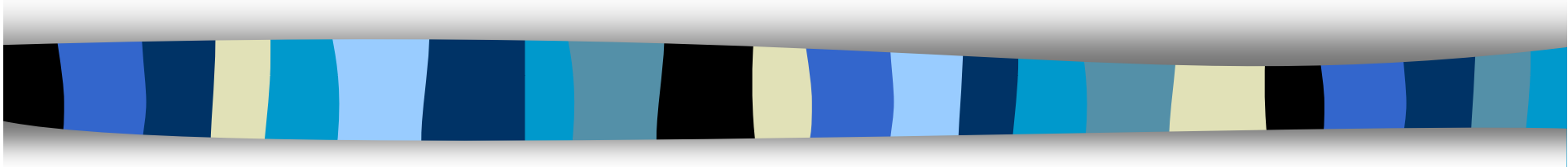


# **DIFFUSION OF INNOVATION**

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## Definisi - definisi

- **Diffusion is the process by which an innovation is communicated through certain channels, over time, among the members of social system.**
- **COMMUNICATION IS A PROCESS IN WHICH PARTICIPANTS CREATE AND SHARE INFORMATION WITH ONE ANOTHER IN ORDER TO REACH A MUTUAL UNDERSTANDING,**
- **An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption**



## **4 elements in the diffusion of innovations**

- **1. AN INNOVATION**
- **2. COMMUNICATION THROUGH CERTAIN CHANNELS**
- **3. OVER TIME**
- **4. AMONG THE MEMBERS OF A SOCIAL SYSTEM.**



## **TECHNOLOGICAL INNOVATIONS, INFORMATION AND UNCERTAINTY**

- **TECHNOLOGY AND INNOVATION AS SYNONIM**
- **ALMOST ALL OF THE NEW IDEAS ANALYZED ARE TECHNOLOGICAL INNOVATIONS**
- **A TECHNOLOGY IS A DESIGN FOR INSTRUMENTAL ACTION THAT REDUCES THE UNCERTAINTY IN THE CAUSE – EFFECT RELATIONSHIPS INVOLVED IN ACHIEVING A DESIRED OUTCOME**



# **INNOVATION DECISION PROCESS**

- IS ESSENTIALLY AN INFORMATION-SEEKING AND INFORMATION-PROCESSING ACTIVITY IN WHICH THE INDIVIDUAL IS MOTIVATED TO REDUCE UNCERTAINTY ABOUT THE ADVANTAGES AND DISADVANTAGES OF THE INNOVATION**



# CHARACTERISTICS OF INNOVATIONS

- **RELATIVE ADVANTAGE** (IN ECONOMIC TERM, SOCIAL PRESTIGE FACTORS, CONVENIENCE, SATISFACTION)
- **COMPATIBILITY**( THE DEGREE TO WHICH AN INNOVATION IS PERCEIVED AS BEING CONSISTENT WITH THE EXISTING VALUES, PAST EXPERIENCES, AND NEEDS OF POTENTIAL ADOPTERS,)
- **COMPLEXITY** (THE DEGREE TO WHICH AN INNOVATION IS PERCEIVED AS DIFFICULT TO UNDERSTAND AND USE).
- **TRIALABILITY**( THE DEGREE TO WHICH AN INNOVATION MAY BE EXPERIMENTED WITH, ON A LIMITED BASIS)
- **OBSERVABILITY**( THE DEGREE TO WHICH THE RESULTS OF AN INNOVATION ARE VISIBLE TO OTHERS.



## RE-INVENTION

- **AS THE DEGREE TO WHICH AN INNOVATION IS CHANGED OR MODIFIED BY A USER IN THE PROCESS OF ITS ADOPTION AND IMPLEMENTATION.**



# **HOMOPHILY, HETEROPHILY, AND DIFFUSION**

- **HOMOPHILY, IS THE DEGREE TO WHICH PAIRS OF INDIVIDUALS WHO INTERACT ARE SIMILAR IN CERTAIN ATTRIBUTES, SUCH AS BELIEFS, EDUCATION, SOCIAL STATUS, AND THE LIKE.**
- **“ MORE EFFECTIVE COMMUNICATION OCCURS WHEN TWO INDIVIDUALS ARE HOMOPHILOUS”**
- **HETEROPHILY, THE DEGREE TO WHICH PAIRS OF INDIVIDUALS WHO INTERACT ARE DIFFERENT IN CERTAIN ATTRIBUTES**





# TIME DIMENSION

- 1. IN THE INNOVATION DECISION PROCESS BY WHICH AN INDIVIDUAL PASSES FROM FIRST KNOWLEDGE OF AN INNOVATION THROUGH ITS ADOPTION OR REJECTION
- 2. IN THE INNOVATIVENESS OF AN INDIVIDUAL OR OTHER UNIT OF ADOPTION – THAT IS, THE RELATIVE EARLINESS/LATENESS WITH WHICH AN INNOVATION IS ADOPTED-COMPARED WITH OTHER MEMBERS OF A SYSTEM
- 3. IN AN INNOVATION'S RATE OF ADOPTION IN A SYSTEM, USUALLY MEASURED AS THE NUMBER OF MEMBERS OF THE SYSTEM THAT ADOPT THE INNOVATION IN A GIVEN TIME PERIOD.



