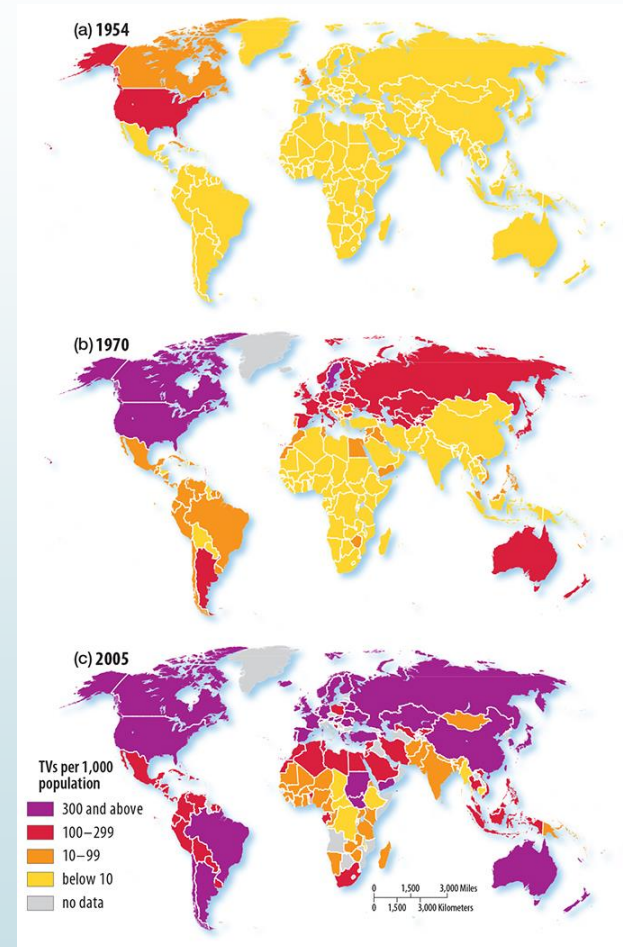
Key Issue 3: Why Is Access to Folk and Popular Culture Unequal?

- 3.1 Diffusion of TV and Internet
 - 3.2 Diffusion of Social Media
 - 3.3 Challenges in Accessing Electronic Media
- 

Diffusion of TV

Figure 4-32:

- (a) Television ownership was relatively high in the United States in the 1950s.
- (b) By 1970, ownership had increased and diffused to the developed world and many developing countries.
- (c) By 2005, TV ownership was widespread in all but the least developed countries; in the United States there were 882 TVs per 1,000 population.



Diffusion of TV

TABLE 4-1 Changing Distribution And Diffusion Of TV

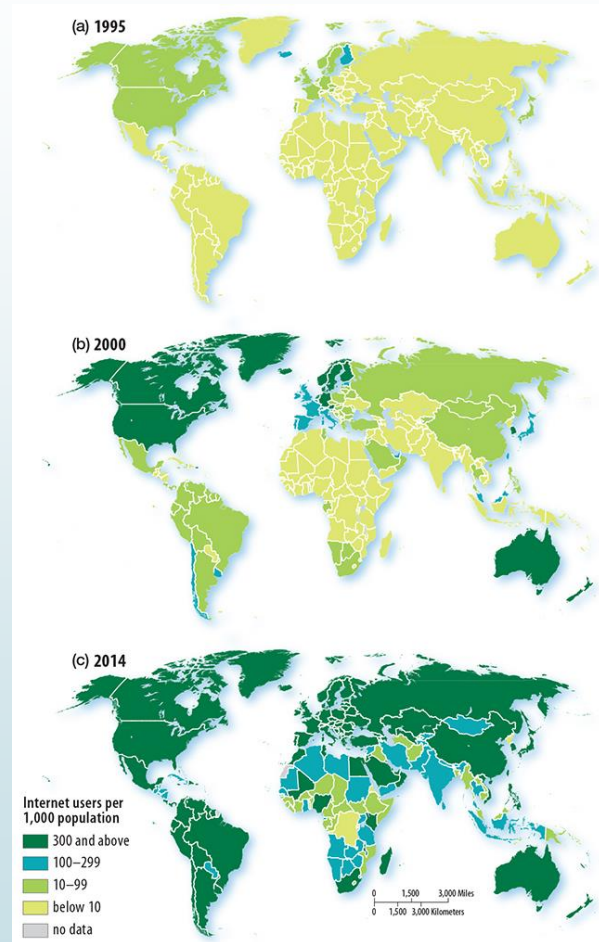
	1954	1970	2005
Density: Number of U.S. TVs (millions)	32	82	219
U.S. diffusion: TVs per 1,000 population	196	395	882
Global diffusion: U.S. share of world's TVs (%)	86	25	16

Diffusion of Internet

Figure 4-33:

- (a) Internet users were concentrated in North America and Europe in 1995.
- (b) By 2000, users were common in most of the developed world and some more highly developed locations.
- (c) By 2014, internet access was common in most developed and high developing countries.

Compare to Figure 4-32.



Diffusion of Internet

TABLE 4-2 Changing Distribution And Diffusion Of Internet

	1995	2000	2014
Density: Number of U.S. Internet users (millions)	25	124	280
U.S. diffusion: Internet users per 1,000 population	94	441	868
Global diffusion: U.S. share of world's Internet users (%)	63	35	10

Diffusion of Social Media

- Facebook
- V Kontakte
- Odnoklassniki
- QZone
- Orkut
- Friendster
- Nasza-Klasa
- Wretch
- Cyworld
- Lide
- Iwiw
- Hyves
- Maktoob
- Zing
- One
- Hi5
- Mixi
- Twitter
- Facenama
- Draugiem

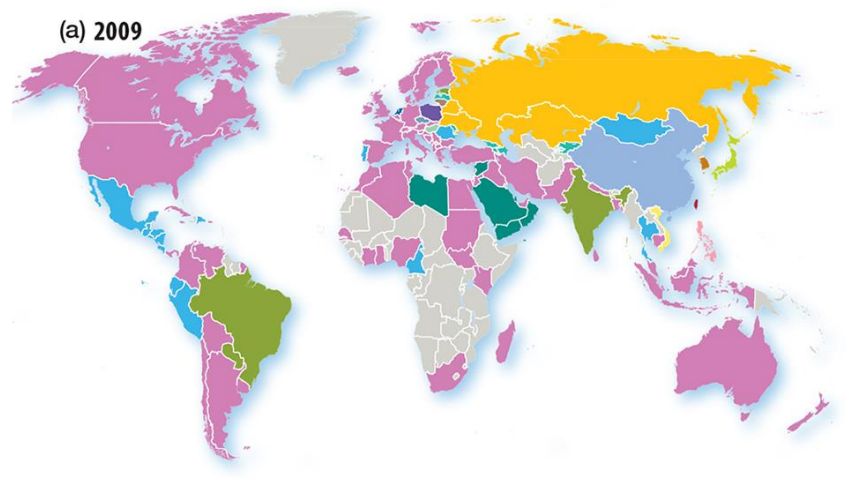


Figure 4-36(a): Most popular social network, 2009. A wide variety of social media were in use globally, especially in Eastern Europe and Southeast Asia.

