

Diffusion of innovation

Diffusion of Innovations offers three valuable insights into the process of social change:

- A. What qualities make an innovation spread successfully?
- B. The importance of peer-peer conversations and peer networks.
- C. Understanding the needs of different user segments.

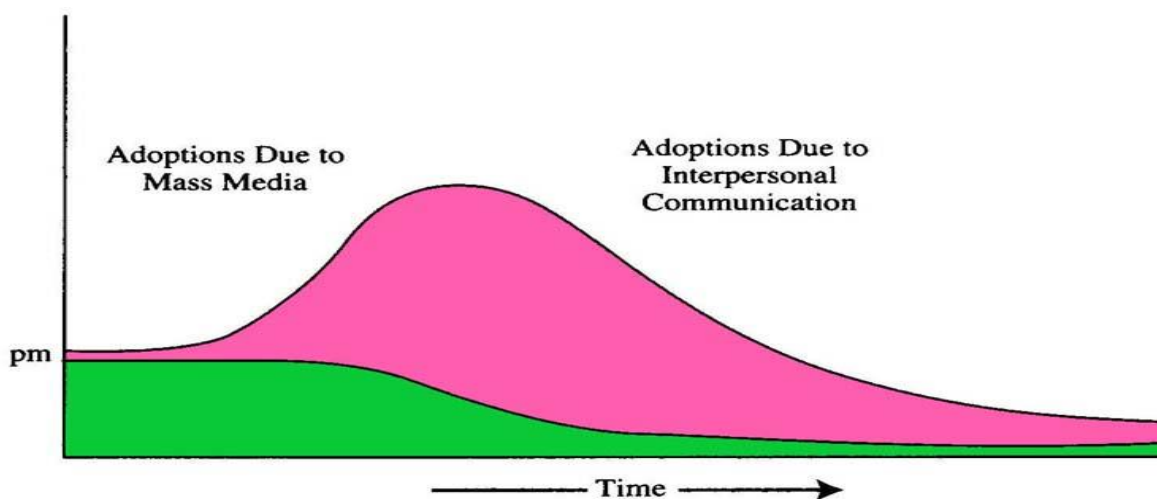
(A) Five qualities that determine the success of an innovation

- 1) Relative advantage-economic advantage, social prestige, convenience, or satisfaction.
- 2) Compatibility with existing values and practices- consistent with the values, past experiences, and needs of potential adopters.
- 3) Simplicity and ease of use
- 4) Trialability/ experimenting
- 5) Observable results

Features kept in mind for diffusion-**Reinvention**- Success depends how innovation meet the needs of more and more demanding and risk-averse individuals in a population.

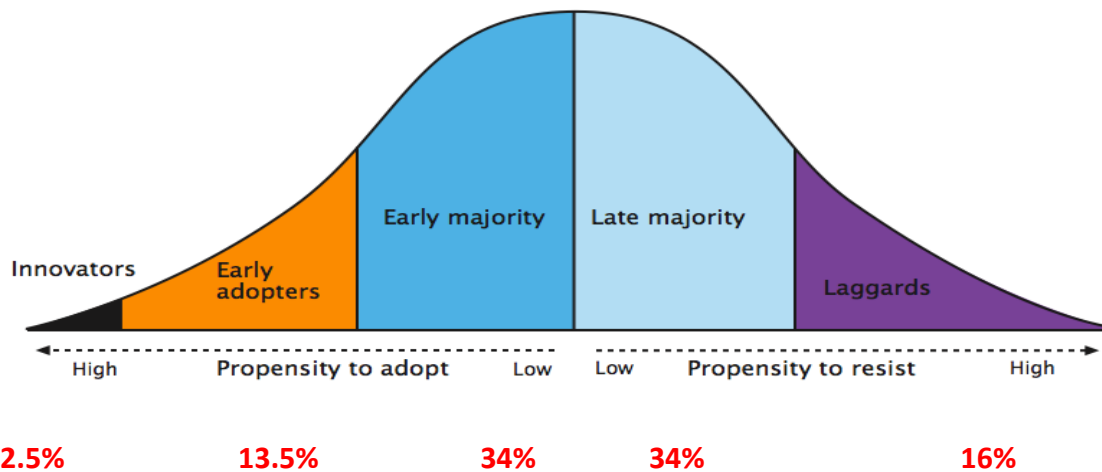
Involvement of players in computer game innovation. Continuous improvement is the key to spreading an innovation.

(B) The importance of peer-peer conversations and peer networks- Advertising and media stories to get involvement. Which group give adopt, appreciate and give credible reassurances that our attempts to change won't result in embarrassment, humiliation, financial loss or wasted time.



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(C) Understanding the needs of different user segments



How to work with **innovators**:

- Track them down and become their “first followers”, providing support and publicity for their ideas.
- Invite keen innovators to be partners in designing your project.

How to work with early **adopters**:

- Offer strong face-to-face support for a limited number of early adopters to trial the new idea.
- Study the trials carefully to discover how to make the idea more convenient, low cost and marketable.
- Reward their egos e.g. with media coverage.
- Promote them as fashion leaders (beginning with the cultish end of the media market).
- Recruit and train some as peer educators.
- Maintain relationships with regular feedback.

How to work with the **early majority**:

- Offer give-aways or competitions to stimulate buzz.
- Use mainstream advertising and media stories featuring endorsements from credible, respected, similar folks.
- Lower the entry cost and guarantee performance.
- Redesign to maximise ease and simplicity.
- Cut the red tape: simplify application forms and instructions.
- Provide strong customer service and support.

late majority:

- Focus on promoting social norms rather than just product benefits: they’ll want to hear that plenty of other conservative folks like themselves think it’s normal or indispensable.
- Keep refining the product to increase convenience and reduce costs.
- Emphasise the risks of being left behind.
- Respond to criticisms from laggards.

Laggard

- Give them high levels of personal control over when, where, how and whether they do the new behaviour.
- Maximise their familiarity with new products or behaviours. Let them see exactly how other laggards have successfully adopted the innovation.