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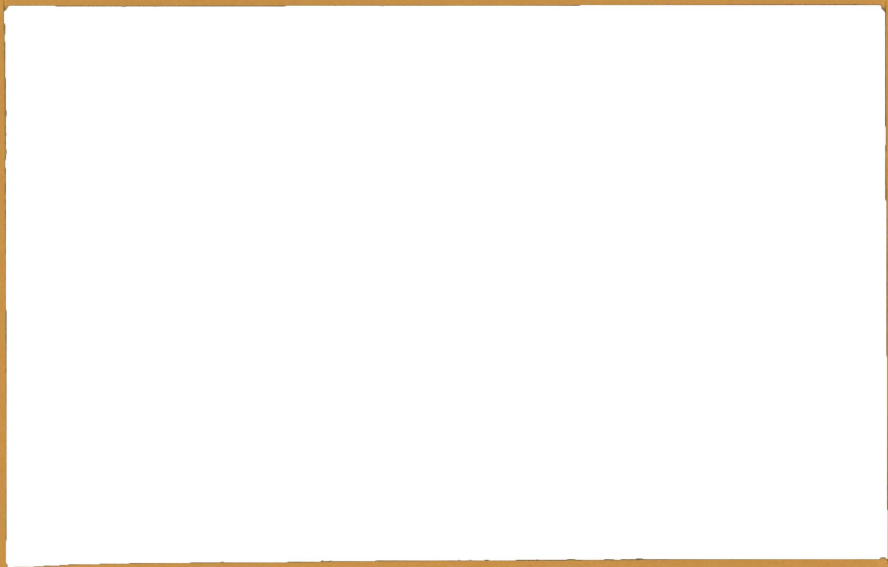
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FACTORS RELATING TO THE PROCESS OF
ADOPTION OF INNOVATIONS

REPORT No. 046

**OFFICE OF SOCIAL AND
ECONOMIC DATA ANALYSIS**

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The attached charts and generalizations are taken from Everett M. Rogers and G.Floyd Shoemaker. Communication of Innovations. New York: The Free Press. 1971

