



The importance of diffusion, and of geographic location in making it possible, is strikingly illustrated by some otherwise incomprehensible cases of societies that _____.

We tend to assume that useful technologies, once acquired, inevitably persist until superseded by better ones. In reality, technologies must be not only acquired but also maintained, and that too depends on many unpredictable factors. Any society goes through social movements or fads, in which economically useless things become valued or useful things devalued temporarily. Nowadays, when almost all societies on Earth are connected to each other, we cannot imagine a fad's going so far that an important technology would actually be discarded. A society that temporarily turned against a powerful technology would continue to see it being used by neighboring societies and would have the opportunity to reacquire it by diffusion. [3점]

- ① maintained valuable technologies
- ② rarely spread their technological fads
- ③ abandoned powerful technologies
- ④ retained worthless technologies
- ⑤ show a permanent trend against advance