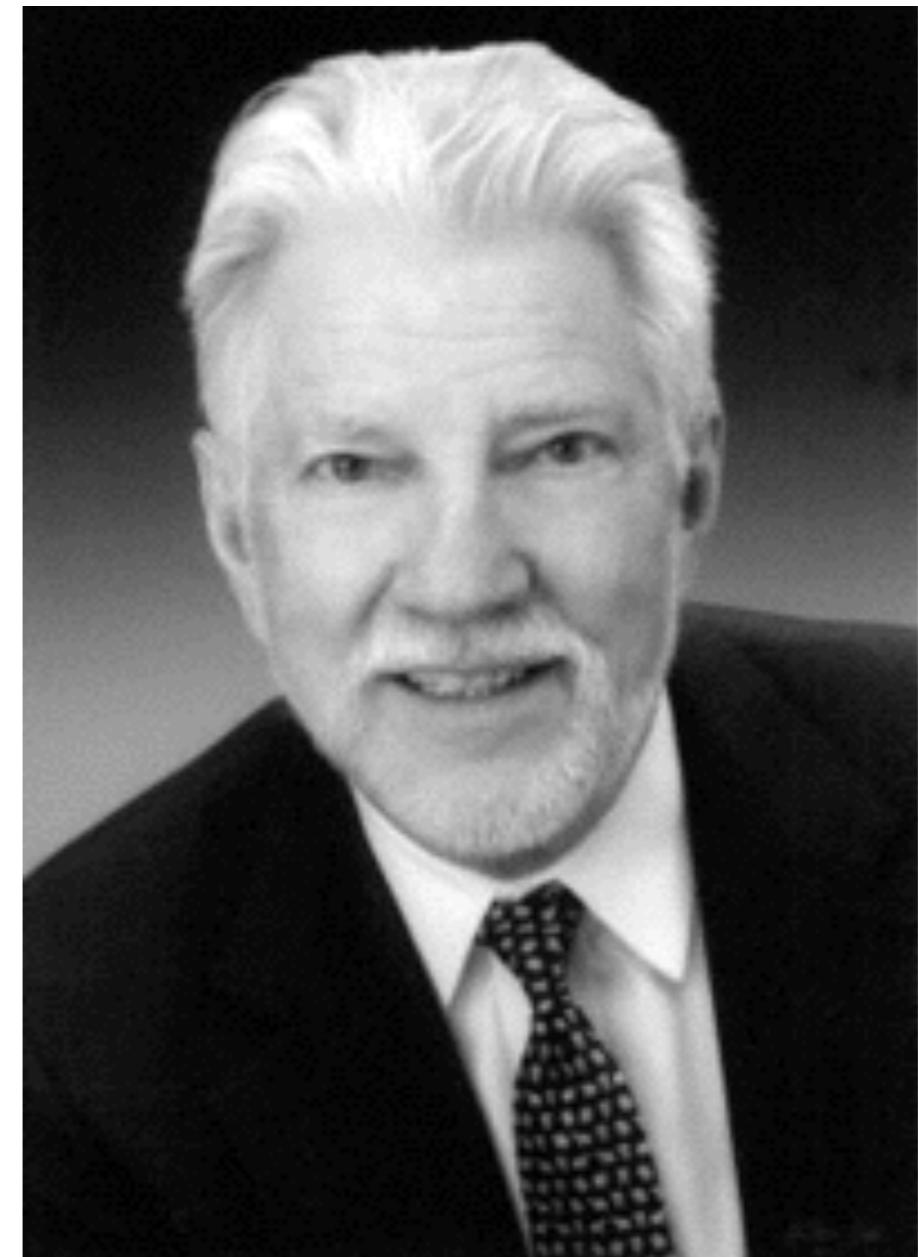


MODULE 3: PLANNED CHANGE

BASED ON EVERETT M. ROGERS

Everett Rogers on Diffusion

- Elements of Diffusion
- Innovation Decision Process
- Adopter Categories



What is Diffusion?