Diffusion of Social Media

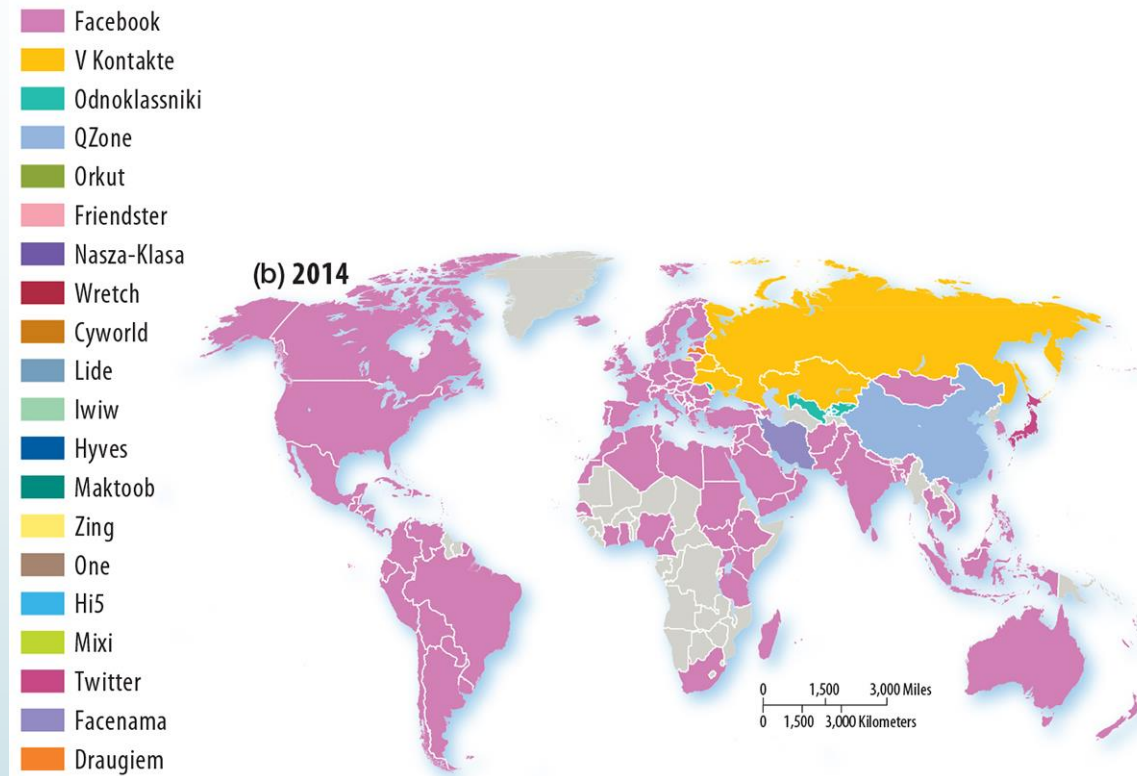
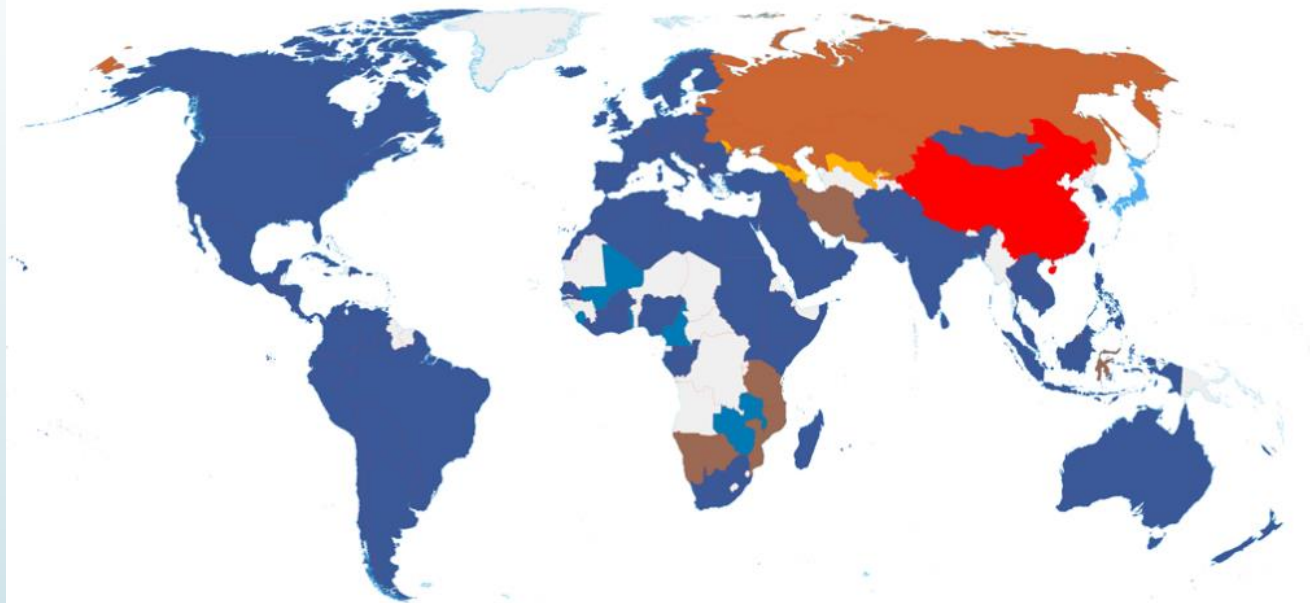


Figure 4-36(b): Most popular social network, 2014. Facebook is the global leader in social media; many of the social media shown in Figure 4-36 (a) are no longer present.

Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

January 2017



credits: Vincenzo Cosenza vincos.it

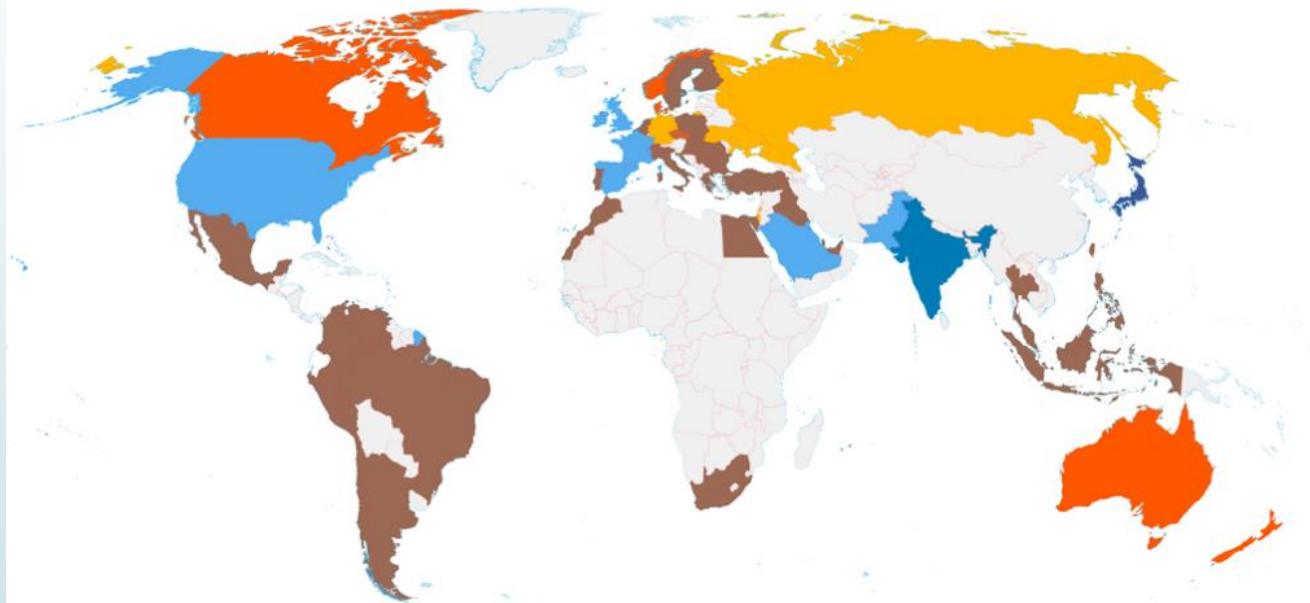
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2017



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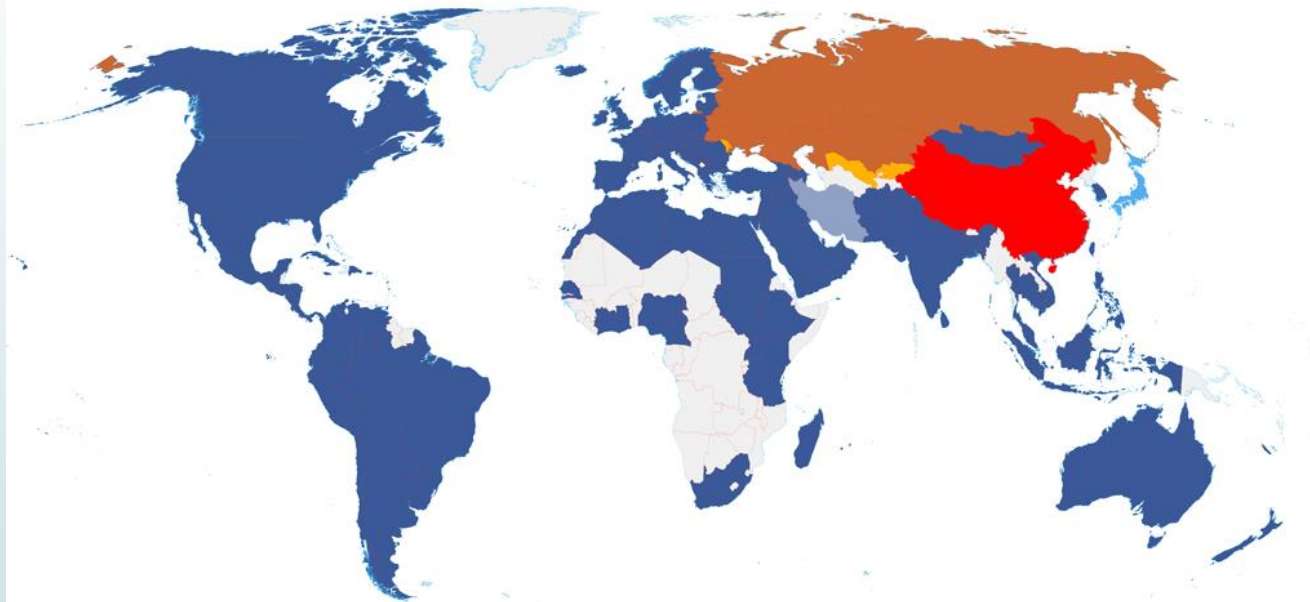
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

January 2016



Facebook QZone V Kontakte Odnoklassniki
Twitter Facenama

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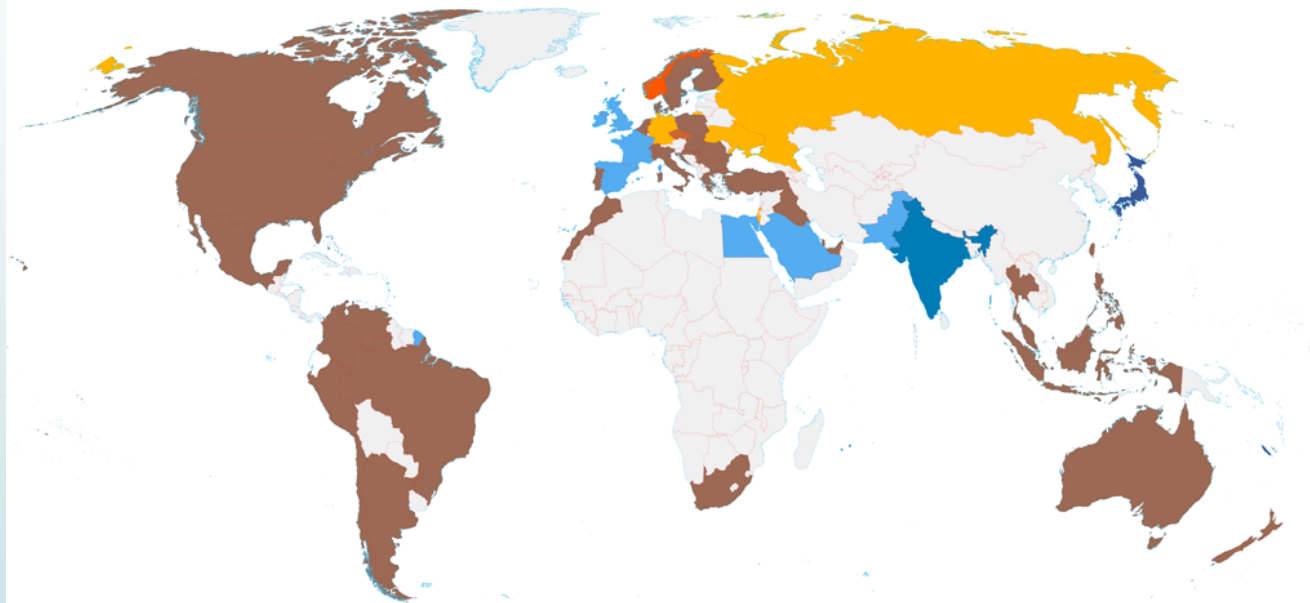
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2016



