

# Preface

Welcome to a truly contemporary geography textbook! We live in a visual age, and geography is a highly visual discipline, so Pearson—the world’s leading publisher of geography textbooks—invites you to study human geography as a visual subject.

The fourth edition of *Contemporary Human Geography* builds on the strengths of the first three editions, while responding to user feedback to make important changes and improvements, and incorporating innovative features, current data, and new information.

## NEW & ENHANCED FEATURES

This edition brings substantial changes in both organization and content, as well as updated information and data. Especially important is the consideration of digital as well as paper versions of the book. This book has been designed to be legible—and attractive—in either paper or electronic format. Several features integrated into the text enhance student understanding and analytic skills.

### New & Updated in the 4<sup>th</sup> Edition

- **NEW *What’s Your Geography?*** features ask students to apply the skills and techniques of geographers to their real-world experiences and environments. *What’s Your Geography?* helps students connect the relevance of human geography to their everyday lives.
- **NEW *Geospatial Analysis*** activities leverage GIS-inspired MapMaster 2.0 in Mastering Geography, allowing students to analyze spatial patterns and data at regional and global scales through overlaying multiple maps. The fully-mobile interactive maps have enhanced analysis tools, such as split screen, bivariate mapping, data probing, map styling, and data filtering. Students can geolocate themselves in the data and upload their own data for advanced mapmaking. MapMaster 2.0 includes zoom and annotation functionality, with hundreds of map layers leveraging recent data from sources such as the PRB, the World Bank, NOAA, NASA, USGS, United Nations, the CIA, and more.
- **NEW *Research & Analyze*** activities help students examine data from authoritative and up-to-date online sources and to respond to critical thinking questions based on the data.

- **UPDATED *Debate It!*** features present two sides of a complex human geography topic and encourages students to engage in active debate and decision-making. Readers may find that they agree with one side of the debate, or they may find merits in both perspectives.
- **UPDATED *Word clouds***, on the first page of each chapter visually depict the most important concepts and terms to be addressed in the chapter.
- **UPDATED *Location maps*** present a spatial overview of each chapter, identifying select places explored in each chapter’s applications and case studies.
- **UPDATED *Explore*** features have students use Google Earth™ to investigate in more detail a concept or place discussed in the chapter and answer questions based on their observations.
- **UPDATED *GeoVideo*** features integrate videos related to core subjects of each chapter. Students are encouraged to log into Mastering Geography to view videos that explore contemporary applications of chapter topics.
- **UPDATED *Thinking Geographically*** questions consist of several visual and thought-provoking “essay-style” questions at the end of each chapter, suggesting directions for further reflection, based on concepts and themes developed in the chapter.

## NEW & ENHANCED ORGANIZATION

This book has a clear, easy-to-use organization and outline.

- **Opening spread.** Each chapter opens with an outline of the four Key Issues that will be addressed in the chapter, and introduces key terms and places found in the chapter.
- **Key Issues.** Each chapter follows an outline based on four Key Issues that outline the main topics and big questions in human geography covered in the chapter.
- **Self-contained spreads.** Each two-page spread is titled and numbered to enhance the clarity of the outline.
- **Learning Objectives.** Each two-page spread (or “module”) begins with a Learning Objective that frames the main concept of that spread for students.

- **Self-contained pages.** Each page within the two-page spreads is also self-contained. As a result, maps and photos appear next to where they are discussed in the text. No more going through a chapter to find a figure that has been referenced on one page but actually appears on another page. This approach is especially critical for reading the eText on a tablet or computer.
- **Review, Analyze, & Apply.** The final two-page spread of each chapter (four pages for Chapter 1) reviews the main points of the chapter, organized around the four Key Issues. The end-of-chapter material also includes Key Terms as well as the activity features described above, including Thinking Geographically, GeoVideos, Geospatial Analysis, and Explore activities.

## NEW & ENHANCED CONTENT

Human geography is a dynamic subject. Topics that were central to the discipline a generation ago have faded in importance, while new ones take their place. Each chapter naturally provides updates of the most recently available data. Below are examples of entirely new material included in each chapter.