- Diffusion - the process by which an innovation is communicated through certain channels over time among the members of a social system
- Communication - a process in which participants create and share information with one another in order to reach a mutual understanding



Four Elements of Diffusion

1. An innovation
2. Communication Channels
3. Time
4. Social System

I. Innovation

- Idea, practice, or object that is perceived as new by an individual or other unit of adoption
- Perceived newness determines a person's reaction to the innovation

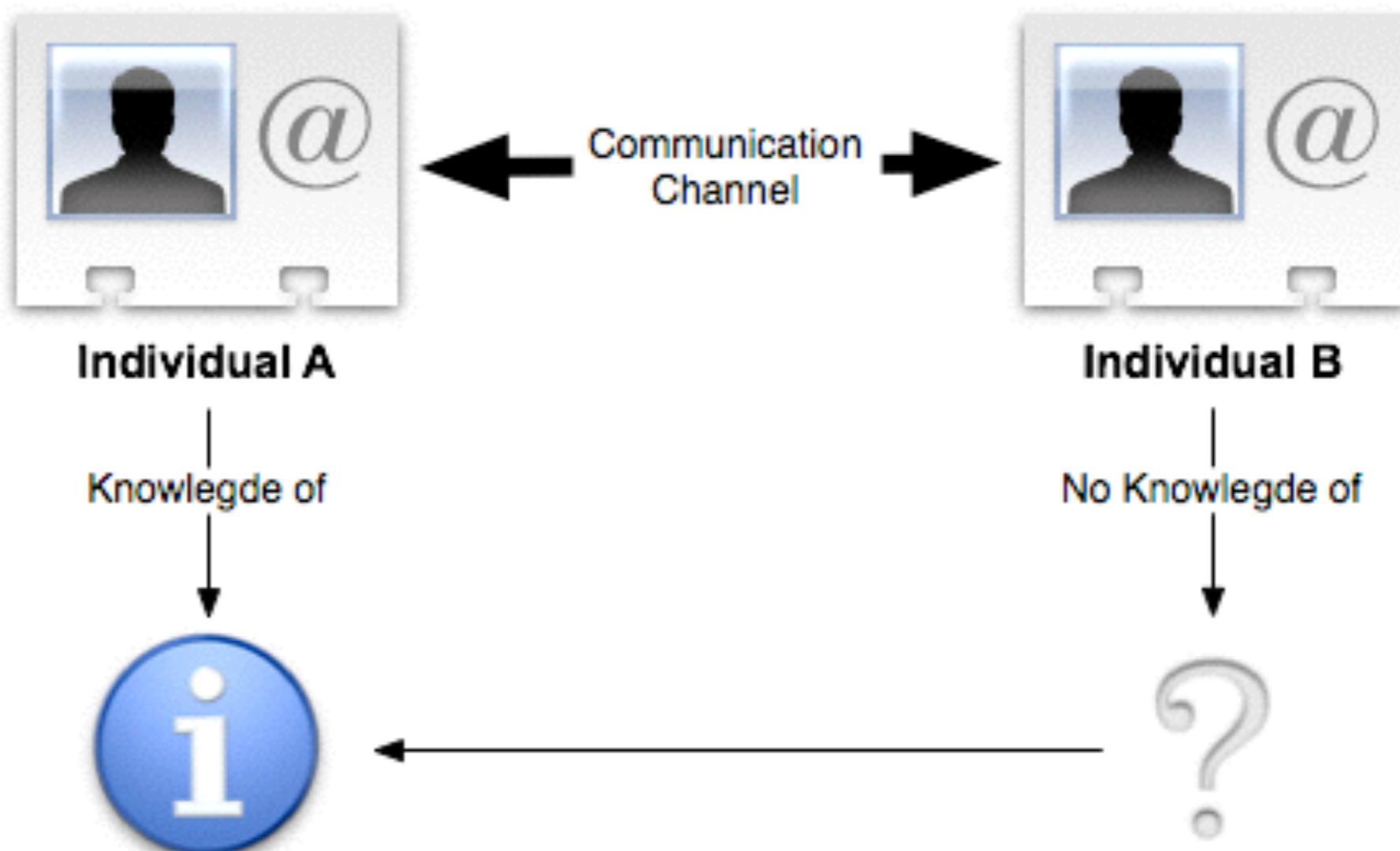
Innovations Characteristics

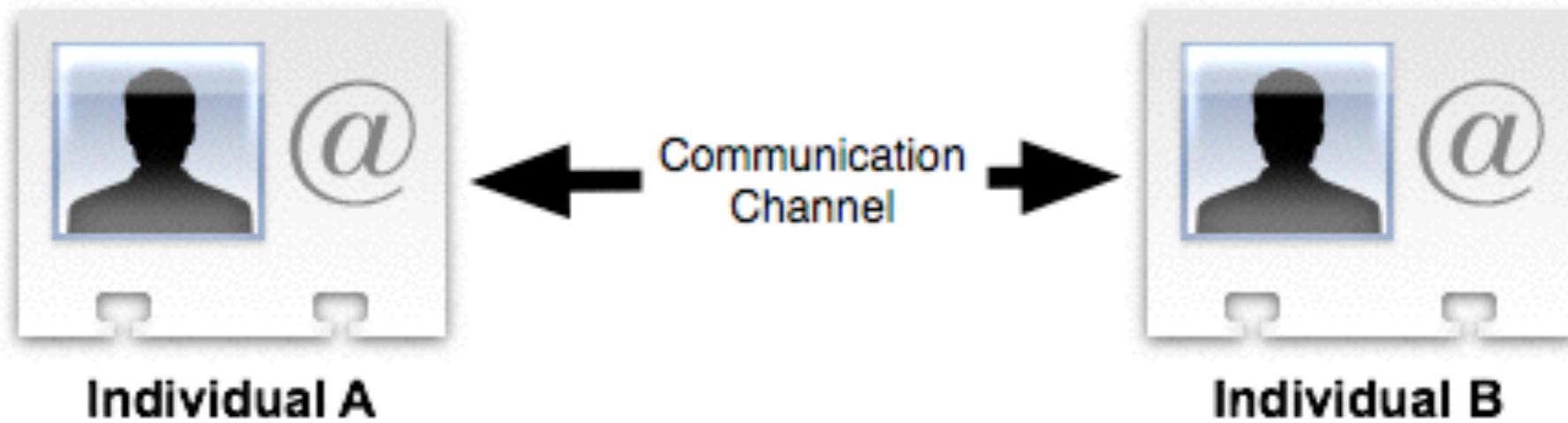
- Relative advantage - degree to which an innovation is perceived as better than the idea it supersedes
- Compatibility - degree an innovation is perceived as consistent with existing values, past experiences, and needs of potential adopters
- Complexity - degree to which an innovation is perceived as difficult to understand and use
- Trialability - degree to which an innovation may be experimented with on a limited basis
- Observability - degree to which the results of an innovation are visible to others

2. Communication Channels

- Information exchanged is concerned with new ideas
- Channel - means by which messages get from one person to another







The nature of the relationship between the individuals determines the conditions under which a source will or will not transmit the innovation to the receiver, and the effect of the transfer

Communication

Communication - a process in which participants create and share information with one another in order to reach a mutual understanding



3. Time

- Involved in the innovation-decision process by which an individual passes from first knowledge of an innovation through its adoption or rejection
- Relative earliness/lateness with which an innovation is adopted (compared with other members of the system)
- Innovation's rate of adoption in a system

The Innovation-Decision Process

- Knowledge Step
- Persuasion Step
- Decision
- Implementation
- Confirmation

Knowledge Step

- Potential adopter becomes aware of the program/service and has an idea of how it works or what it does

Persuasion Step

- Potential adopter seeks more detailed information and forms a favorable or unfavorable attitude toward the program

Decision

- Potential adopter carries out activities that lead to a choice to adopt or reject
 - adopt = decide to use
 - reject = decide not to adopt or not to consider to consider adopt

Implementation

- Adopter puts the program into use

Confirmation

- Occurs when the adopter collects information to confirm the adoption decision. Positive information leads to continuance of the program. Negative information leads to discontinuance.