GENERALIZATIONS FROM PAST RESEARCH ON OPINION LEADERSHIP

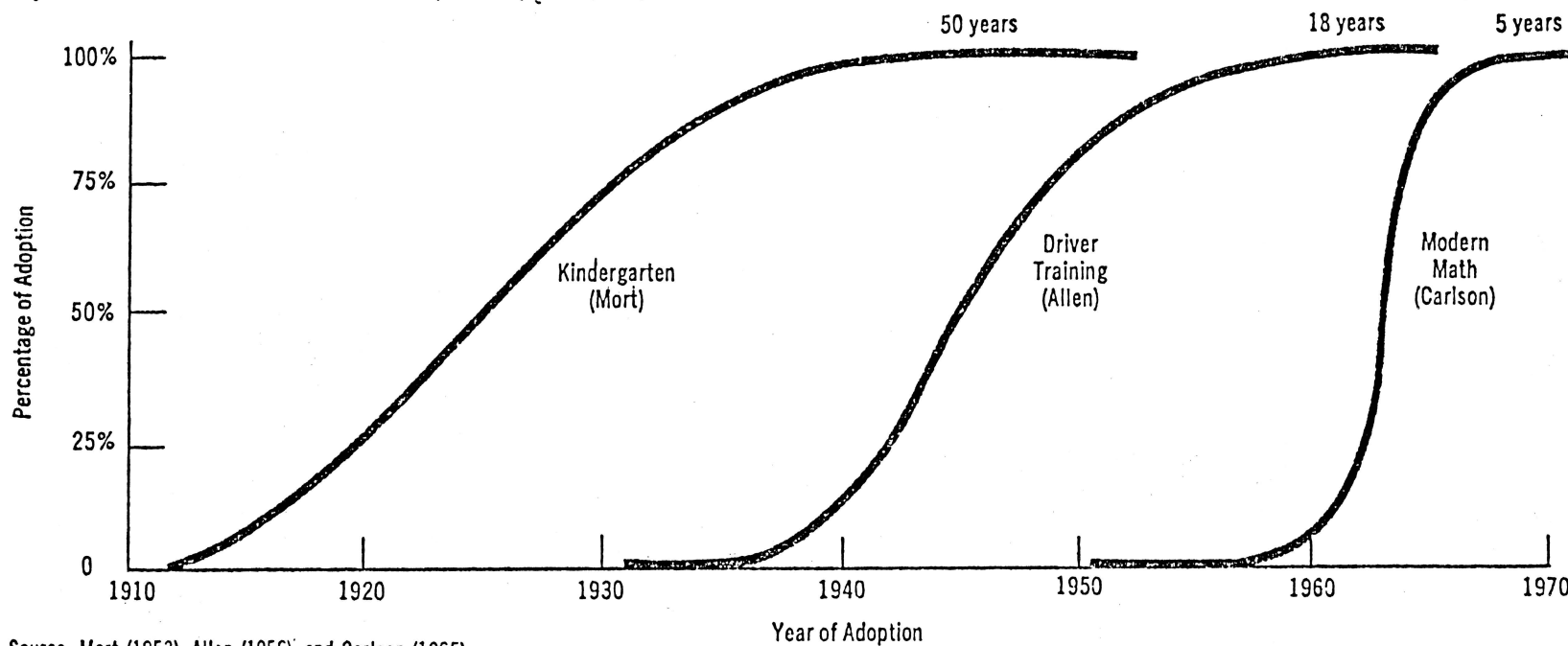
- 6-16 When the system's norms favor change, opinion leaders are more innovative; but when the norms are traditional, opinion leaders are not especially innovative
- 7-1 Change agent success is positively related to the extent of change agent effort
- 7-3 Change agent success is positively related to the degree to which his/her program is compatible with client's needs
- 7-10 Change agent success is positively related to his/her efforts in increasing client's ability to evaluate innovations
- 7-12 Change agent success is positively related to the extent that he/she works through opinion leaders
- 9-2 Initiators of collective innovation-decisions in a social system are unlikely to be the same individuals as the legitimizers
- 9-7 Member acceptance of collective innovation-decisions is positively related to the degree of participation in the decision by members of the social system

Figure 2-2

Rate of adoption of three educational innovations.

