

Diffusion of Innovations Everett M. Rogers

Rogers, Everett M. Diffusion of Innovations. New York: Free, 2003. Print.

“The innovation-decision process is the process through which an individual (or other decision-making unit) passes from first knowledge of an innovation, to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision.”

CATEGORIES OF ADOPTERS IN SOCIAL SYSTEMS

Innovators	Early Adopter	Early Majority	Late Majority	Laggards
Venturesome 2.5%	Respect 13.5%	Deliberate 34%	Skeptical 34%	Traditional 16%
rash, daring, risky, gatekeeping, cosmopolites	successful, discrete, judicious, leading, localites	steady, social, connecting, localites	cautious, safe, persuadable, localites	isolate, history-driven, suspicious, precarious, localites

CHARACTERISTICS

Innovators	Early Adopter	Early Majority	Late Majority	Laggards
Shortest innovation-decision process	Short innovation-decision process	Socializing type	System favors adoption before late majority	Longest innovation-decision process
Favorable attitude towards new ideas	Highest degree of opinion leadership	Rare opinion leadership	Limited resources	No opinion leadership
Direct contact with creators, scientists, etc.	Individual to check with	Important central link	Must feel safe	Limited resources
Ability to understand and apply complex technical knowledge	Sought by change agents	Interconnectedness in interpersonal networks	Adoption as economic necessity or from peer pressure	Must be certain before adopting
Ability to cope with a high degree of uncertainty	Role model		More likely to discontinue innovations	
Willing to accept setbacks				
Substantial financial resources				

A MODEL OF FIVE STAGES IN THE INNOVATION-DECISION PROCESS