Instagram Twitter V Kontakte Odnoklassniki
LinkedIn Facebook Reddit

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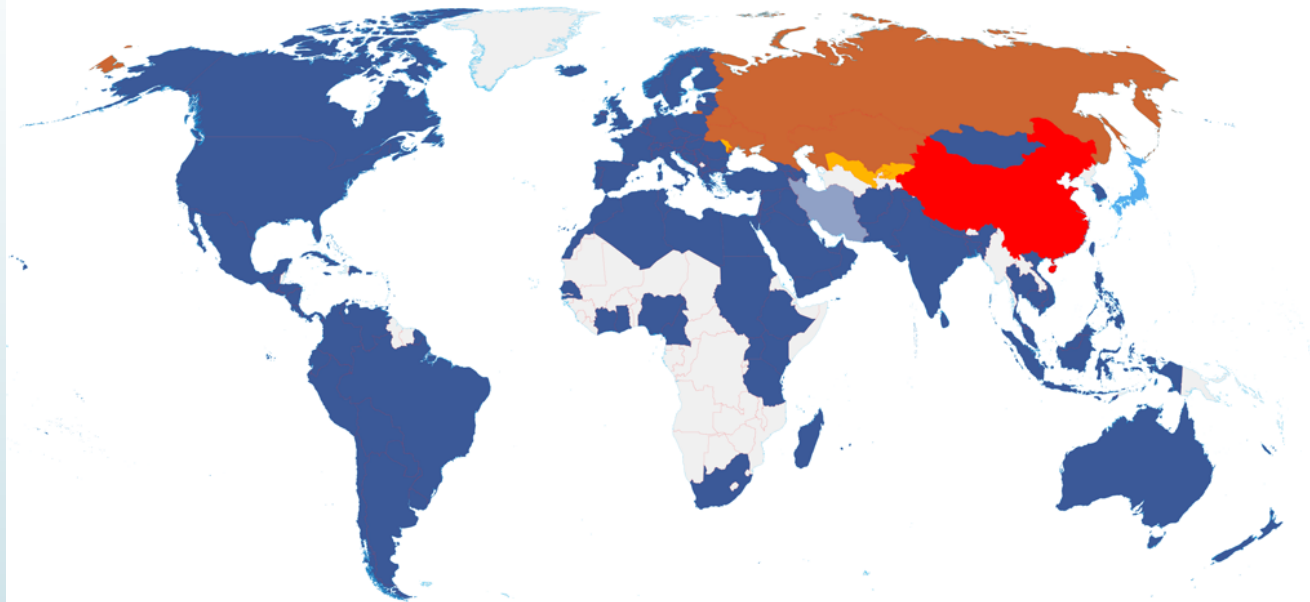
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

August 2015



Facebook QZone V Kontakte Odnoklassniki
Twitter Facenama

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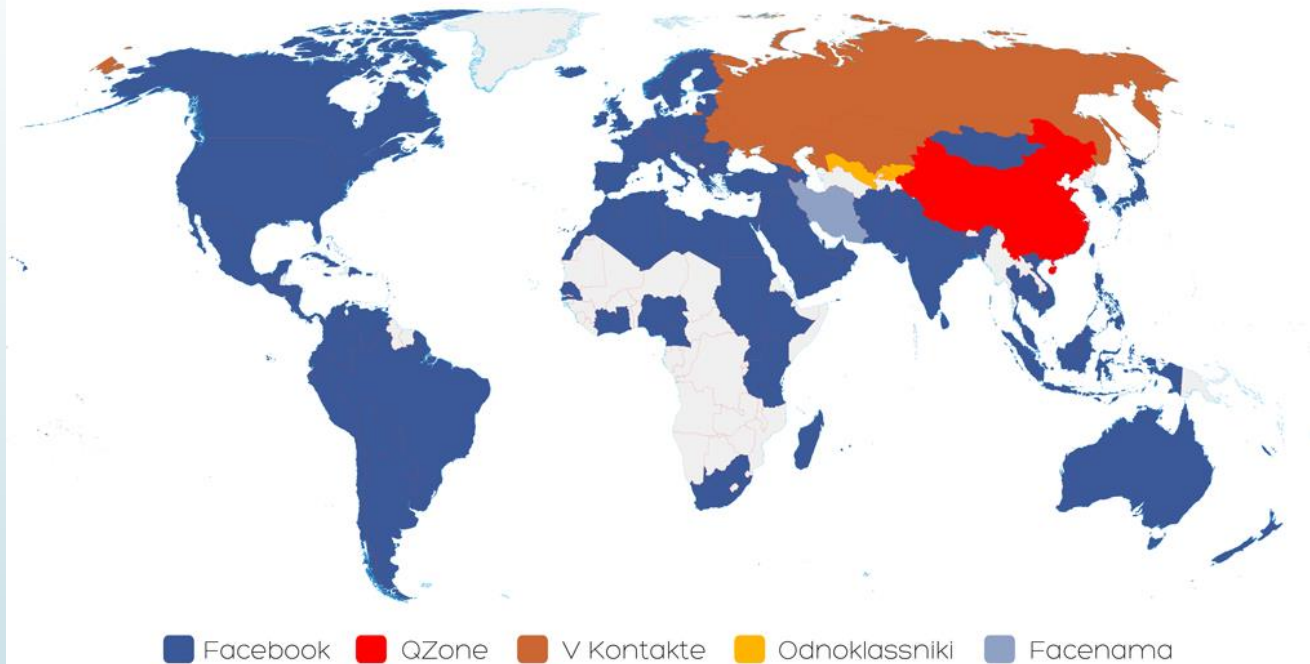
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