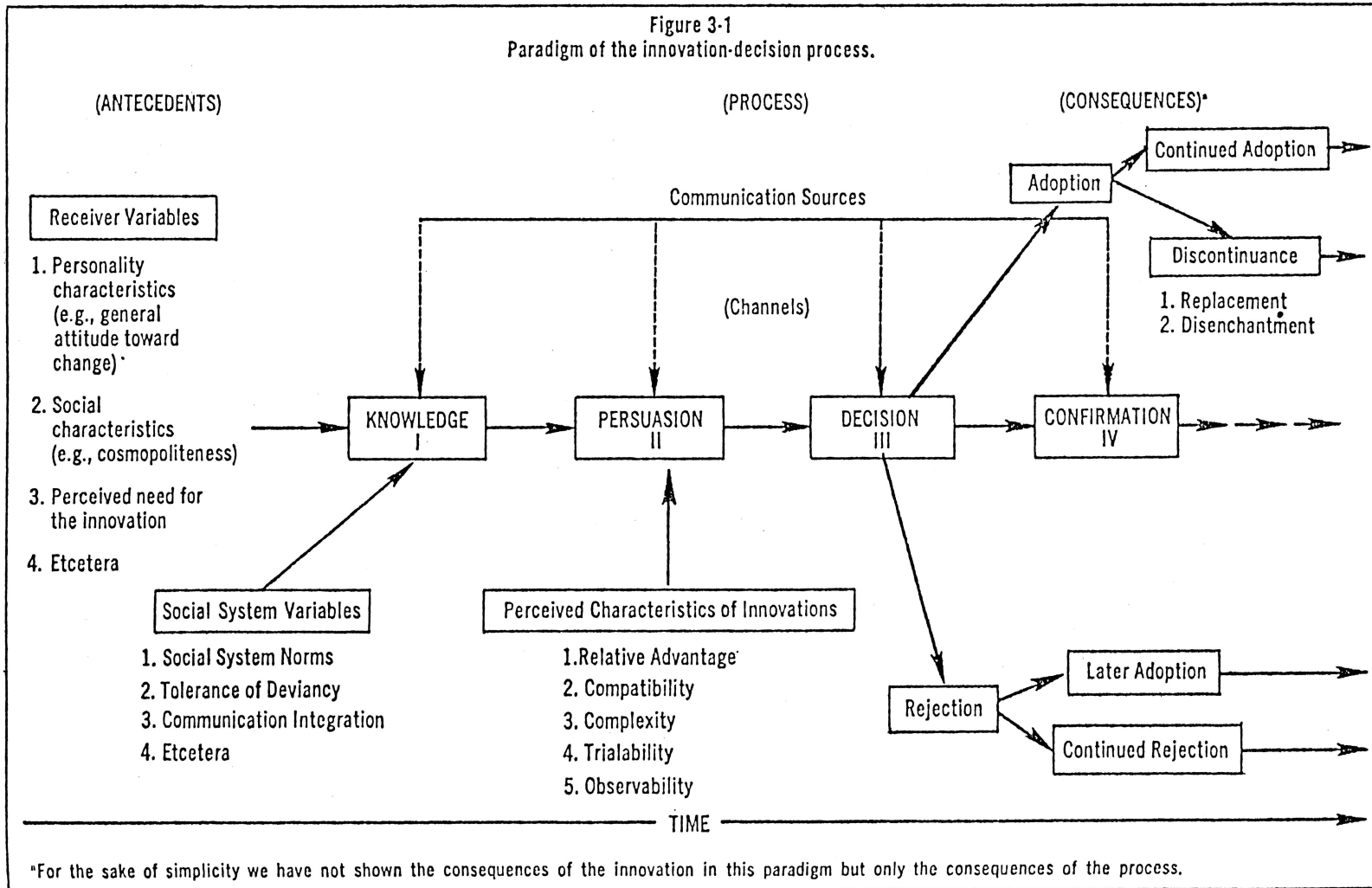
Modern math required only about five years to reach widespread adoption in United States public schools, whereas 50 years were necessary for kindergartens. Why? The rate of educational innovations has speeded up since 1958, because the

climate of public opinion now favors educational change, and because innovations are now actively promoted by foundations and the federal government.