4. Social System

- A set of interrelated units that are engaged in joint problem solving to accomplish a common goal

Social System

- Opinion Leaders - degree to which an individual is able to influence other individual's attitudes or overt behavior informally in a desired way with relative frequency
- Earned and maintained by individual's technical competence, social accessibility and conformity to the system's norms

Social System

- Change Agent - individual who influences clients' innovation decisions in a direction deemed desirable by a change agency
- Use opinion leaders within a given social system

Adopter Categories

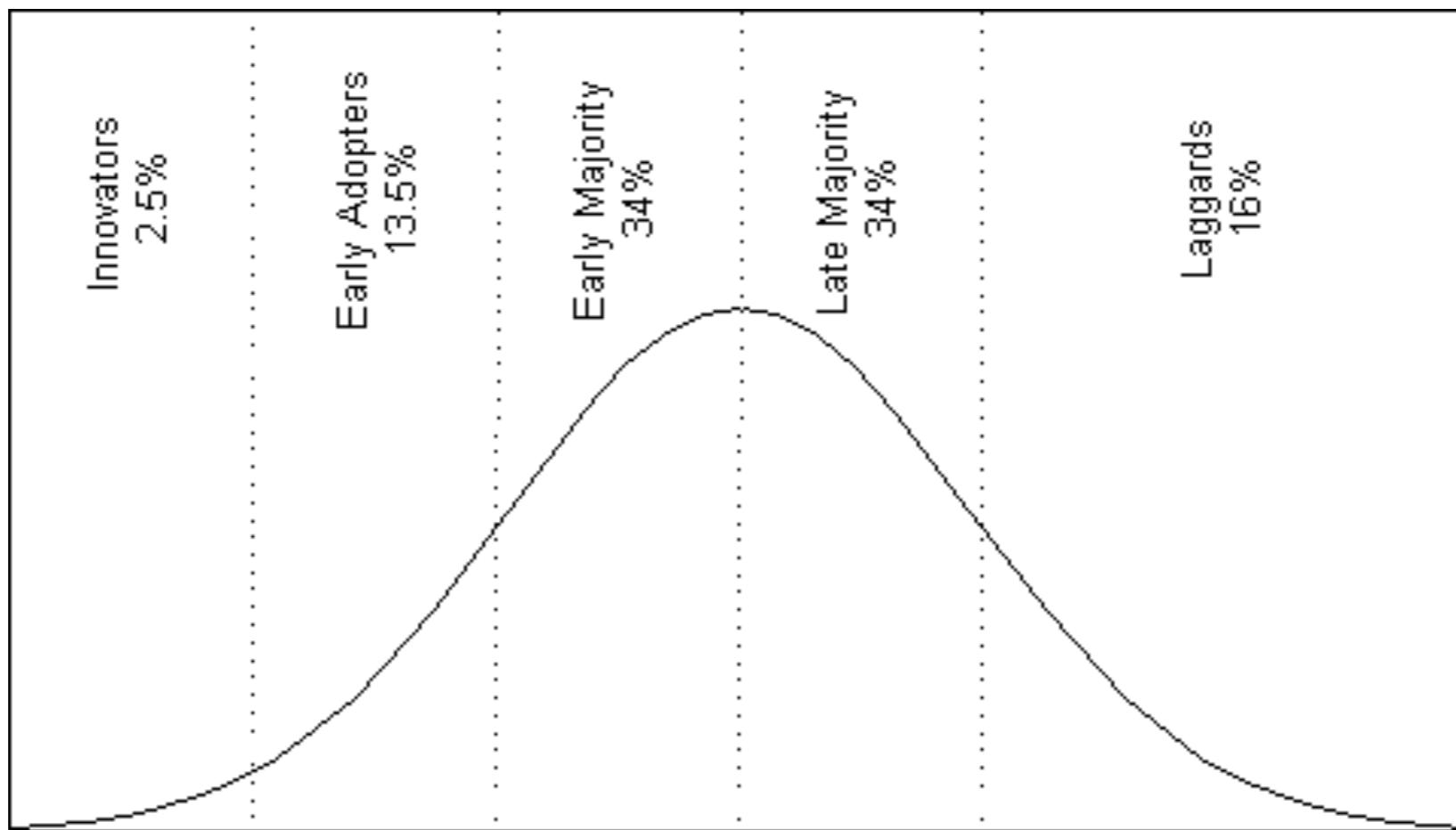


