

Innovation - Decision Process

ID process

- The Innovation -Decision Process is an alternative to the earlier concept of ‘stages in the adoption process’ involving the five stages viz. awareness stage, interest stage, evaluation stage, trial stage and adoption stage.
- I-D process gives an idea about the sequential stages in the adoption decisions made by individuals or other units of adoption.
- I-D process is the process through which an individual or other decision making unit passes from first knowledge of an innovation to a decision to adopt or reject, to implementation of the decision and to confirmation of the decision (Rogers).

- This process involves a series of actions and choices over time through which an individual or organisation evaluates a new idea and decides whether or not to incorporate the new idea into the ongoing practices or activities.
- Five stages are involved in the I-D process (Rogers) viz.: Knowledge stage, persuasion stage, decision stage, Implementation stage and confirmation stage (K,P,I,D,C).

Knowledge stage

- This stage occurs when an individual (or decision making unit) is exposed to the innovation's existence and gains some understanding of how it functions.
- Three types or levels of knowledge are there:
 - a) Awareness knowledge : It covers 'what' component of knowledge
 - - It motivates the individual to seek 'how to' knowledge and principles knowledge. This type of information seeking stage is called as knowledge stage of I-D process. It may also occur at later stages.
 - b) 'How to' knowledge: Consists of information necessary to use an innovation properly. If we proceed to trial or adoption without 'how to' knowledge, rejection or discontinuance is likely to result. Change agents should concentrate on providing 'how to' knowledge at the trial and decision stage.

- c) Principles Knowledge : It is the information dealing with the functioning principles underlying how the innovation works. It is usually possible to adopt an innovation without principles knowledge, but the danger of misusing the idea is greater and that may result in discontinuance. The long-range competence of individuals to judge future innovations is facilitated by principles knowledge.

Persuasion stage

- Persuasion occurs when the individual forms a favourable or unfavourable attitude towards the innovation.
- The nature of mental activity at knowledge stage is mainly cognitive (or knowing), while at persuasion stage, the main type of thinking is effective (feeling). The individual becomes more psychologically involved with the innovation at this stage.

Decision stage

- Decision occurs when an individual engages in activities that lead to a choice to adopt or reject an innovation.
- Adoption is a decision to make full use of an innovation as the best course of action currently available. According to Rogers, “adoption process is the mental process through which an individual passes from hearing about an innovation to final adoption.
- Rejection is not adopt the new idea.
- A small scale trial is often part of the decision to adopt and it serves as a means to decrease the perceived uncertainty of the innovation for the adopter.

Implementation stage

- Implementation occurs when the individual puts his decision on the innovation into use. Till this stage, the I-D process is a mental exercise but implementation involves overt behaviour.
- Problems of implementation are likely to be more in organisation rather than in individuals.

Confirmation stage

- Confirmation occurs when an individual seeks reinforcement of an I-D already made but the individual may reverse the previous decision if exposed to conflicting messages/ experience about the innovation.
- This stage is likely to continue for indefinite time. At this stage, the extension agents have the responsibility of supporting or guiding individuals who have adopted.
- As a sequential effect, there is a possibility for

Over adoption

- Some times people may continue to adopt an innovation rather vigorously, when experts feel that it should not be done so.
- Eg. trawling , use of antibiotics in shrimp culture
- Over adoption produces negative effects and may cause distortion or deterioration of the related systems. Insufficient knowledge about an innovation and inability to predict its

Diffusion effect

- Due to extension efforts and rate of adoption of an innovation in a social system, a self-generated pressure is created towards adoption in the system which in turn will lead to adoption of the innovation by a large proportion of members in the system.
- This increasing pressure from interpersonal networks on adoption of the innovation may be termed as diffusion effect.