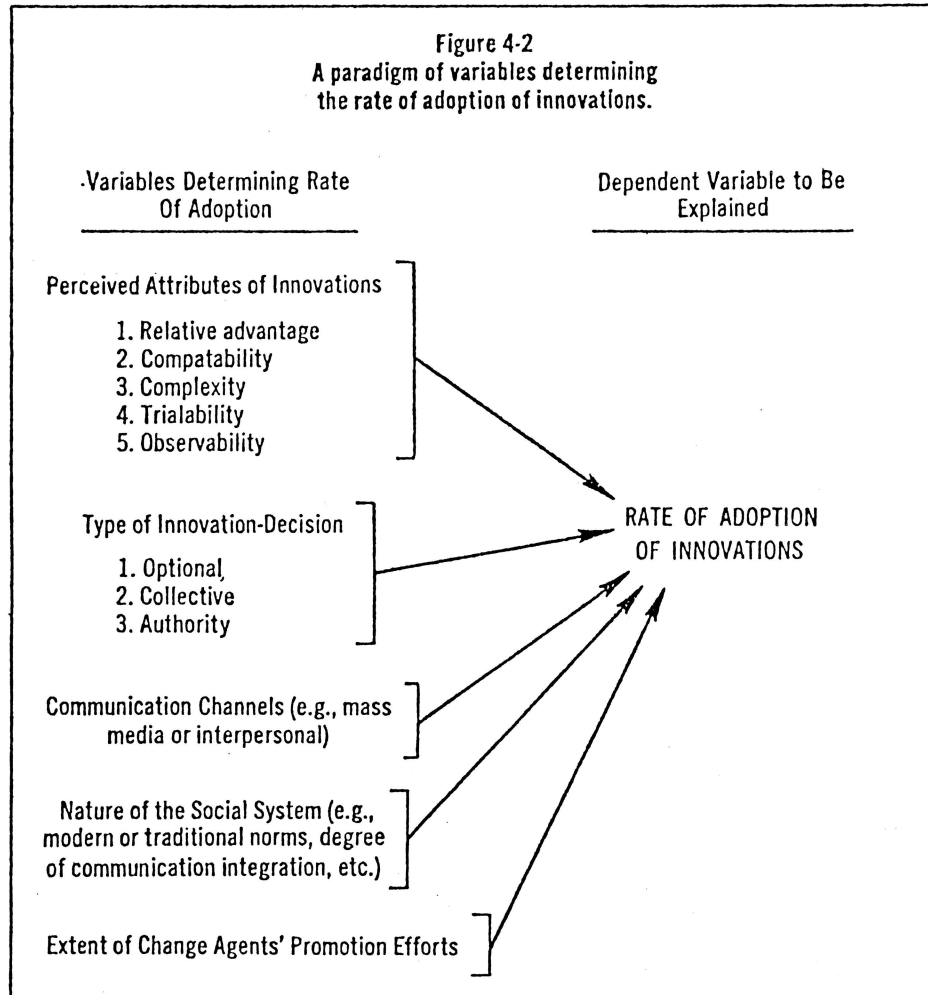


Source: Mort (1953), Allen (1956), and Carlson (1965).

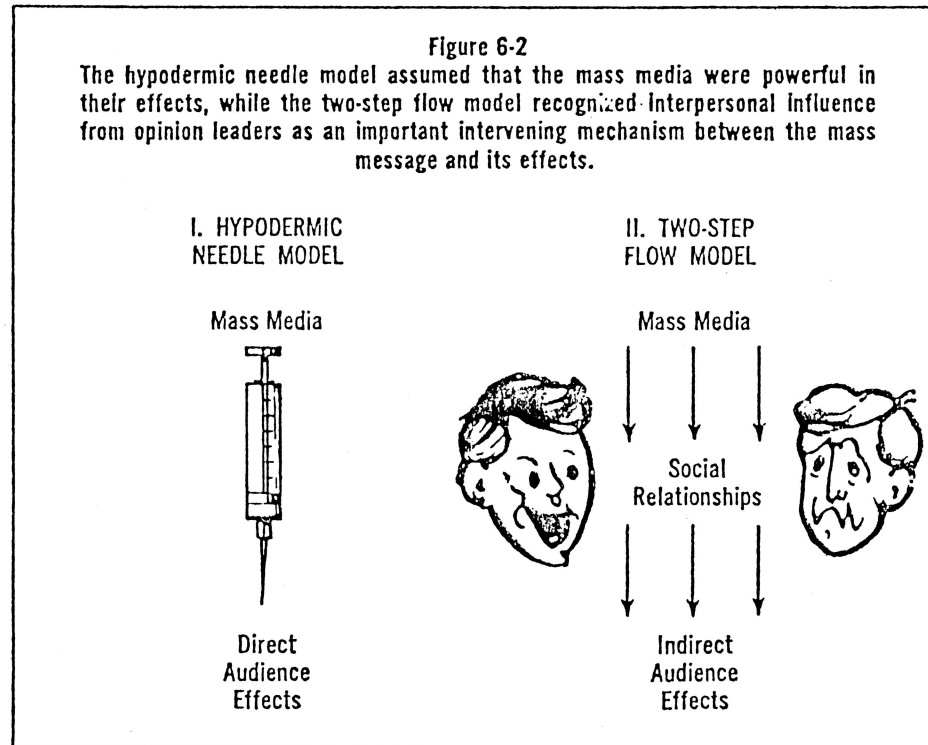
Figure 3-1
Paradigm of the innovation-decision process.



