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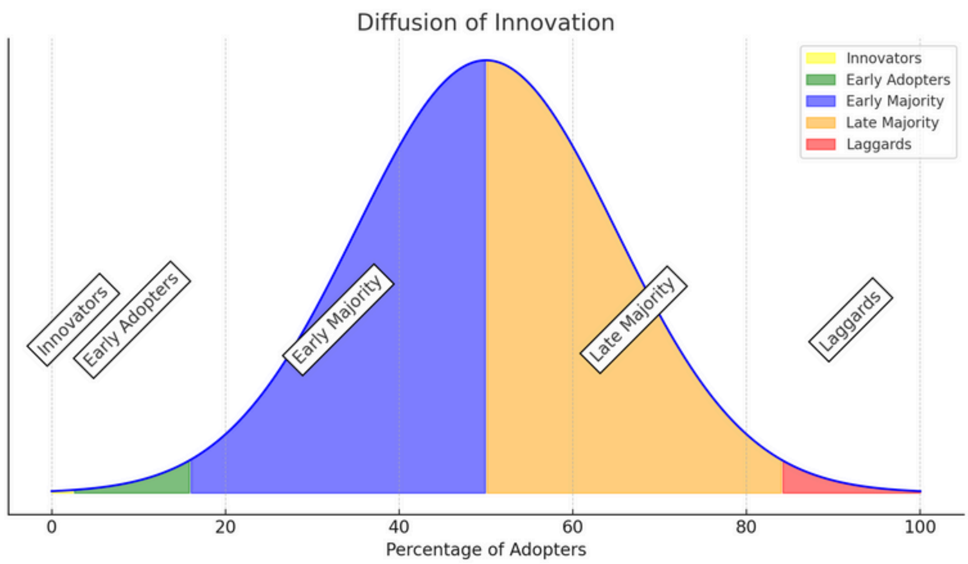
Coaching & Consulting

Rogers‘ ‘Law of Diffusion of Innovations‘ (1962)

The idea of **the diffusion of innovation** was first developed by sociologist **Everett Rogers**. He introduced the concept in his **1962** book "Diffusion of Innovations."

Rogers synthesized research from over 500 studies across various disciplines to create his theory, which describes *how new ideas and technologies spread through different cultures and social systems.* His work has had a profound influence on multiple fields, including marketing, public health, and technology adoption.



- **Innovators (2.5%):** These are the first individuals to adopt an innovation. They are **adventurous, risk-takers, and are willing to try new things.** Innovators are typically younger, have a higher social status, and have more financial resources.
- **Early Adopters (13.5%)**: These individuals adopt new ideas early but with caution. They are often **respected social leaders and have a high degree of opinion leadership.** Early adopters provide feedback to the rest of the population and are crucial for the adoption process.
- **Early Majority (34%):** This group adopts new innovations before the average person. They are **deliberate and thoughtful before fully committing,** but they are not leaders. They rely on the recommendations of early adopters and are key to reaching a critical mass.
- **Late Majority (34%):** They are **skeptical and cautious**, and they need more evidence and reassurance before adopting new ideas. They typically have lower social status and less financial liquidity.
- **Laggards (16%):** They are **bound by tradition and are very conservative.** Laggards are skeptical of change and only adopt new ideas when it has become the norm or a necessity.