

The Adoption Process and Sources of Information

Awareness	Interest	Evaluation	Trial	Adoption
<i>Has heard of the idea; lacks details</i>	<i>Develops interest; gathers general information and facts</i>	<i>Can I do it? Mental trial; application to personal situation</i>	<i>How to do it? Small-scale, experimental use</i>	<i>Satisfaction; large-scale continued use</i>
<ol style="list-style-type: none"> 1. Mass media: Radio, TV, newspapers, magazines 2. Agencies and experts 3. Neighbors, friends, colleagues 4. Salesmen, dealers 	<ol style="list-style-type: none"> 1. Mass media 2. Agencies and experts 3. Neighbors, friends, colleagues 4. Salesmen, dealers 	<ol style="list-style-type: none"> 1. Neighbors, friends, colleagues 2. Agencies and experts 3. Mass media 4. Salesmen, dealers 	<ol style="list-style-type: none"> 1. Neighbors, friends, colleagues 2. Agencies and experts 3. Mass media 	

*These are the sources of information most people said were important when they were in the various stages of the adoption process, ranked in order of mention. All sources were mentioned in each stage. Note the stages in which one-way communication is effective, and the points at which two-way communication takes over. **Remember that people may reject the idea at any stage.***

Adapted from work of Bohlen and Beal and Special Report No. 15, Iowa State University

Ferne G. Bonomi, Bonomi & Co., Ames IA 5/2003



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