July 2014



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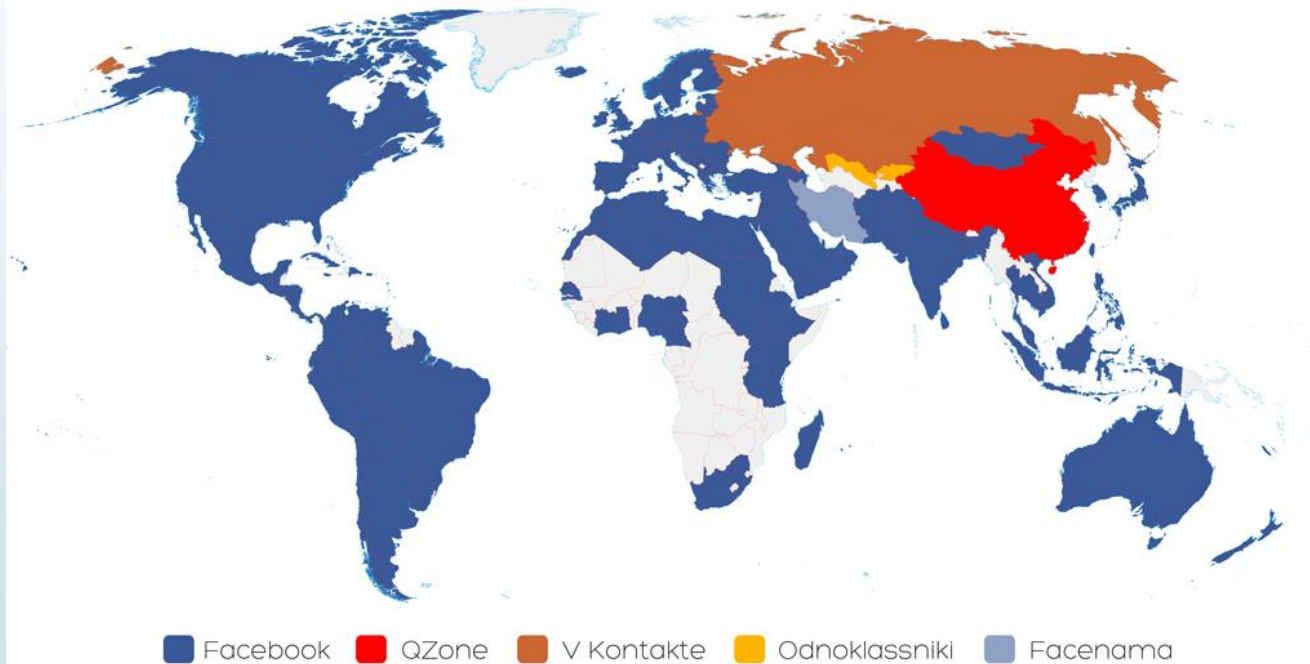
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

July 2014



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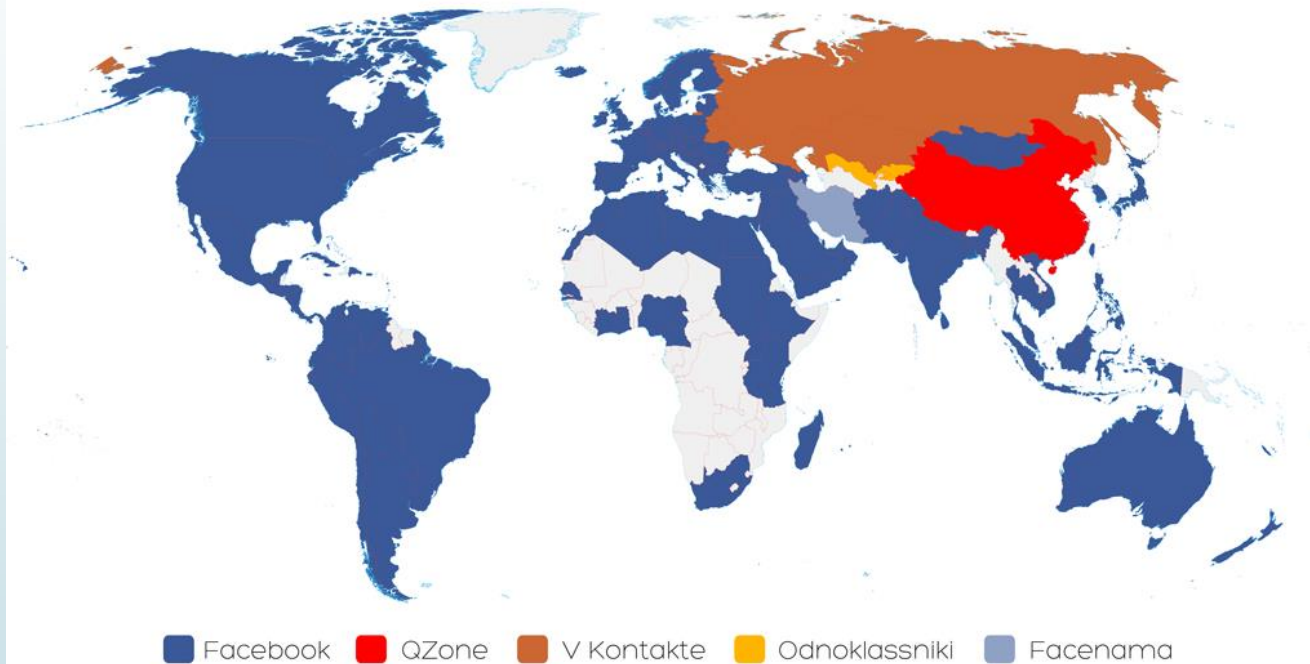
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Diffusion of Social Media

WORLD MAP OF SOCIAL NETWORKS

July 2014



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Diffusion of Social Media

TABLE 4-3 Changing Distribution and Diffusion of Facebook and Twitter

	Twitter 2009	Twitter 2014	Facebook 2009	Facebook 2014
Density: Number of U.S. users (millions)	7	108	55	152
U.S. diffusion: Users per 1,000 population	22	340	179	477
Global diffusion: U.S. share of world's users (%)	51	38	34	10



Challenges in Accessing Electronic Media

Some governments concerned with citizen's use of social media:

- ▶ Control use by banning or limiting technology
- ▶ Censor or filter Internet content
- ▶ Surveil and harass or punish users

