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Lecture 27

**Diffusion and Adoption of
Innovations**

Lecture 28

Attributes of Innovation

Lecture 29

Innovation – Decision Process



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Diffusion and Adoption of Innovation

- **Diffusion** is a macro process concerned with the spread of a new product from its source to the consuming public.
- **Adoption** is a micro process that focuses on the stages through which an individual consumer passes when deciding to accept or reject a new product.



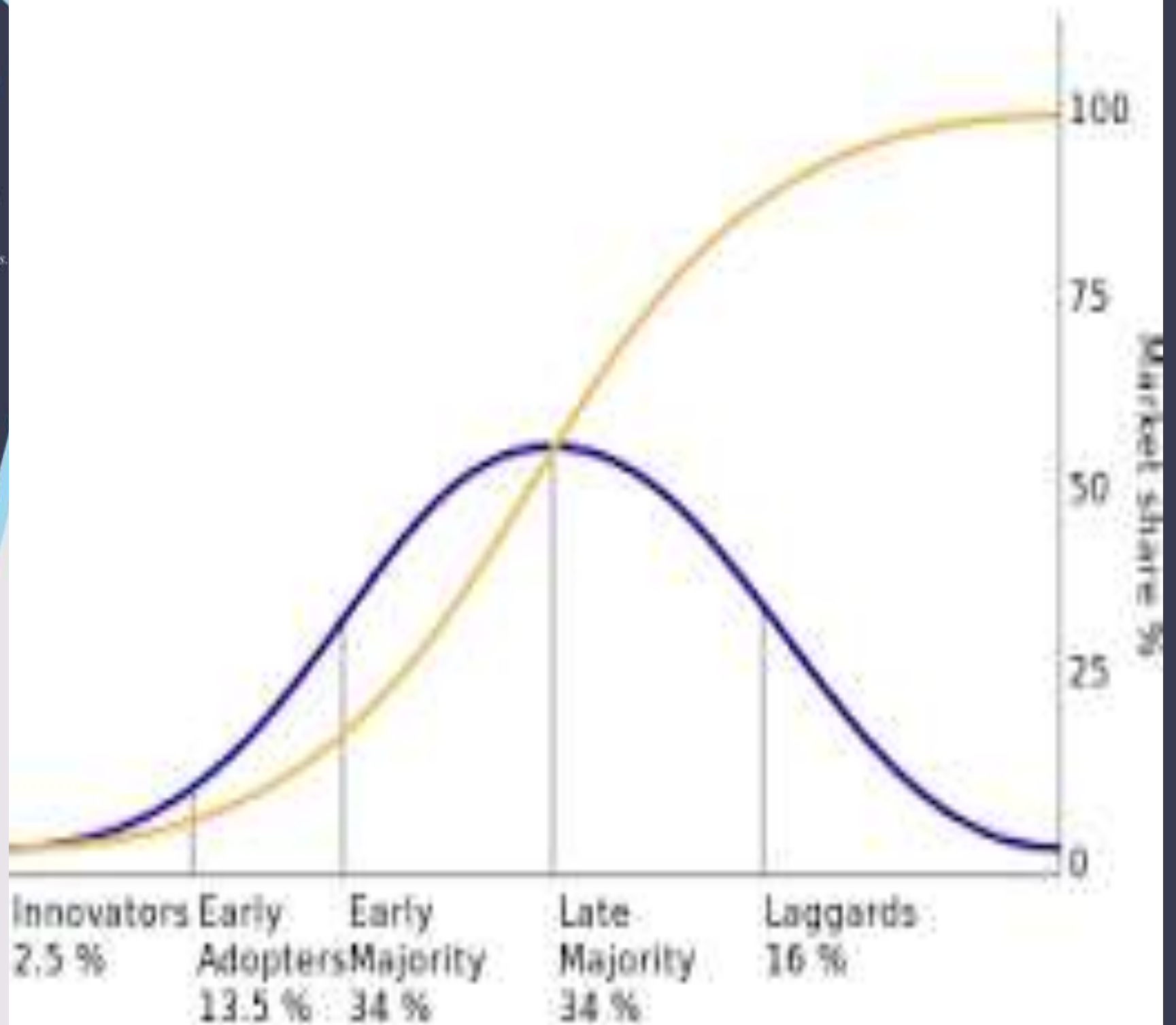
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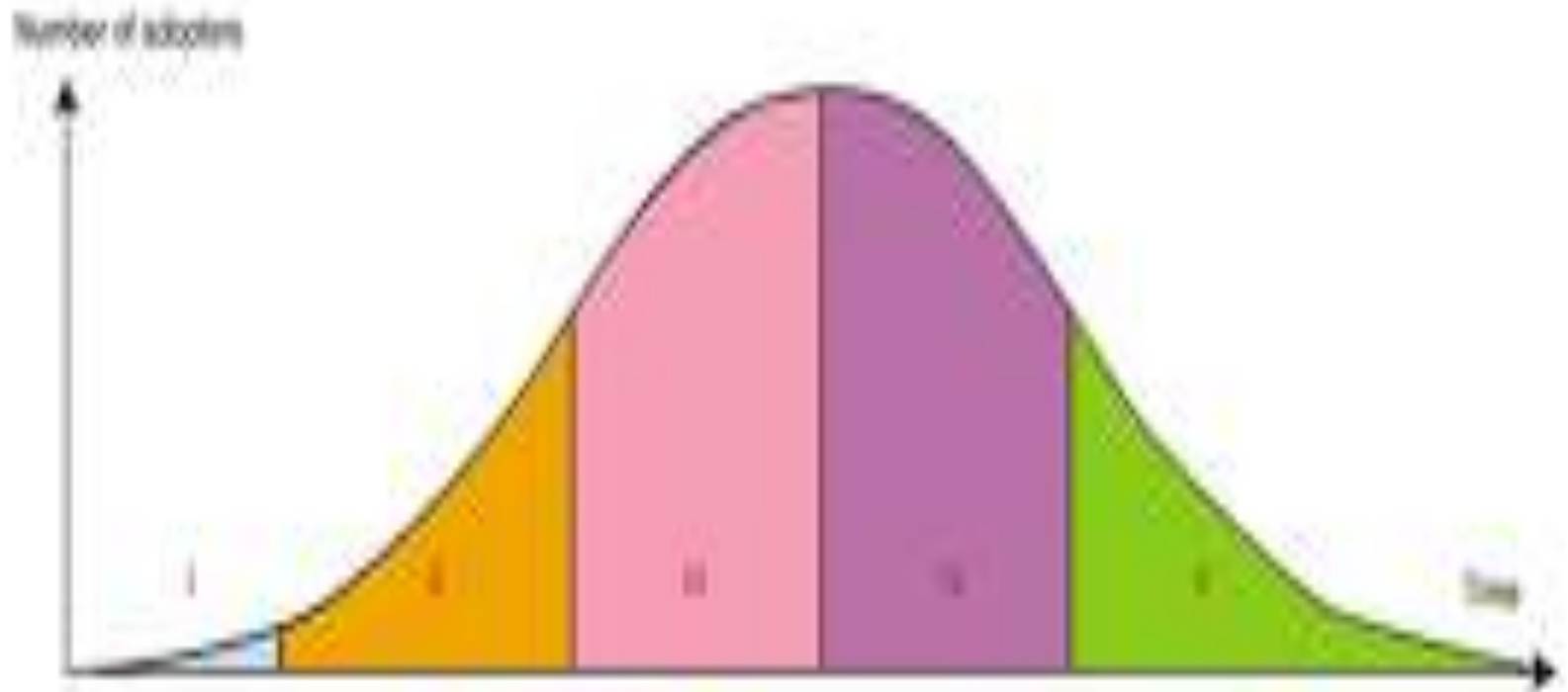


