

DIFFUSION OF INNOVATION THEORY

- ▣ **Introduction:**
- ▣ In 1962 Everett Rogers combined the information flow research findings with studies about the flow of information and personal influence in several fields including anthropology, sociology and rural agricultural extension work. He developed a diffusion theory. So although it is classified as an important theory in the field of communication, diffusion of innovations there has known practical application in many other disciplines liked sociology, rural sociology, economics and medical sociology.

DIFFUSION OF INNOVATION THEORY

- ▣ **What Is Meant By Diffusion of Innovation?**
- ▣ **DIFFUSION** is: “The process by which an innovation is communicated through certain channels over time among the members of social system”
- ▣ **INNOVATION** is: “An idea, practice, or object perceived as new by an individual or other unit of adoption

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- ▣ Diffusion of innovation theory states that an innovation (i.e., an idea, new technique, new technology) diffuses or spreads through out society in a predictable pattern. A few people will adopt an innovation as soon as they hear of it other people will take longer to try something new and still others will take much longer.

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- ▣ Rogers and other diffusion researchers have identified five separate innovation-adoption categories into which all people in a society will fall.
- ▣ **Innovators**
- ▣ **Early adopters**
- ▣ **Early majority**
- ▣ **Late majority**
- ▣ **Laggards**

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- ▣ **Innovators:**
- ▣ Innovators are described as venturesome and ready to try new things. Their social relationships tend to be more cosmopolitan than those of other groups. Such people tend to form cliques and communicate with one another despite geographical distances

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- ▣ **Early adopters:**
- ▣ Early adopters are more localized than cosmopolitan. Due to their integral part in the local society, this adopter category produces the most opinion leaders of any other category. They are sought for information about innovations, and their advice is valued. Those in this adopter category have the respect of others in the community because of their success and willingness to try innovations. The respect of others in the community is important to the early adopter, and actions are geared toward preserving that respect

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- ▣ **Early majority:**
- ▣ This adopter category includes people who do not wish to be the first to adopt new technologies or new ideas. Instead, the early majority prefers to deliberate, often for some period of time, before its members make a decision to adopt. These people serve the important function of legitimizing and innovation, or showing the rest of the community that the innovation is useful and adoption is desirable.

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- ▣ **Late majority:**
- ▣ Members of the late majority are skeptical and cautious about the benefits of adoption. They wait until most of the community has already tried and adopted the innovation before they act. Sometimes peer pressure or social pressures serve to motivate the late majority. In other cases, economic necessity induces them to adopt the innovation.

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- ▣ **Laggards:**
- ▣ Members of this group are the last to adopt. The laggards are tied to the past, to the traditional way of doing things, and are very reluctant to try anything new. Many of these people interact with others of the same mindset. E.g. microwave, mobile phones. Once a laggard adopts an innovation, the rest of society may have moved so far forward that the 'innovation' has become outdated.

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- ▣ Four key steps that effectively summarize the diffusion process are:
 - ▣ **Knowledge**
 - ▣ **Persuasion**
 - ▣ **Decision**
 - ▣ **Confirmation**

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- ▣ **Knowledge:**
- ▣ A person or members of a community become aware of some new innovation or communication technology, e.g. software program for home computers. At this first step in the diffusion process, information is passed through some channel of communication, usually mass media or telecommunications media, but sometimes by way of interpersonal contact.

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- ▣ **Persuasion:**
- ▣ Step two of the diffusion process takes place mostly within the mind of the potential adopter. The individual weighs the advantages that the new technology would bring to him or her personally. Based upon these evaluations and discussions with others, the individual begins to lean toward either adoption or rejection of the innovation

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- ▣ **Decision:**
- ▣ With this step, the individual makes the final decision of whether to adopt or reject.
- ▣ **Confirmation:**
- ▣ Once a decision is made, the individual normally seeks validation. Whether the decision was to adopt or to reject, the person continues to evaluate the consequences of the decision. If the decision was to reject, new information or economic pressures might compel the person to adopt the innovation.

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That's All
Thank
You