Elements that can cause change over time:
- family
- Trade
- marriage
- history of country
- religion
- racial differences
- background
- immigration
- neighbouring countries
- problems people seek to solve
- environment
- gender
- age

Changes of cultural diffusion and/or strengthened/enriched culture:

Countries with dual cultures—where two cultures have been "forced" to live together—may never develop an overriding culture that keeps them at peace.

Reactions...History of societies in response to other cultures. These become group/personal reactions:
- Positive
  - Enjoy the new tastes
  - Enjoy celebrations
- Negative
  - Genocide
  - Racism
  - Stereotypes

When power vacuums occur in the country, large number of individuals become lose human dignity.

Individuals feel like they don't really belong.