...which decisions is involved. Our general theory is that the more persons



for mass media effects.



...with the system represented by agents of

Figure 7-1
Change agents provide linkage between
a change agency and a client system.

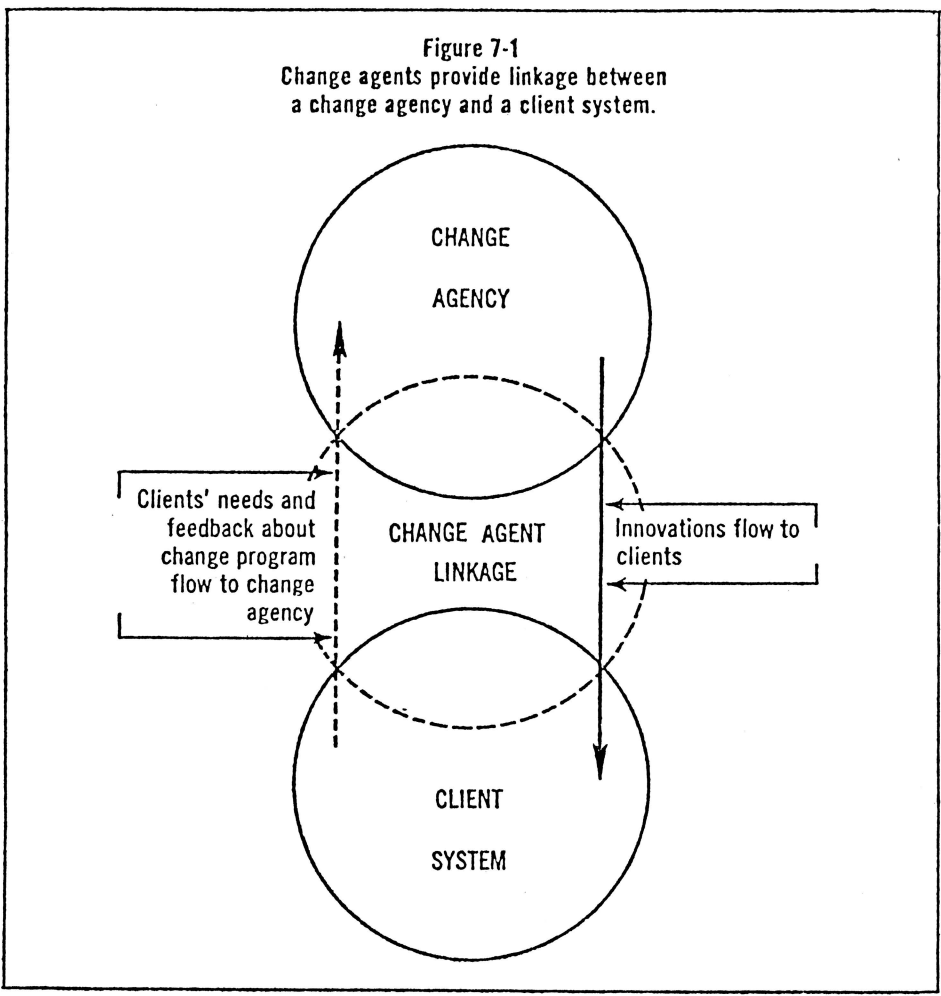
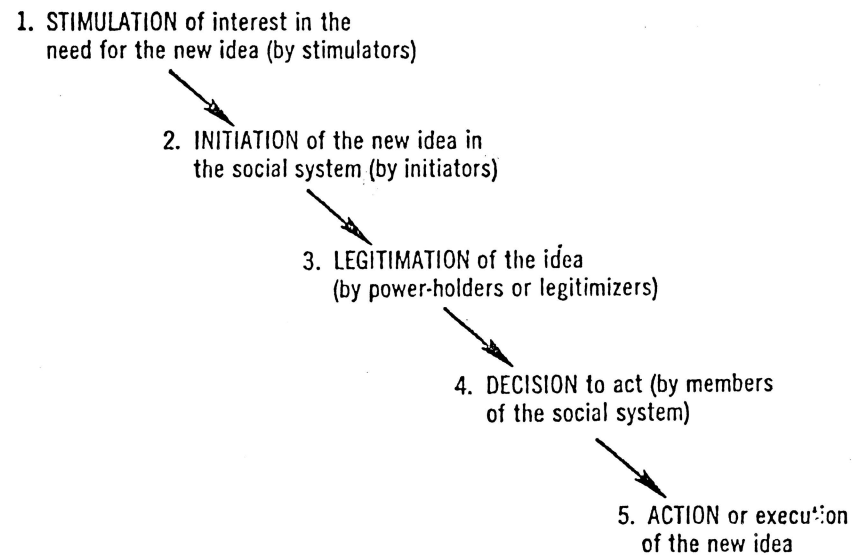