# THE INNOVATION-DECISION PROCESS

- IS THE PROCESSTHROUGH WHICH AN INDI-VIDUAL /UNIT, PASSES FROM FIRST KNOW-LEDGE OF AN INNOVATION TO FORMING AN ATTITUDE TOWARD THE INNOVATION, TO A DECISION TO ADOPT OR REJECT, TO IMPLE-MENTATION OF THE NEW IDEA, AND TO CONFIRMATION OF THIS DECISION.
- **-KNOWLEDGE-PERSUASION-DECISION-IMPLEMENTATION OF THE NEW IDEA-CONFIRMATION OF THE DECISION.**
- THE INNOVATION DECISION PERIOD IS THE LENGTH OF TIME REQUIRED TO PASS THROUGH THE INNOVATION –DECISION PROCESS.



# INNOVATIVENESS AND ADOPTER CATEGORIES

- **INNOVATIVENESS IS THE DEGREE TO WHICH AN INDIVIDUAL OR OTHER UNIT OF ADOPTION IS RELATIVELY EARLIER IN ADOPTING NEW IDEAS THAN THE OTHER MEMBERS OF A SYSTEM.**
- **ADOPTER CATEGORIES ARE THE CLASSIFICATIONS OF MEMBERS OF A SOCIAL SYSTEM ON THE BASIS OF INNOVATIVENESS.**
- **THE FIVE ADOPTER CATEGORIES ARE:**
  - **1. INNOVATORS**
  - **2. EARLY ADOPTERS**
  - **3. EARLY MAJORITY**
  - **4. LATE MAJORITY**
  - **5. LAGGARDS**



# RATE OF ADOPTION

- **RATE OF ADOPTION IS THE RELATIVE SPEED WITH WHICH AN INNOVATION IS ADOPTED BY MEMBERS OF A SOCIAL SYSTEM .**
- **MOST INNOVATION HAVE AN S-SHAPED RATE OF ADOPTION**
- **USUALLY MEASURED BY THE LENGTH OF TIME REQUIRED FOR A CERTAIN PERCENTAGE OF THE MEMBERS OF A SYSTEM TO ADOPT AN INNOVATION**



# **SOCIAL SYSTEM, SOCIAL STRUCTURE AND DIFFUSION**

- **DEFINED AS A SET OF INTERRELATED UNITS THAT ARE ENGAGED IN JOINT PROBLEM SOLVING TO ACCOMPLISH A COMMON GOAL.**
- **SOCIAL STRUCTURE AS THE PATTERNED ARRANGEMENTS OF THE UNITS IN A SOCIAL SYSTEM, WHERE THERE ARE REGULARITY, STABILITY TO HUMAN BEHAVIOR IN A SOCIAL SYSTEM**
- **STRUCTURE REPRESENTS ONE TYPE OF INFORMATION IN THAT IT DECREASES UNCERTAINTY**
- **EXAMPLE: BUREAUCRATIC ORGANIZATION LIKE A GOVERNMENT AGENCY, WHICH IS PROVIDED BY STRUCTURE, A WELL DEVELOPED SOCIAL STRUCTURE IN SUCH A SYSTEM CONSISTING OF HIERARCHICAL POSITIONS, GIVING OFFICIALS IN HIGHER RANKED POSITION ETC.**



# OPINION LEADERS AND CHANGE AGENTS

- **OPINION LEADERSHIP IS THE DEGREE TO WHICH AN INDIVIDUAL IS ABLE TO INFLUENCE OTHER INDIVIDUALS' ATTITUDES OR OVERT BEHAVIOR INFORMALLY IN A DESIRED WAY WITH RELATIVE FREQUENCY. IT IS A TYPE OF INFORMAL LEADERSHIP.**
- **EARNED AND MAINTAINED BY- 1. INDIVIDUAL TECHNICAL COMPETENCE 2. SOCIAL ACCESSIBILITY. 3. CONFORMITY TO THE SYSTEM'S NORMS**
- **COMPARED WITH THEIR FOLLOWERS, OPINION LEADERS ARE:-  
*MORE EXPOSED TO ALL FORMS OF EXTERNAL COMMUNICATION- MORE COSMOPOLITE-HAVE SOMEWHAT HIGHER SOCIAL STATUS – MORE INNOVATIVE***
- **A CHANGE AGENT IS INDIVIDUAL WHO INFLUENCES CLIENTS' INNOVATION DECISIONS IN A DIRECTION DEEMED DESIRABLE BY A CHANGE AGENCY**



# TYPE AND CONSEQUENCES OF INNOVATION DECISIONS

- **TYPE OF INNOVATION DECISIONS**
- 1.COLLECTIVE INNOVATION DECISIONS
- 2.AUTHORITY INNOVATION DECISIONS
- 3.CONTINGENT INNOVATION DECISIONS
- 4.OPTIONAL INNOVATION-DECISIONS
  
- **CONSEQUENCES OF INNOVATIONS**
- 1 DESIRABLE VS. UNDESIRABLE
- 2.DIRECT VS. INDIRECT
- 3.ANTICIPATED VS. UNANTICIPATED