

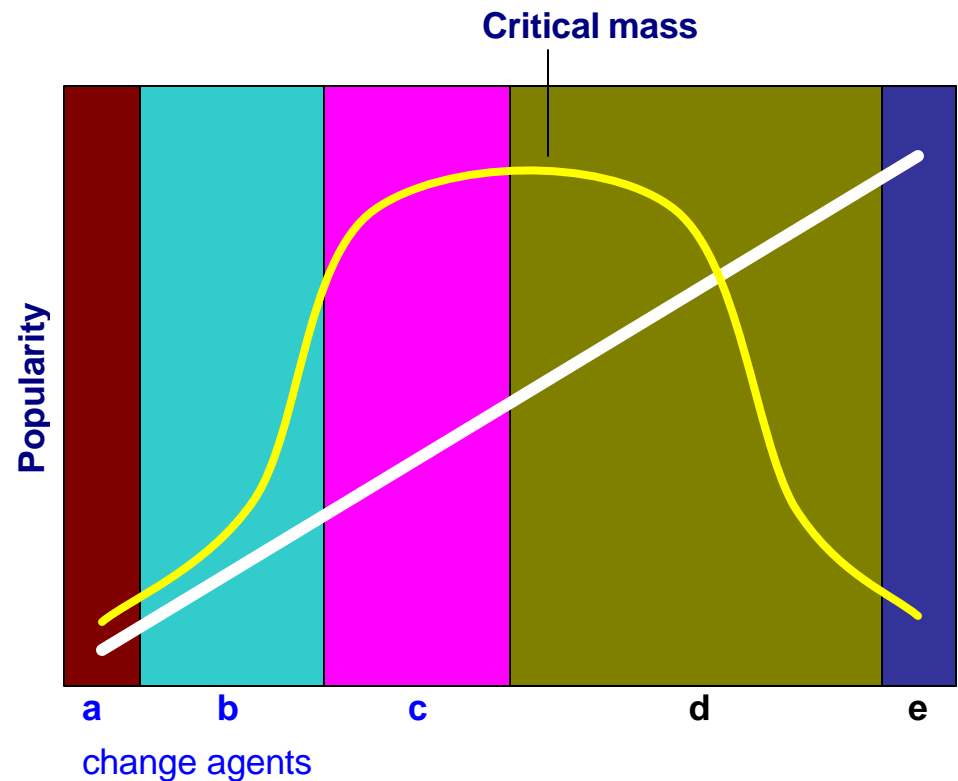
ROGERS DIFFUSION OF INNOVATION THEORY

Some inventions 'take the world by storm' (example, the **Sony Walkman**).

Others seem to fail, lie dormant for decades, but when 'their time has come', their use grows quickly, even explosively (example, the **fax machine**).

Most achieve slow penetration at first, then their adoption grows more quickly, but later slows down again (**dot.com companies**).

A broad social psychological / sociological theory called *Diffusion of Innovations (DoI) Theory* describes these patterns of adoption, explain the mechanism, and assist in predicting whether and how a new invention or product or technique will be successful and become the next **VHS**, or **cellular phone** or **Windows 97**.



Which one are you?

- (a) **innovators** (venturesome);
- (b) **early adopters** (respectable);
- (c) **early majority** (deliberate);
- (d) **late majority** (sceptical);
- (e) **laggards** (traditional – “wait & see”).