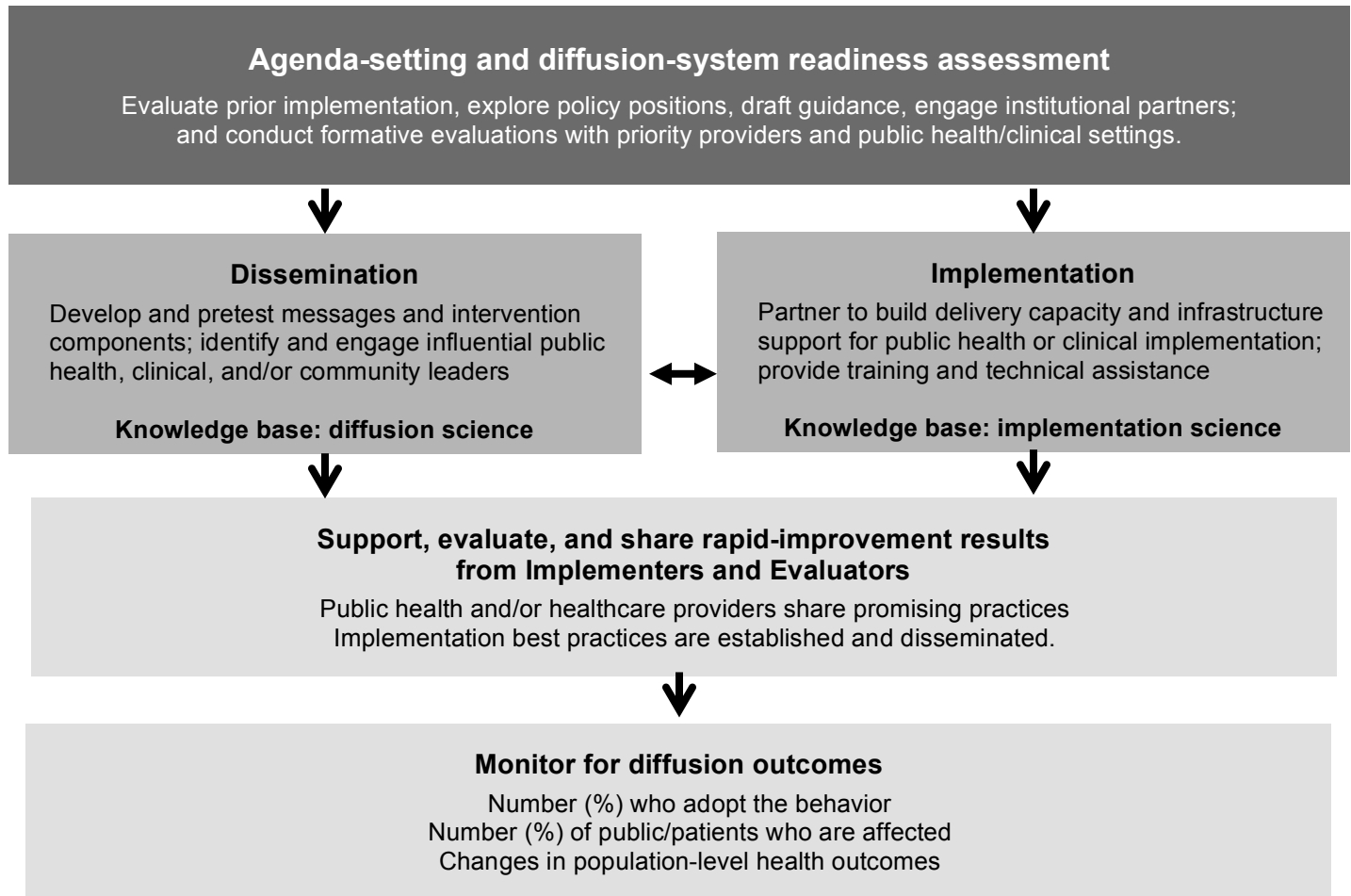


Try It: A Framework for Designing for Diffusion



We know that ...

Adoption occurs faster with

- Compatibility with existing systems
- Lower perceived complexity
- Higher perceived relative advantage
- Trial use and when observable behavior

Mass communication creates awareness.

Interpersonal communication persuades behavior change.

Ideas spread faster among individuals with shared professions, education & social status.

Adoption occurs over time in a population: innovators, early adopters, early majority, late majority, laggards

Early adopters are: better able to cope with uncertainty; have greater knowledge and seek information more actively. Later adopters need demonstrated benefit.

Individuals are more likely to adopt if more members of their personal network have adopted.

Opinion leaders within social systems tend to be early adopters, especially if the system norms favor change.

How can you build this knowledge into your D&I plan?

Sources: Dearing JW, Smith DK, Larson RS, Estabrooks. C. A. *Designing for diffusion of a biomedical intervention*. Am J Prev Med, 2013. Rogers EM. *Diffusion of Innovation Theory* (2003).