Internet Freedom 2014

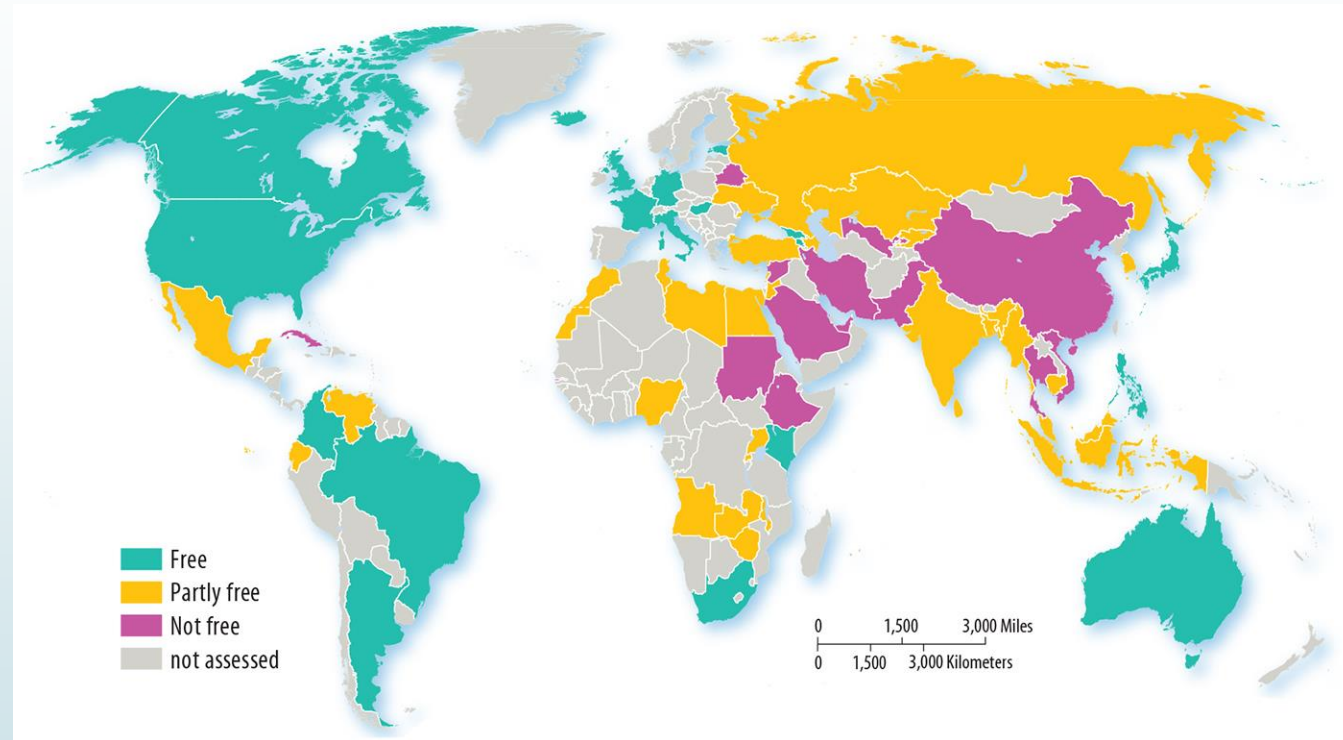


Figure 4-38: Different governments around the world limit user's use and access to technology, or violate their personal rights with respect to electronic media.



Key Issue 4: Why Do Folk and Popular Culture Face Sustainability Challenges?

Consider introducing a common North American custom in an unfamiliar context. For example, “A drug crop is grown in fields, where it is harvested and put into 100-pound bags. These bags are sold by the farmer for anywhere between \$70 and \$100. The product is then brought into another country, often using middlemen, where it is processed, refined, and sometimes mixed with other substances before being sold on the street. The final market value of the original bag can now be as high as seven to ten thousand dollars.

What are we talking about?”



Key Issue 4: Why Do Folk and Popular Culture Face Sustainability Challenges?

4.1 Sustainability Challenges for Folk Culture

4.2 Sustainability Challenges for Popular Culture





Sustainability Challenges for Folk Culture

- ▶ Some folk cultures are threatened by popular culture.
- ▶ Unexpected interactions with popular culture
 - ▶ status of women
 - ▶ dowries

Amish Cultural Identity



Figure 4-41: The Amish maintain a distinctive folk culture despite being surrounded by elements of popular culture.

