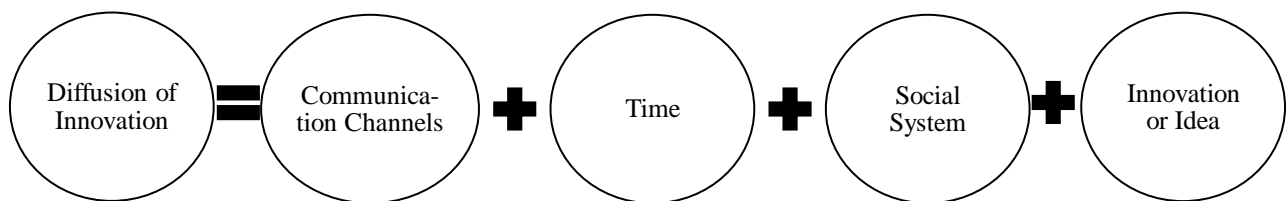


Diffusion of Innovation Theory

The diffusion of innovation theory focuses on explaining how an innovation (e.g., idea or behavior) diffuses throughout a population (Rogers, 2010). The theory consists of four components that influence the diffusion of an innovation (see Figure 1):

- The innovation or idea.
- The communication channels used to spread the innovation.
- The time needed for diffusion to occur.
- The social system that influences adoption of the innovation.



Primary Source: Rogers (2010).