**What basic concepts do geographers use?** The first portion of the book welcomes students to the study of human geography and introduces basic concepts that geographers use. Geographers employ several concepts to describe the distribution of people and activities across Earth, to explain reasons underlying the observed distribution, and to understand the significance of the arrangements.

Chapter 1 provides an introduction to ways that geographers think about the world. New topics include volunteered geographic information (VGI), citizen science, participatory GIS, and mashups. Geography's five most basic concepts (place, region, scale, space, connection) are introduced through the example of Timor-Leste, one of the world's newest and least-familiar countries. The discussion of sustainability includes new information on the drought in the U.S. West.

**Where are people located in the world?** Why do some places on Earth contain large numbers of people or attract newcomers whereas other places are sparsely inhabited? Chapters 2 and 3 examine the distribution and growth of the world's population, as well as the movement of people from one place to another.

Chapter 2 (Population & Health) includes an expanded discussion of gender- and age-related health issues, as well as the continuing debate over health care in the United States. As the rate of population growth declines from its peak during the second half of the twentieth century, population geography is increasingly concerned with the health of humans, not just their fertility and mortality.

Chapter 3 (Migration) includes recent controversies concerning U.S. borders and the surge of migration into Europe from Africa and Asia. The *What's Your Geography?* feature helps students consider their own family's migration stories.

**How are different cultural groups distributed?** Geographers look for similarities and differences in the cultural features at different places, the reasons for their distribution, and the importance of these differences for world peace. Chapters 4 through 8 analyze the distribution of different cultural traits and beliefs and the political challenges that result from those spatial patterns.

Chapter 4 (Folk & Popular Culture) includes new material on differences in popular culture within and between countries. The chapter also expanded coverage of the diffusion of various forms of social media, as well as limitations on accessing them.

Chapter 5 (Languages) uses the leading authority *Ethnologue's* latest 5-point classification of languages as institutional, developing, vigorous, in trouble, and dying. A new *Debate It!* feature focuses on the need for learning foreign languages.

Chapter 6 (Religions) has been substantially reorganized and rewritten, and includes input from some of the nation's leading authorities on the geography of religions. A new section has been added concerning the contemporary diffusion of religions.

Chapter 7 (Ethnicities) includes new material on ethnic enclaves in large cities, including London, Paris, and New York. A new *Debate It!* feature considers recent independence movements among ethnicities.

Chapter 8 (Political Geography) addresses current conflicts and terrorist organizations. The chapter also includes a new *Debate It!* feature on "Brexit" (Britain's withdrawal from the European Union) and updated information on gerrymandering.

**How do people earn a living in different parts of the world?** Human survival depends on acquiring an adequate food supply. One of the most significant distinctions among people globally is whether they produce their food directly from the land or buy it with money earned by performing other types of work. Chapters 9 through 12 look at the three main ways of earning a living: agriculture, manufacturing, and services. Chapter 13 discusses cities, where the world's economic and cultural activities are increasingly centered.

Chapter 9 (Food & Agriculture) now precedes the chapter on development, in accordance with the order suggested by the Advanced Placement™ Human Geography course syllabus. Key Issue 4 includes expanded information on trade, productivity, biotechnology, and sustainability.

Chapter 10 (Development) reflects recent changes in United Nations development indices and the organization's sustainable development goals.

The chapter includes an expanded discussion of gender-related development, including inequality and empowerment. The chapter also addresses current challenges to the international trade development path.

Chapter 11 (Industry) has been reorganized, though still maintaining the geographic distinction between site and situation factors. Readers are asked to identify the national origin of their t-shirts and their car.

Chapter 12 (Services) includes expanded discussion of the new sharing economy, such as Uber™ and Airbnb™. New features include an interactive study of food deserts.

Chapter 13 (Urban Patterns) includes updated census definitions of “urban.” A new case study illustrates the CBD (Central Business District) of Mobile, Alabama. The chapter also contains new material on transportation epochs and bicycles in urban areas.

**What issues result from using Earth’s resources?** Geographers recognize that cultural problems result from the depletion, destruction, and inefficient use of the world’s natural resources. Chapter 14 is devoted to a study of issues related to the use of Earth’s natural resources. Readers are asked about their use of plastic bottles, a major cause of solid waste pollution.

