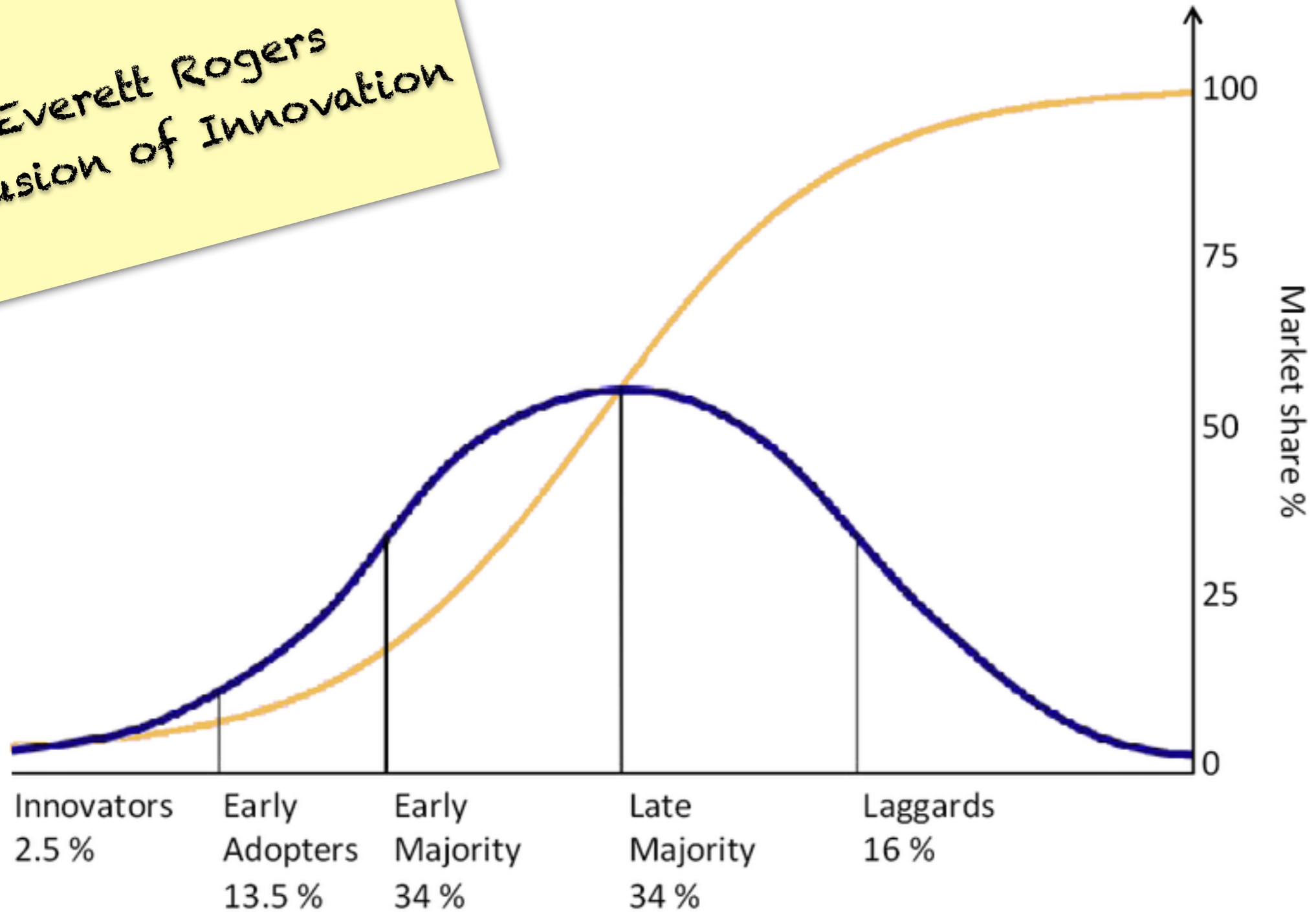


Everett Rogers
Diffusion of Innovation



http://en.wikipedia.org/wiki/Diffusion_of_innovations

5 Decision Stages

Knowledge

Persuasion

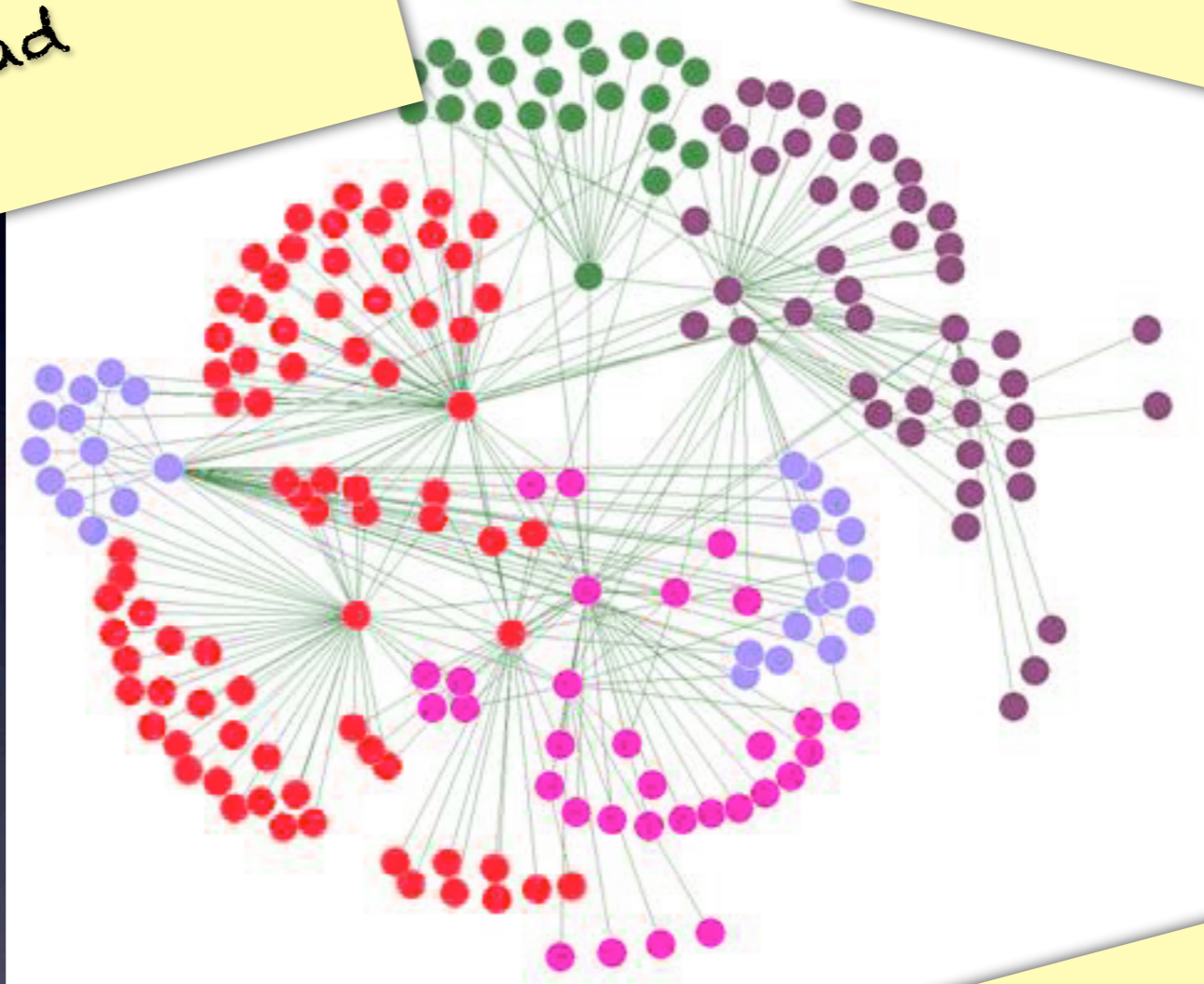
Decision

Implementation

Confirmation

Social network drives spread

Spread works most effective when: Shared values, but lack of awareness



Source: http://en.wikipedia.org/wiki/File:Social_Red.jpg

Decision types: optional, collective, or authoritative

Relative Advantage

Complexity/Simplicity

Trialability

Compatibility

observability