Figure 9-1
Paradigm of the collective innovation
decision-making process.



The collective innovation decision-making process is usually conceived as five or more steps or subprocesses from original realization of a need for the new idea (stimulation), to final action or carrying out the new idea in the social system. This conception has mainly evolved from research on community decision-making (see Beal and others, 1964, p. 7), but it should be generally applicable to most other types of social systems, such as bureaucracies, committees, and families.

Figure 10-2
Paradigm showing functions in the authority innovation-decision process.

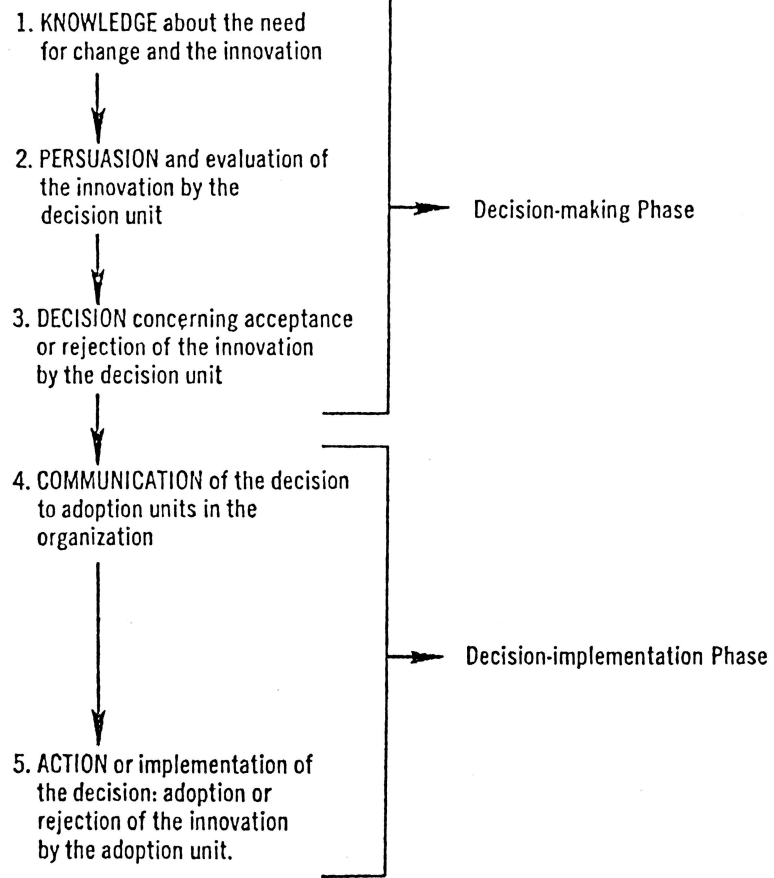
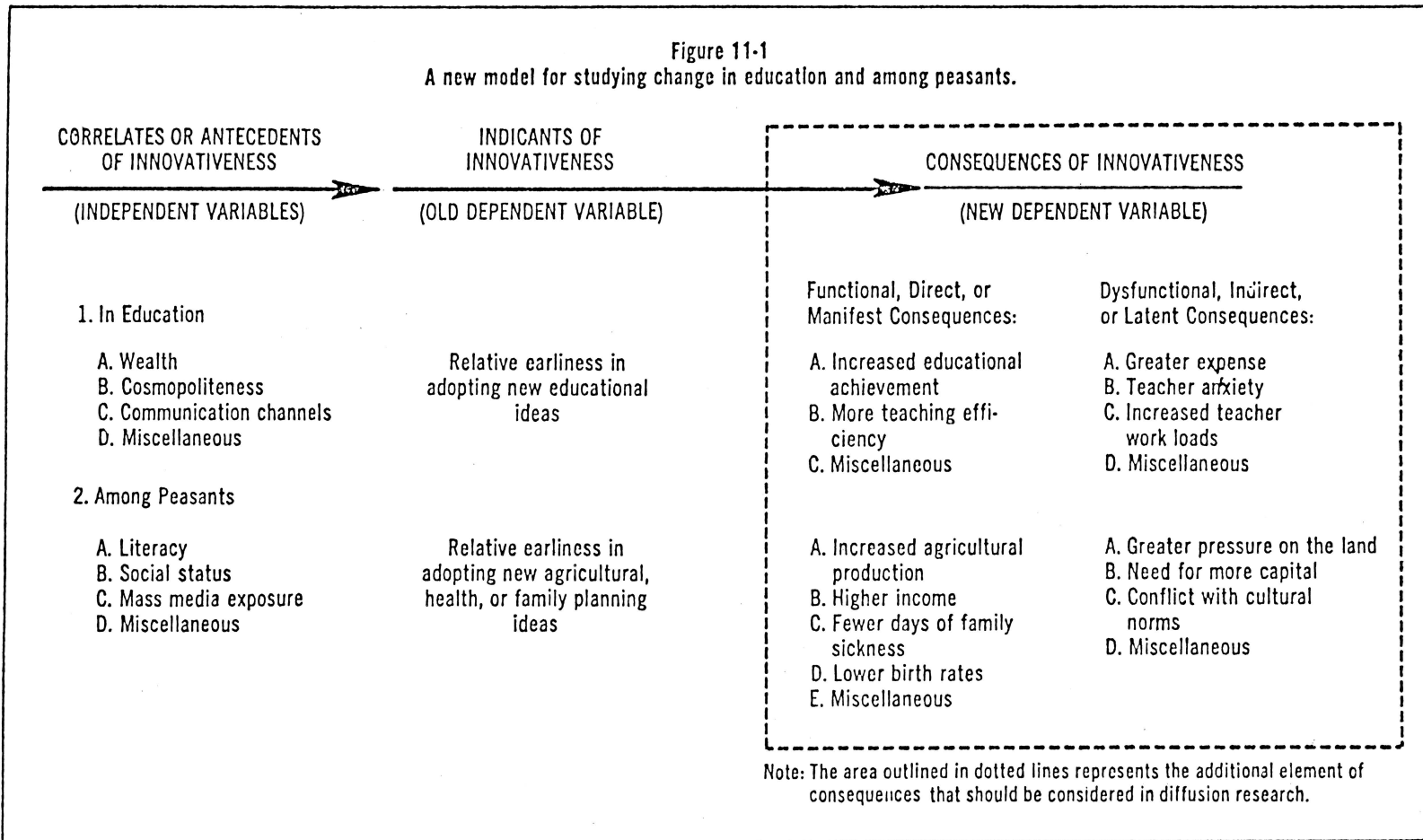


Figure 11-1
A new model for studying change in education and among peasants.



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Scanning system software	ScandAll Pro v. 2.1.5 Premium
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