FIGURE 1. THE DISTRIBUTION OF ADOPTER CATEGORIES

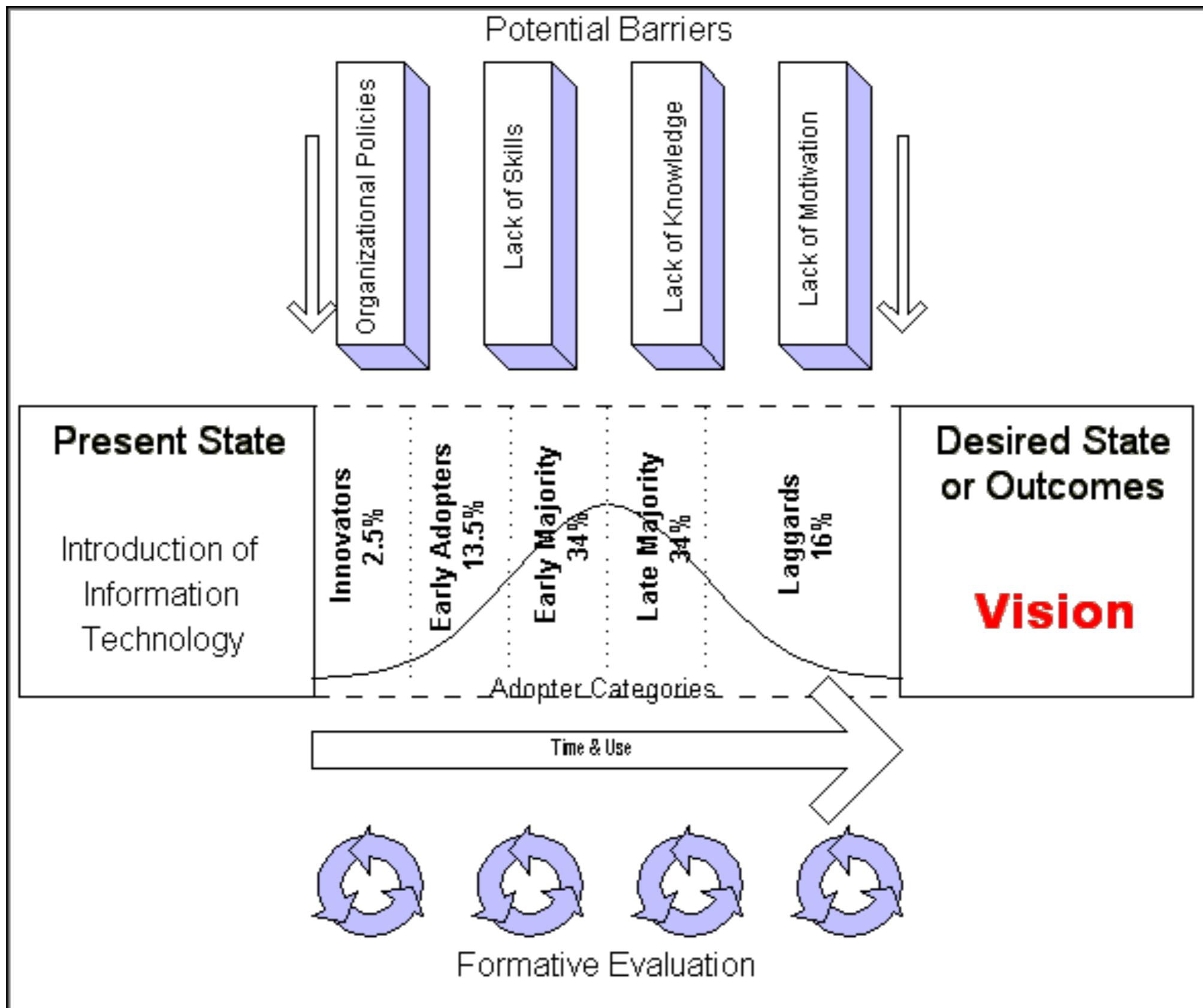
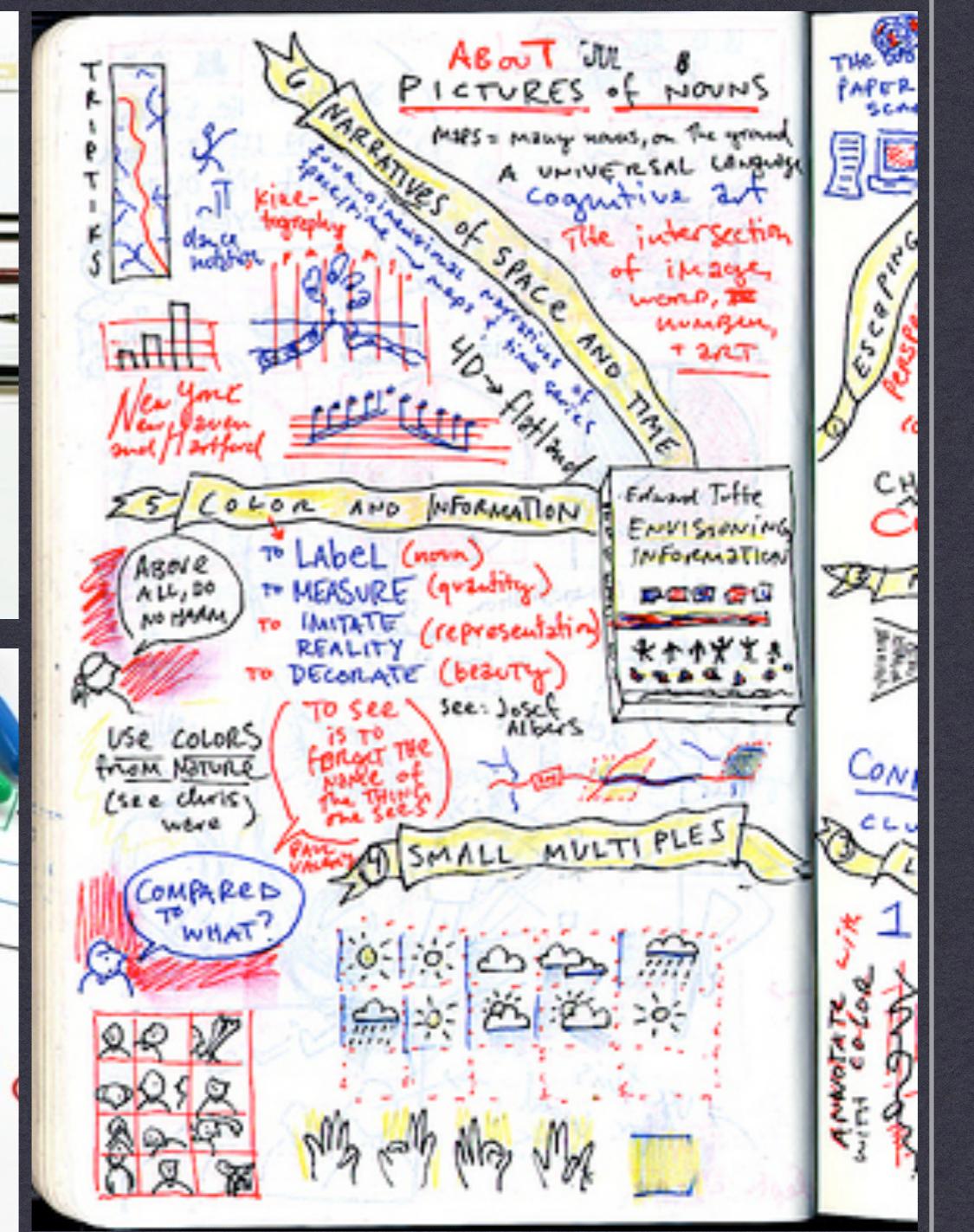
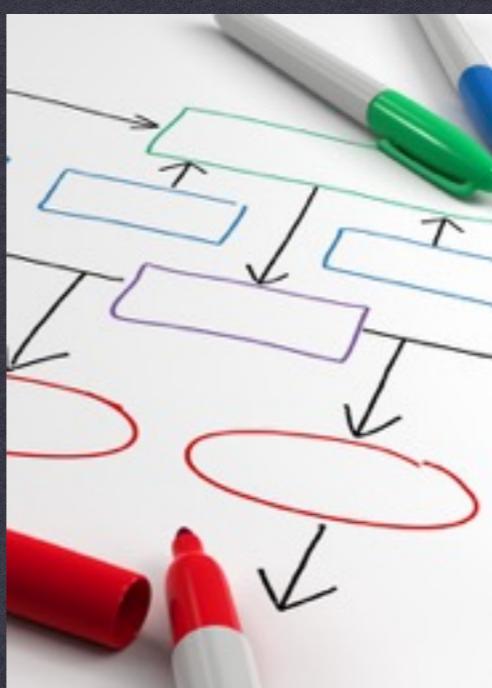
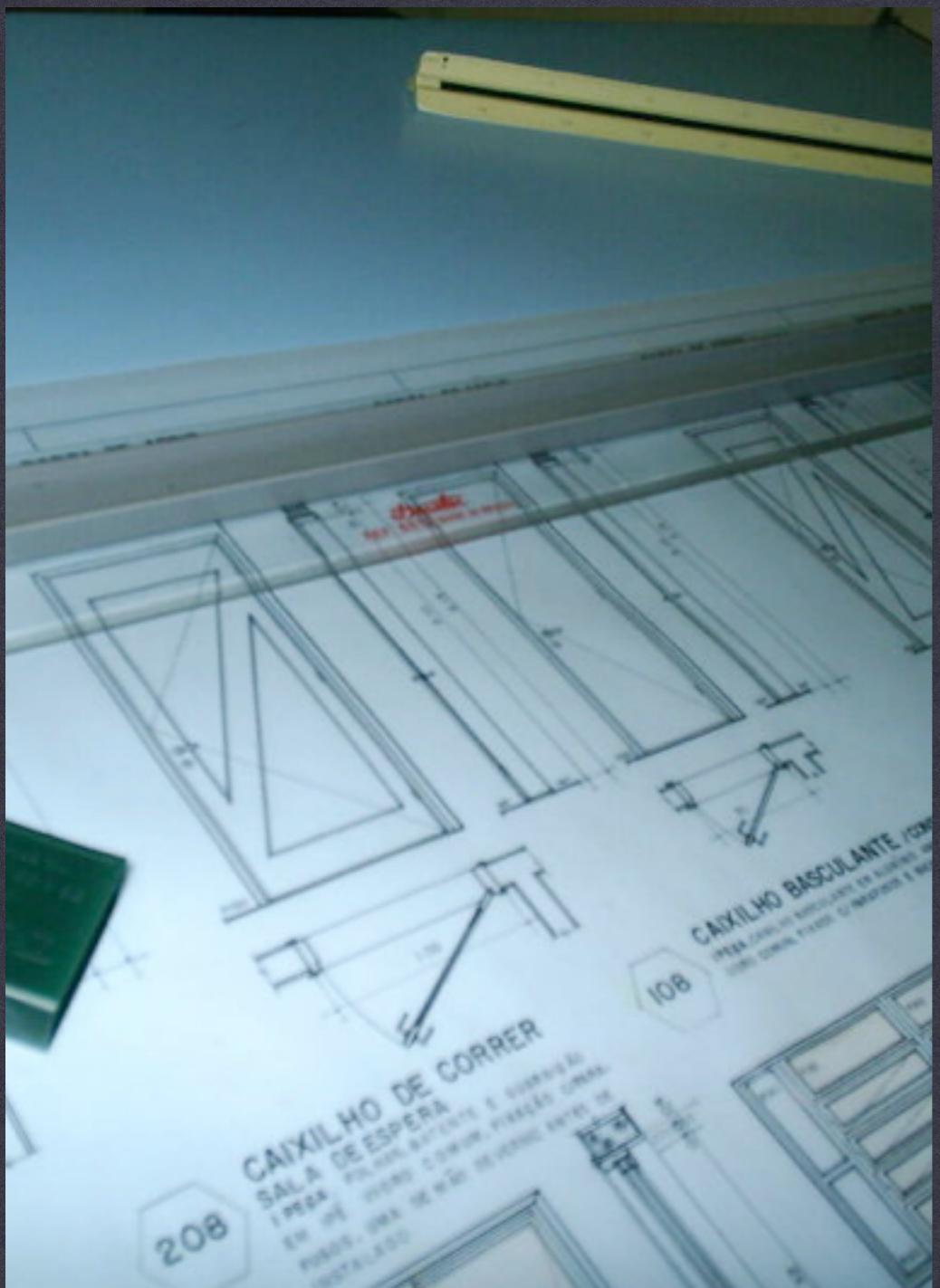


FIGURE 2. THE CHANGE PROCESS



END