## CONTEMPORARY PERSPECTIVES

The main purpose of this book is to introduce you to the study of geography as a social science by emphasizing the relevance of geographic concepts to human problems. It is intended for use in college-level introductory human or cultural geography courses. The book is written for students who have not previously taken a college-level geography course.

Titling this book “contemporary” is a bold claim. All credible geography books—including this one—contain up-to-date statistics, recent world events, and current geographic concepts. This book claims to be more contemporary—not merely up-to-date—for three reasons.

**1. We live in an electronic age.** This book has been designed to be equally usable—and attractive—in both paper or digital formats. Most books are still composed in pages designed for paper—as in the past—and converted to electronic format after printing of the paper version. As a result, the conversion to electronic format is frequently awkward. For example, maps and photos are often placed in the paper version in positions that don’t work well in electronic format.

This is the best-looking human geography textbook available anywhere in paper—and it is also the best-designed book for electronic reading. Furthermore, within the book, some of the learning will take place through accessing information online. Quick Response codes (QRs), URLs, online searches—these are the tools of contemporary teaching.

**2. We live in a visual age.** This book has been composed in the reverse order of traditional textbooks. A traditional book has the text written first and the graphic material is added later almost as an afterthought. Instead of beginning with an author’s complete manuscript, this book starts with an outline and a visual concept for each two-page module in the book. What would be the most important geographic idea presented on the spread, and what would be the most effective visual way to portray that idea? The maps, graphs, and photos are placed on the page first, and the text is written around the graphics. The production of this book does not have a traditional manuscript; from the outset, the text is written to complement the graphics.

**3. We live in a sound bite age.** This book replaces the narrative style of traditional books. Each page of this book is self-contained. Material doesn’t carry over to the next page. This places more of a premium on clear, concise outlining as an important pedagogical feature. The text introduces maps, graphs, and photos so that captions can be as brief as possible.

## CONTEMPORARY RELEVANCE

Many speculated that geography would be irrelevant in the twenty-first century. Geography’s future was thought to be grim because the diffusion of electronic communications and social media would make it easier for human activities to be conducted remotely. If any piece of information could be accessed from any place in the world (at least where electronic devices work), why live, shop, work, or establish a business in a crowded city or a harsh climate?

In reality, geography has become more, not less, important in people’s lives and the conduct of business. Here are several ways that location matters more now than in the past, because of—not despite—the diffusion of electronic devices:

**1.** Smartphones and other electronic devices match specific demand to supply in a particular locality. For example: Restaurant apps match hungry people to empty seats in a locality’s restaurants. Real estate apps help people find housing for sale or for rent in a locality. Social apps let people know where their friends in a particular locality are hanging out that night. Transportation apps match vehicles with available seats to people trying to get to specific locations.

These sorts of apps generate data on people’s preferences in space, which in turn helps even more location-based business get started and grow. Instead of looking for restaurants in printed “Yellow Pages,” we find places to eat that are mapped on our device and in our locations. No wonder that geography apps,

in the form of maps (including navigation) and travel (including transportation), rank as two of the five most frequently used services on smartphones.

2. Electronic devices are essential to the smooth movement of people and goods. For example: Turn-by-turn information can prevent you from getting lost or steer you back if you do get lost. Traffic jams on overcrowded roads can be avoided or minimized. Vehicles in the future will be driverless, so you can spend driving time working, learning, or social networking. Instead of turning on a radio to hear traffic information, we look at the red and green traffic flow patterns on an electronic map.
3. The people who make all of these new location-based apps are themselves highly clustered in a handful of places in the world, such as the San Francisco Bay Area. Ideas—both brilliant and far-fetched—are still easier to communicate face-to-face than across long distances. Living and working in places like Silicon Valley, despite high expenses and choking traffic jams, put people next to other like-minded innovators in the electronic-based geography of the twenty-first century.
4. Electronic devices also impact the changing geography of cultural diversity. What if you searched for an available restaurant table in a foreign language? Would you find the same places? What if you conducted an Internet search in a foreign country? Would you find the same information?

