EVERETT ROGERS- DIFFUSION OF INNOVATIONS (1962)

How quickly different groups can be persuaded depends on their category of innovation. Different people adopt ideas or behaviors at different rates. Any persuasion for attitude (belief) change or behaviour change will not affect all parts of a community the same. Some will be quick to change other will be slow to change and need repeated examples of the new idea, some will be very hard to change or may never change.

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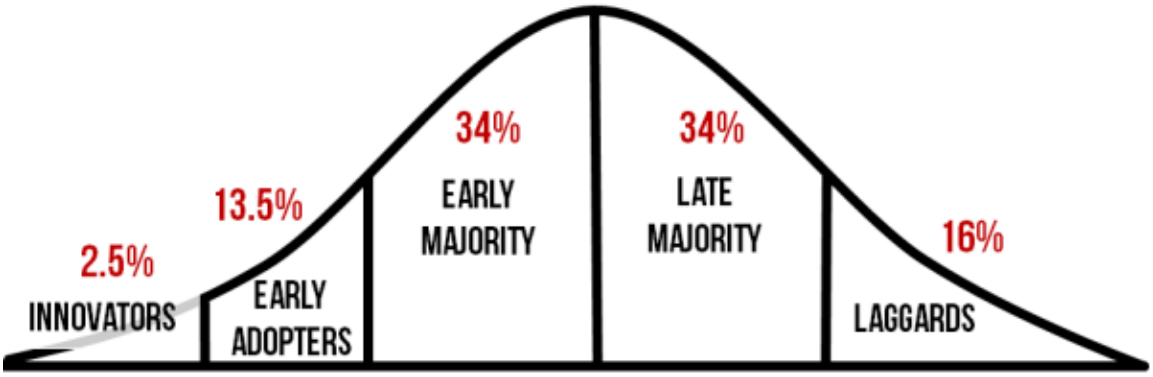

2.5%
"Visionaries"
These are the experimenters. They are the risk takers. They change based on information only.

13,5 %
"The Enthusiasts"
They are selective and usually check sources before adopting. They are usually the leaders of change. As the early majority look to them for guidance.

34 %
"Pragmatists"
take their time before adopting a new idea. They need to understand the new concept to adopt it. It needs a track record. They are not leaders and will accept change slowly, but quicker than LM.

34 %
"The Mainstream"
Adopt in reaction to peer pressure and emerging agreed realities. Most of the uncertainty around the new idea must be resolved before they adopt. The adopt out of necessity not out of choice.

16%
"Critics/Resistors"
are traditional and make decisions based on past experience.

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Except for the innovators and early adopters, all communities needs a long term, repeating campaign strategy that addresses them repeatedly on national, local and personal levels with a variety of types of credible sources. If a campaign organisation cannot operate on all of these levels, they need to partner with other organisations who can deliver the change-making content on national, local and personal levels through that variety of credible sources.

The Early and Late Majority (Secondary Adopters) need repeated persuasion as well as information before they change. They need the new idea repeated many times, at personal, local and national levels, with many examples, and they will relapse often (i.e. they will try it and then go back to the old belief or practice).

Laggards will be very, very slow to change and are outside the scope of most media initiatives – they need direct, long term, multi-level professional support to change. Within Laggards there are Intransigents who will never change (can be up to 5% of a community).