Distribution of Amish

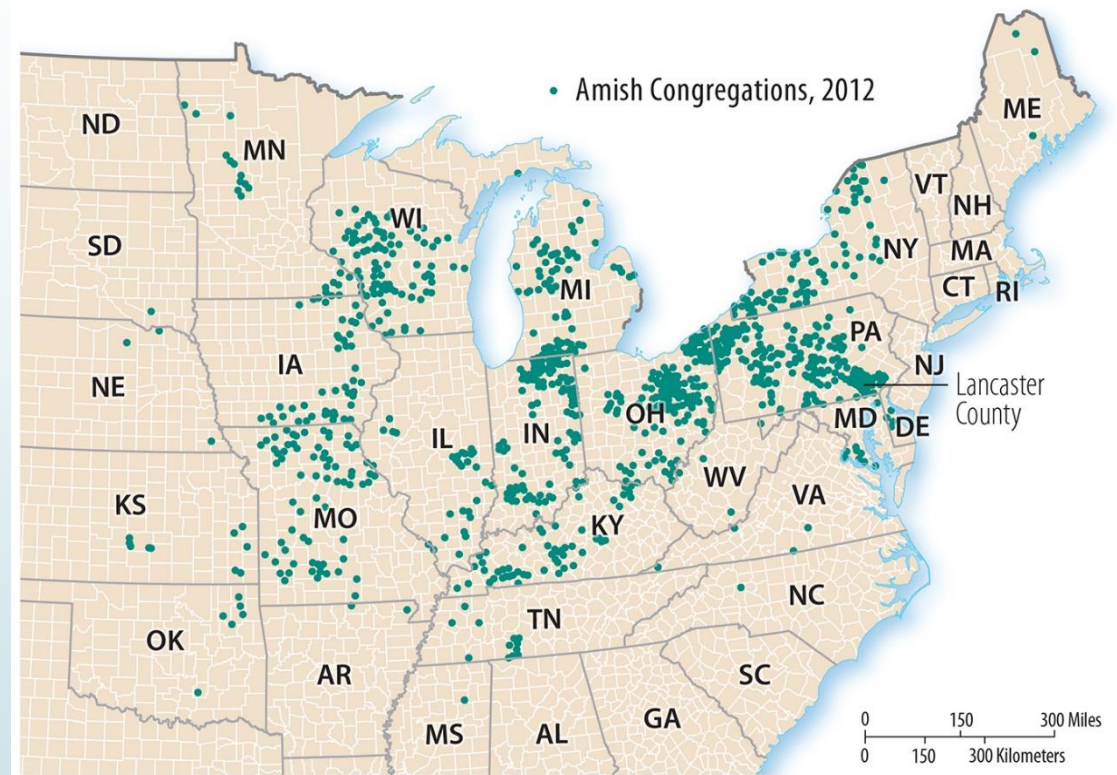
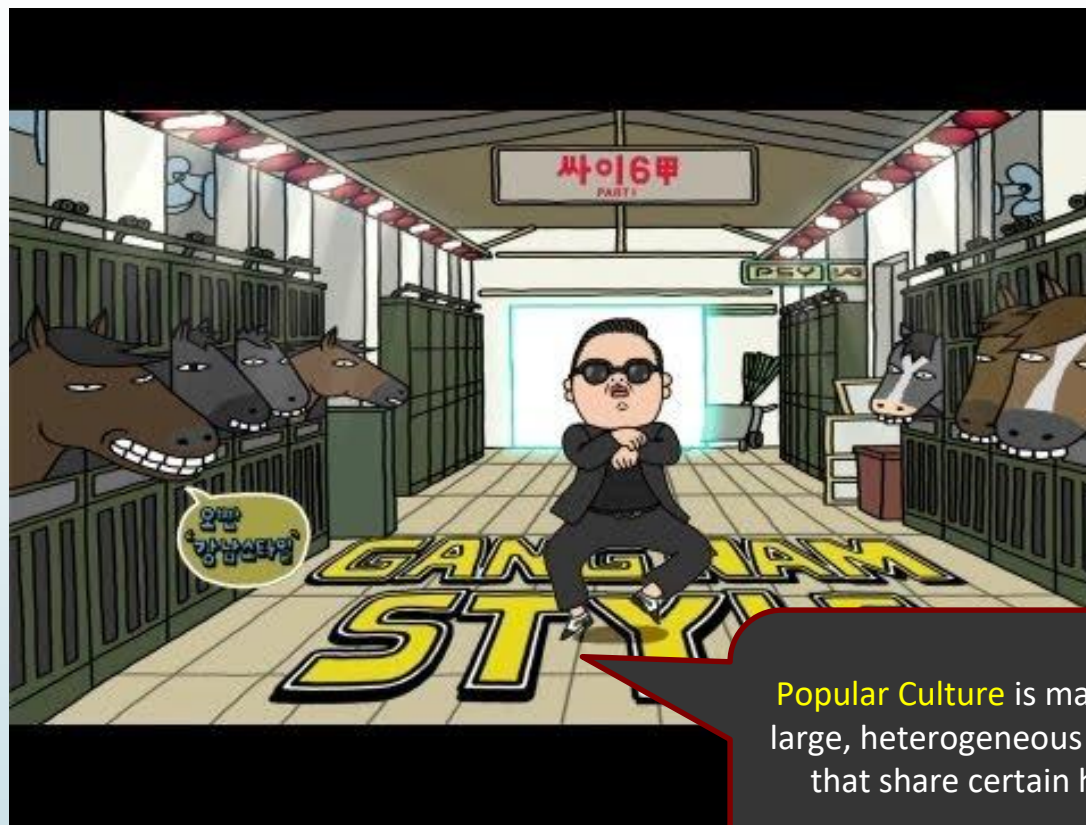


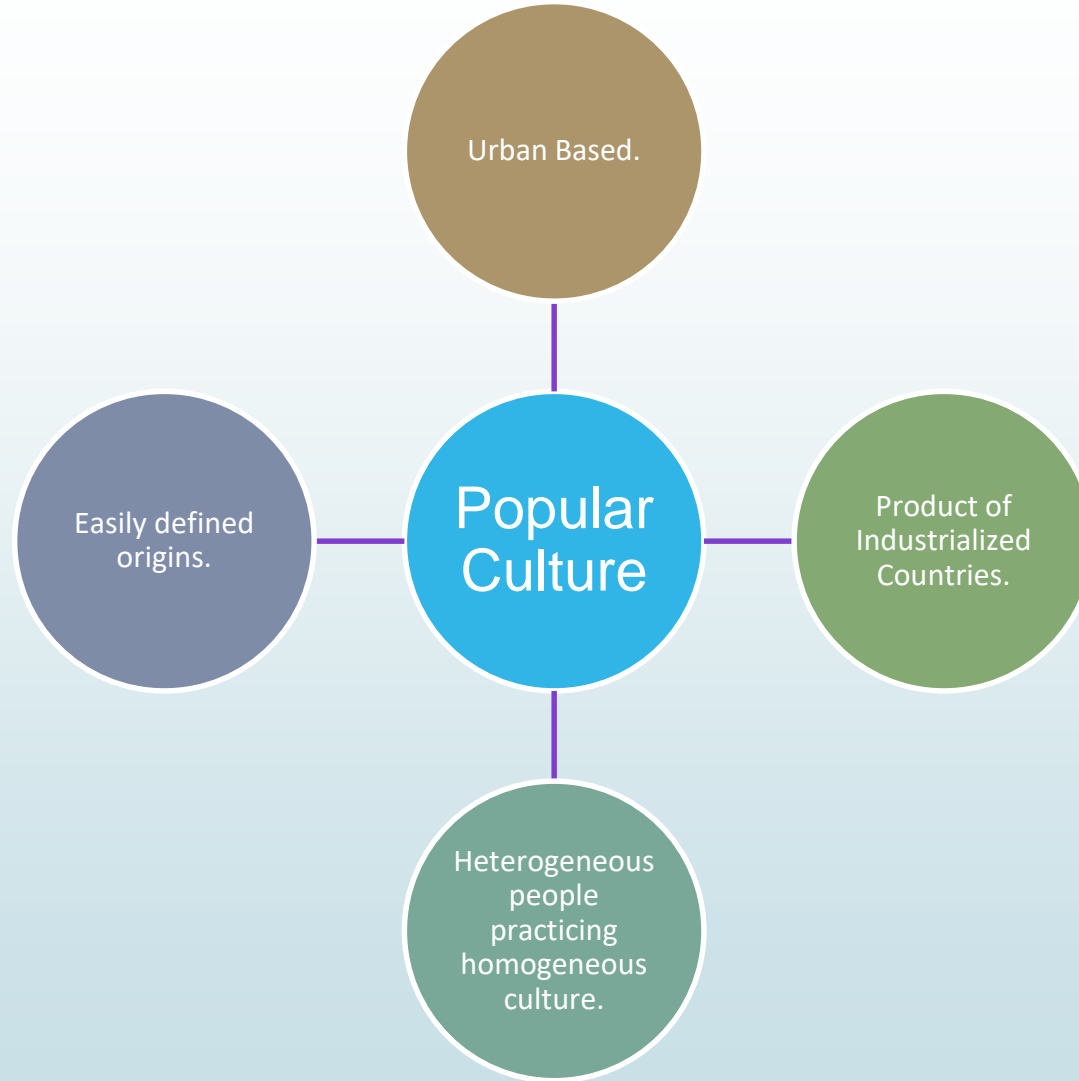
Figure 4-42: Influenced by the price of land, Amish settlements have diffused from the culture's hearth in Pennsylvania.



