

Summary, Pattern of Adoption and Influences Fig. 1

Innovators	Early adopters	Early majority	Majority	Laggards
<p>First to adopt new ideas</p> <p>Out in front of others</p> <p>Independent thinkers</p> <p>High net worth</p> <p>Have risk capital</p> <p>Prestige and power</p> <p>Many contacts outside community</p> <p>Many sources of information</p> <p>Not named as source of information by others</p>	<p>Compared to those who follow:</p> <p>Younger</p> <p>More education</p> <p>Participate more in church, school, community organizations</p> <p>More sources of information</p> <p>Avoid untried ideas, but the quickest to use tested ideas</p>	<p>Slightly above average in age, education, experience</p> <p>Medium high economic and social status</p> <p>Active in community groups, but not in leadership roles</p> <p>Respected in own circles</p> <p>Informal leaders</p> <p>Not innovators</p> <p>Most often named as "Neighbors and friends"</p>	<p>Compared to those preceding:</p> <p>Older</p> <p>Less education</p> <p>Less active in community groups</p> <p>Fewer sources of information</p> <p>Rely heavily on influence of early majority</p>	<p>Compared to everyone else:</p> <p>Older</p> <p>Less education</p> <p>Less activity</p> <p>Less information</p> <p>Family ties likely to be very important</p> <p>New ideas may be seen as conflict with teaching of parents, religion, tradition</p> <p>Likely to be non-adopters</p>

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

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