## LOCAL DIVERSITY VS. GLOBALIZATION

A central theme in this book explores the tension between two important themes—cultural diversity and globalization. In many respects, we are living in a more unified world economically, culturally, and environmentally. Geography’s spatial perspectives help to relate economic change to the distributions of cultural features such as languages and religions, demographic patterns such as population growth and migration, and natural resources such as energy, water quality, and food supply.

This book argues, though, that after a period when globalization of the economy and culture has been a paramount concern in geographic analysis, local diversity now demands equal time. People are taking deliberate steps to retain distinctive cultural identities. They are preserving little-used languages, fighting fiercely to protect their religions, and questioning free trade agreements. Local diversity even extends to addressing issues, such as climate change, that at first glance are considered global. For example, the “greenest” cars for motorists to drive in Oregon are different than the “greenest” cars for Ohio.

Since 2013, I have written a weekly column for our local newspaper on behalf of our local cooperatively owned grocery store. The column has come to extol the virtues of “local” here in Midwestern USA: the local food, the local farmers, the local seasons, and the locally owned co-op. I admire the farmers and the agriculture from far away, but our local food is more nutritious, consumes less energy, and tastes better. In a world where we feel anger and helplessness at the plight of people in other places, it is at the local scale that we all can make a difference.

## THE PUBLISHING TEAM

The steps involved in creating most traditional textbooks haven’t changed much. The book passes from one to another like a baton in a relay race. The author writes a manuscript, which then passes in turn through development, editing, and production specialists on the way to the printing press. The preface typically includes a perfunctory litany of acknowledgments for the many fine people who contribute to the development, editing, and production of the book.

In contrast, this book starts as a genuine partnership among the key development, editorial, and production teams. For this truly contemporary book, collaborative partnership better describes its creation. The traditional separation of development, editorial, and production personnel does not occur, and in fact the lines among these functions are deliberately blurred.

Christian Botting, Executive Editor for Geosciences at Pearson Education, is the captain of this team. He has now been the leader on seven of my book projects. Because Pearson is the dominant publisher of college geography textbooks, the person in charge of geography wields considerable influence in shaping what is taught in the nation’s geography curriculum. Christian knows when to lead the market and when to listen to users, when to innovate and when to stick with success, when to let the team do its job and when to step in and make a tough decision. His instincts are infallible.

**Corey Brincks**, Research Assistant, first came to my attention as a sophomore at Miami University. Although the only sophomore in a class of 22 seniors, he was the strongest student in the class. He has since co-authored with me a couple of papers on the auto industry. Corey has embarked on a career at nonprofit organizations concerned with international development in Asia, including stints in Timor-Leste and Vietnam. His imprint appears in this book from the very first feature on Timor-Leste to the very last feature on cars of the future.





### Stuart Jackman

is the creative genius responsible for the spectacular graphics. He deserves the lion's share of the credit for giving this book the best graphics in geography. Stuart honed his craft as longtime Design Director at DK Education. DK is well-known for producing the best travel guides. The DK "style" is

immediately recognizable as distinctive from traditional geography books. You can tell that the graphics are the central element of the book, not an afterthought.

Kevin Lear, Senior Project Manager at International Mapping, and his team produce the outstanding maps for this book. Back in the 1980s, Kevin was the first cartographer to figure out how to produce computer-generated full-color maps that are more accurate and more attractive than hand-drawn ones.

Jonathan Cheney, Portfolio Management Specialist at Pearson Education, plays a key role at the start of the project by reviewing and collating the many reviews and sorting out what needs to be preserved and what needs to be improved. Jonathan reviews the rough drafts of each spread of each chapter that Stuart and I prepare, and helps develop many of the special features.

Brett Coker, Content Producer at SPi Global, serves as ringmaster. Brett oversees the unusually complex task of managing this book's extremely nontraditional work flow.

Julie Kidd, Project Manager at SPi Global, smoothly manages the flow of copyediting and other production tasks for this project.

Carole Katz, Research Consultant, ably assisted with development of material, especially languages and environment.

## REVIEWERS

I would like to extend a special thanks to my colleagues who served as reviewers on the first four editions, as well as on overlapping material from *Introduction to Contemporary Geography*:

Roger Balm, Rutgers University  
 Joby Bass, University of Southern Mississippi  
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