

WHAT'S NEW?:  
A DIFFERENT WAY TO DESCRIBE INNOVATORS

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ABSTRACT

Innovators enjoy seeking out new experiences and new products to try next. They enable the process of the diffusion of information, by launching new ideas into a social system (Rogers, 2003, p. 283). This research tested a component of the theory of diffusion of innovations by comparing specific personality characteristics, including risk-taking behavior, novelty-seeking, need for uniqueness, and cosmopolitanism, plus social networking sites usage and habits for qualities associated with innovativeness, which is defined by Goldsmith and Hofacker's 1991 domain-specific innovativeness scale. Survey results and subsequent data analysis were then used to create a profile of an innovator, which includes the personality traits of novelty-seeking behavior and cosmopolitanism, and higher levels of engagement and social interaction and content sharing on social networking sites. This research contributes to the literature of studies which combine personal innovativeness and social networking site use.