What is popular culture?



Popular Culture is made up of large, heterogeneous societies that share certain habits.

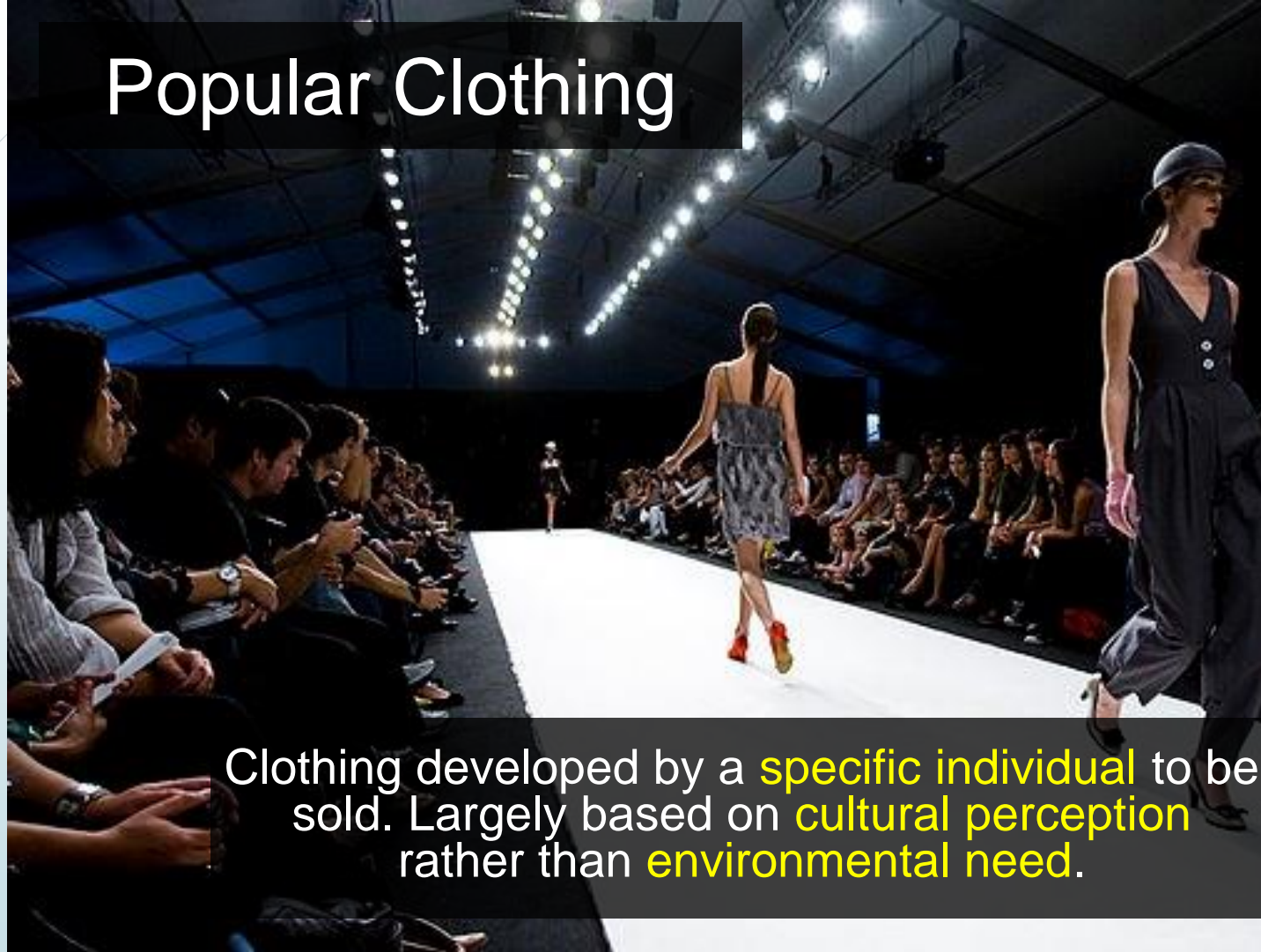


Popular Music



Music that is written **by specific individuals** for the purpose of being sold to a **large number of people**.

Popular Clothing



Clothing developed by a **specific individual** to be sold. Largely based on **cultural perception** rather than **environmental need**.



Causes of Popular Culture Diffusion

Communication Technology



A cell phone repair shop in India.

“Idol” Auditions Around the World



Travel Technology



A high-speed rail in Japan.

Globalization



A Coca-Cola shop in China

Mass Production and Industrialization




An automobile assembly line.



Consequences of Popular Culture



Predict: How might popular culture adversely affect local cultures, climate, and natural resources?



A recent study of University of Maryland students found that not using any electronics for 24 hours produced anxiety, craving, and other symptoms akin to withdrawal from alcohol or drugs.

How do you think you would react to a 24-hour ban on all electronics?

Cultural Imperialism



Popular culture can often clash with ethnic culture(s) as it spreads.

Uniformed Landscapes



How might the spread of popular culture affect diversity?

Uniform Landscape



Figure 4-45: This uniform landscape from Florida is visually similar to many other places in the United States.

Scotland and U.S. Golf Courses



Figure 4-46: In Scotland (left), a golf course makes relatively few modifications of the natural landscape. In the U.S., a golf course in Nevada (right) requires extensive use of water resources.


Overuse of Natural Resources



Deforestation in the Madagascar
Central Highland Plateau.



Pollution



Air-pollution in China has increased due to a rapid growth of commerce.



Summary

- ▶ Traits and leisure activities associated with folk culture tend to diffuse more slowly than those of popular culture.
- ▶ Folk clothing tends to be greatly influenced by local environmental conditions, whereas popular culture clothing tends to represent income and occupation.
- ▶ Important elements of material culture include clothing, food, and shelter.



Summary

- ▶ Popular culture is diffused around the world through electronic media that began with the TV. It has since phased over into the Internet and Social Media.
- ▶ Globalization and greater connectivity have fostered a world where new ideas are spread more rapidly and fewer places of isolation exist.