

# **Innovation Diffusion Theory**

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## Innovation Diffusion Theory

### Background

- Everett M. Rodgers
- **In 1962, summarized about 500 studies and developed the diffusion of innovation theory**
- **In 1995, published ‘Diffusion of innovation’**



# Definition

### [Innovation]

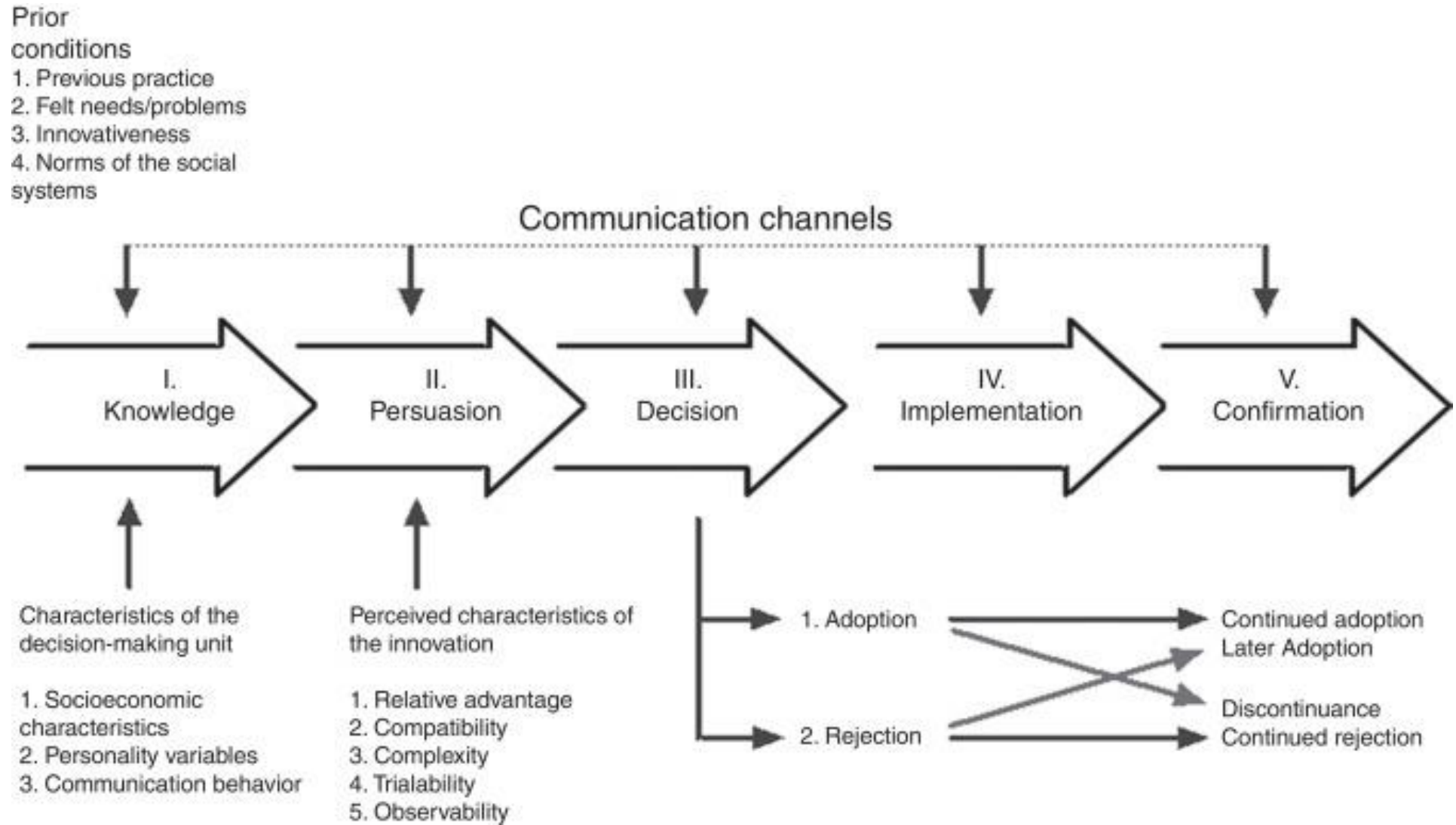
- **Any new idea, new behavior, new product, new message i.e., a new thing that one brings to you for your adoption**