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Category	I Innovators	II Early adopters	III Early majority	IV Late majority	V Laggards
Percentage	13%	13.5%	34%	34%	18%
Characteristics	Venturepreneurs Interested in new ideas	Convey ideas of innovations to others. Greatest degree of opinion leadership	Catalyzers Adopt new innovations just before the average member of a system.	Skeptical Adopt new ideas just after the average member of a system.	Traditional Suspicious of innovations Last to adopt an innovation Not opinion leaders

Figure 3 Innovativeness and adopter categories (Rogers, 2003).



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Innovators

• They are the risk takers and adventurers. They are eager to try new ideas and are the first to adopt an innovation. Innovators represent approximately 2.5% of the total population.

Early adopters

• Early adopters are considered the opinion leaders and usually have substantial respect within the community. They represent the next 13 to 15% of the total population to adopt an innovation or idea.

Early majority

• Although they usually adopt new innovation or ideas just before the average member, they do so only after considerable thought and deliberation. They represent approximately one-third of the total population.

Late majority

• These individuals adopt new innovations or ideas shortly after the average. They tend to be skeptical in nature and adopt only out of economic necessity or social pressure. They represent about one-third of the total population.

Laggards

• These are the traditionalist of the population. They are grounded in the past and make decisions based on what was done previously. They tend to be suspicious of new innovations and ideas. Innovational change agents, Laggards comprise approximately 16% of the total population.

Figure 4. Description of the five innovator categories (Rogers, 2003).



