

## INNOVATION DECISION ACTIVITY 1:0

1. Earlier knowers of an innovation have more exposure to mass media channels of communication.

Example: Both of my grandmothers are still alive, and they provide an interesting case study for this generalization. In many ways, they are very similar. Both are in their 80s, both lost their first husbands about 25 years ago, and they can both be somewhat overbearing at times. However, my Grandma Pearl (maternal grandmother) has lived a life rather like a hermit. She gets no magazines, reads only the local small town newspaper, has no concept of the Internet at all, and has only had basic cable for the past ten years, before which she used a television antenna. On the other hand, my Grandma Watson (paternal grandmother) has been something of a jet setter. She gets lots of magazines, reads nationally distributed newspapers, surfs the Internet via a high-speed wireless connection, and just recently bought a \$500 Palm Pilot so she can stay connected as she traverses the country visiting her kids, grandkids, and great-grandkids.

It is amazing how different it is to have a conversation with the two of them. On one hand, I can talk with my Grandma Watson about anything going on in the world today. She frequently asks me about some new website, or which printer she should buy to print digital photos, or how to do some task on her computer. In fact, I even learned about an innovation from her: the digital picture frame. She has one, and I asked her about it, and she explained it all to me how it works with the memory stick from her digital camera.

On the other hand, talking with my Grandma Pearl is like having a direct line to 1957. There is no common ground there at all, and it leaves very little to talk about. She knows nothing of current events (outside of Sullivan, Missouri anyway), she finds things like the Internet to be annoying and stupid, and she generally knows nothing about the world that I live in. After seeing a commercial for a certain website one time, she proceeded to tell me how stupid all this “dot com” stuff is. I tried to explain it to her, but it was pointless.

2. The rate of awareness-knowledge for an innovation is more rapid than its rate of adoption.

Example: I feel like this is fairly evident in any new technological device to hit the market. I will use DVD players as a specific example. I believe it was 1996 when I first heard about DVD players. I was in a Best Buy, and I saw one for sale at around \$900. I remember thinking, “Wow, that is really cool! It looks just like a CD, much smaller than a Laser Disk.” However, at that time, I knew nobody who had one.

A couple of years later, when I first started dating my wife, she had a brother and brother-in-law who were both technophiles and each had a DVD player. That was my first experience actually seeing a DVD player in use, and again I thought they were very cool. Still, they were the only people I knew who had one, and they were the kind of people willing to spend much more money on electronic toys than I was.

Finally, in 2001, I bought my own DVD player. I would say that I was probably in the late majority of DVD adopters. By that time, more than half of the people I knew already had one. Still, for me it was a full 5 years after I learned about DVDs that I finally adopted the innovation for myself.

3. Cosmopolite channels are relatively more important at the knowledge stage and localite channels are relatively more important at the persuasion stage in the innovation-decision process.

Example: Again I will use a technological innovation as my example. I'm not exactly sure when I learned about TiVo, but it was several years ago that I started hearing the buzz about it. I read about TiVo on the Internet, on discussion boards, and in magazines. I didn't actually know anybody who had a TiVo. In all honesty, I didn't feel much of a draw toward the innovation because I felt that it was basically a digital VCR that used a hard drive instead of tapes, and I was perfectly content with my old fashioned VHS model.

Then my brother bought a TiVo and started raving about it. I was a little shocked, mostly because TiVo boxes were kind of pricey, and he is rather parsimonious with money (to put it nicely). Still, I was also quite curious, so the next time I was at his house, I took his TiVo for a "test drive". I was absolutely hooked after 10 minutes. From that point on, I admit that I become rather obsessed with finding a way to fit a TiVo into the budget, and within 3 months, I had one of my own.