### [Diffusion]

- **Process by which an innovation is communicated through certain channels over time among the members of social system**

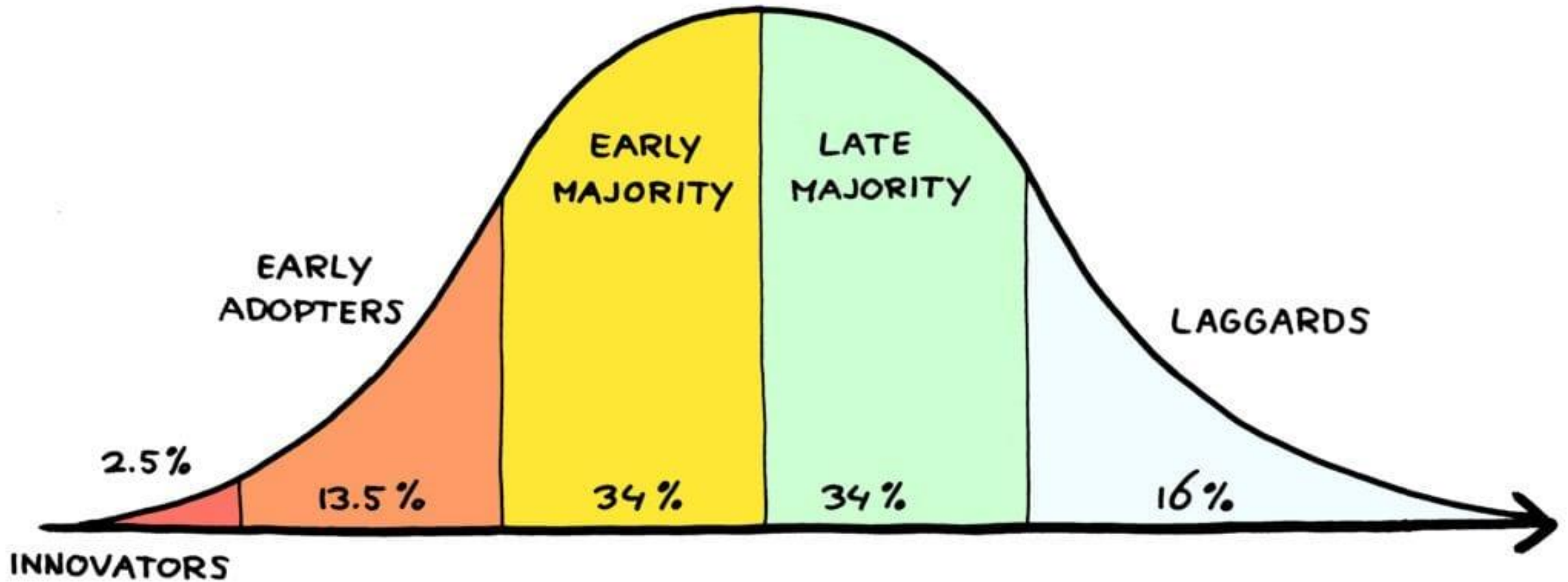
# Innovation Diffusion Theory

5 stages in the decision innovation process



# Innovation Diffusion Theory

Adoption of Innovation over time



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# Innovation Diffusion Theory

## Profile

Innovators	—————→	Adopt new ideas (technologies, concepts, and behaviors) in early stages: experience
Early Adopters	—————→	Still have some traits of innovation (risk concern): connect with innovator
Early Majority	—————→	First sign of diffusion: attend conference
Late Majority	—————→	Delay its adoption, must be clearly its advantages: follow the leaders and read books
Laggards	—————→	Mature implementation and risks involved are smaller: warily observe trends

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# Innovation Diffusion Theory

## Criticism

Pro-innovation bias

: Focus on successive innovation rather than failure innovation

Why latent consumer reject or stop to adopt innovation?