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The perceived attributes of innovation that are basic to extension are

1. Relative Advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability
6. Predictability

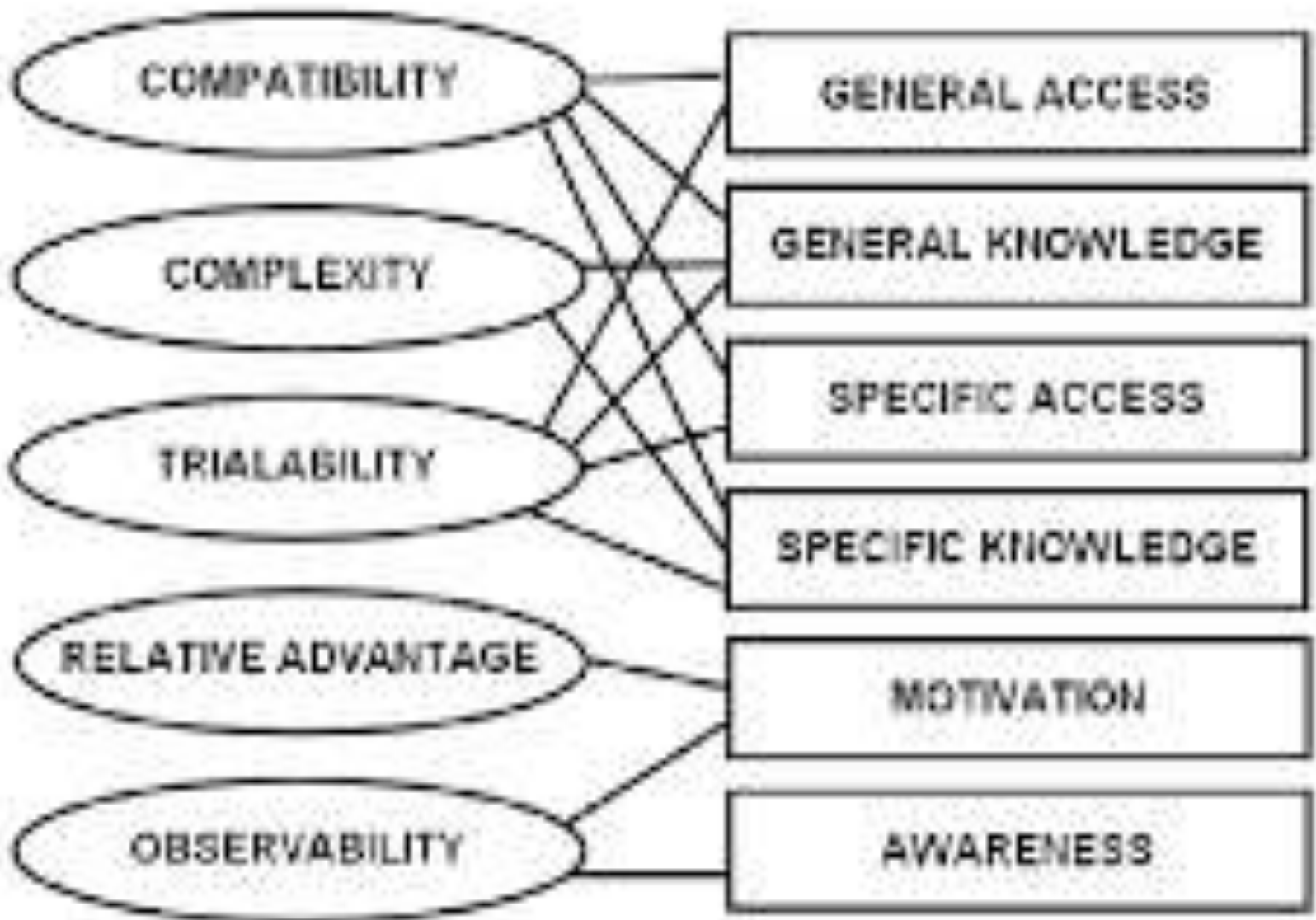




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Attributes of the innovation

Prerequisites for use



The ovals represent Rogers' innovation attributes and the boxes represent prerequisites for use. The lines indicate which of these concepts from the two models interact.



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Relative Advantage

•The degree to which an innovation is perceived as being better than the idea or practice it replaces. Relative advantage is associated with economic profitability. However, economics is not the only consideration in determining relative advantage. Example: Adoption of the new corn variety may yield higher economic profitability due to higher yields, lower pest pressure and lower irrigation cost.

Compatibility

•The degree to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters. Each innovation must be compatible with an individual client's values, ideas, and needs.

Complexity

•The degree to which an innovation is perceived as difficult to understand and use. The more complex the innovation, the slower the rate of adoption.

Trialability

•The degree to which an innovation may be experimented with on a limited basis. Example: Core Producers may be willing to try the new variety on limited acreage to assess its merit.

Observability

•The degree to which the results of an innovation are visible to others. The easier it is for others to see the results of an innovation, the more likely they will adopt it. Example: If Producer A is successful in increasing yield and obtaining higher profits with a new corn variety, Producers B, C, and D will be more likely to plant the new variety as well.

Figure 2. Everett Rogers adoption-diffusion principles (Rogers, 2003).



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