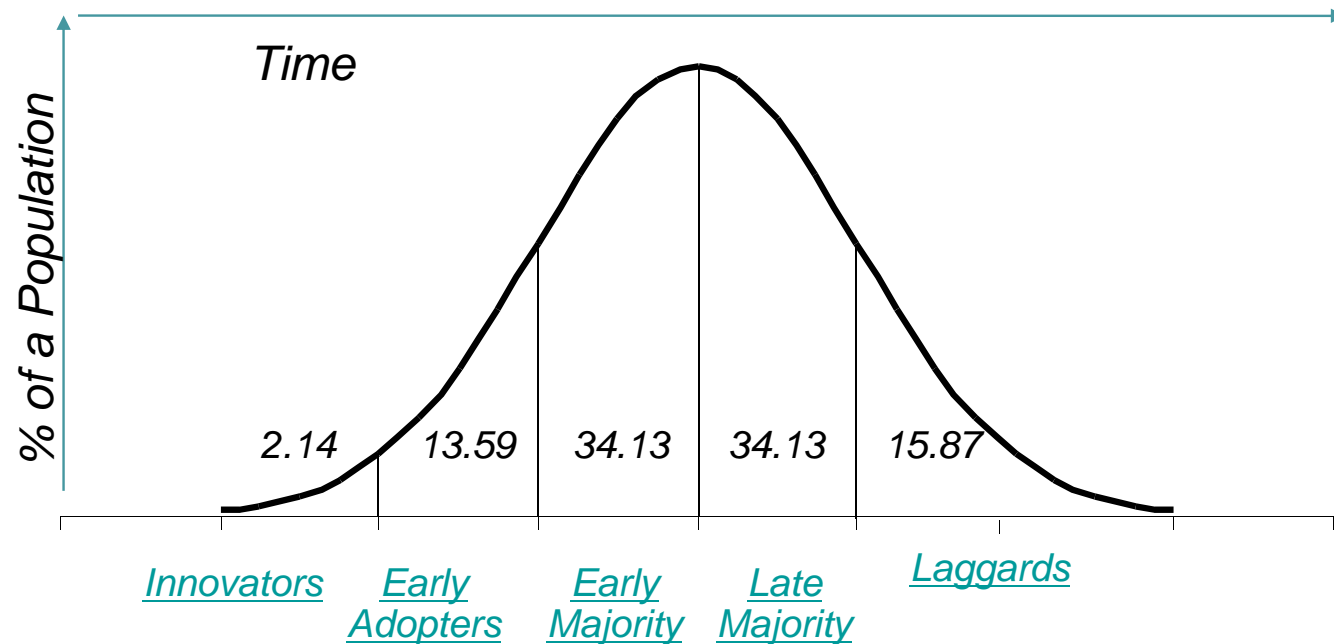


Why People Adopt New Ideas

	<i>The degree to which an innovation...</i>
Relative Advantage	is perceived as better than the idea it supersedes
Compatibility	is perceived as consistent with the existing values, past experiences, and needs of potential adopters
Complexity	is perceived as not difficult to understand or use
Trialability	may be experimented with on a limited basis
Observability	is implemented and the results of the implementation are visible to others

The rate of adoption and utilization of new ideas and innovations is influenced by how they are perceived and how they are framed.

Adopter Categories and the Rate of Adoption



First or Second Order?

Do stakeholders perceive the change as . . .

an extension of the past?

a break with the past?

consistent with prevailing
organizational norms?

inconsistent with prevailing
organizational norms?

congruent with personal
values?

incongruent with personal
values?

easily learned using existing
knowledge and skills?

requiring new knowledge
and skills?

First-Order Implications

Second-Order Implications