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Diffusion Of Innovations, 5th Edition



Synopsis

Now in its fifth edition, *Diffusion of Innovations* is a classic work on the spread of new ideas. In this renowned book, Everett M. Rogers, professor and chair of the Department of Communication & Journalism at the University of New Mexico, explains how new ideas spread via communication channels over time. Such innovations are initially perceived as uncertain and even risky. To overcome this uncertainty, most people seek out others like themselves who have already adopted the new idea. Thus the diffusion process consists of a few individuals who first adopt an innovation, then spread the word among their circle of acquaintances – a process which typically takes months or years. But there are exceptions: use of the Internet in the 1990s, for example, may have spread more rapidly than any other innovation in the history of humankind. Furthermore, the Internet is changing the very nature of diffusion by decreasing the importance of physical distance between people. The fifth edition addresses the spread of the Internet, and how it has transformed the way human beings communicate and adopt new ideas.

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Customer Reviews

Choice The name of Everett Rogers...is virtually synonymous with the study of the diffusion of innovations....His coverage is comprehensive, ranging from the elements of diffusion and the history of diffusion research to generators of innovation, change agents, and the consequences of innovations. Among the many features that make this an exemplary interdisciplinary effort are Rogers's clear, literate style and his ability to stay in touch with social realities. He sets a high standard for social theorists. Technology and Culture A classic work....Full of interesting insights,

solid examples, and good common sense. Journal of Communication Incorporates important advances...presented in the usual clear, didactic, and often light-spirited style of the author, who also offers choice examples of his wide cross-cultural experiences. The result is a highly readable and discussion-provoking text. Engineering Management Society Holds several important lessons for anyone planning the introduction of new ideas in a firm....Introduces the latest and probably some of the best thinking in that area.

Dr. Everett M. Rogers is Distinguished Professor in the Department of Communication and Journalism at the University of New Mexico (UNM), where he teaches and conducts research on the diffusion of innovations.

Rogers' profound journey through how innovation travels through networks was revolutionary when released way ahead of its time in 1962; and quite frankly more relevant and revolutionary than ever within the context of the hyper-connected, yet further divided world in which we exist today. The implications for diffusion are as Jared Diamond said in *Guns, Germs and Steel*: "diffusion [of an invention or innovation] may be as important as the [invention or innovation] itself". Rogers' work provide a timeless socio--psych-anthrop-ological context for innovation diffusion as profound as Diamond's treatise on the rise and fall of human societies. Being a bit late to *Diffusion of Innovations*, catching it in its fifth edition it is humbling to have found it just when its wisdom is needed the most.

This book is a must have for any executive. It's not an easy read, by any means. But understanding Rogers' concepts provide tremendous insight into why some ideas spread and others don't. I went through mine with a highlighter and pen, and made a lot of notes. I find myself pulling it off the shelf constantly to review these time-tested theories.

This is an excellent book that really helped me to the introduction of emerging media.

This book tends to be cited in a lot of research on innovation diffusion (the process of how a new invention goes about being accepted or rejected by the public). It's worth reading if you're an academic/researcher, a marketing major, or just some inventor trying to figure out how to get people interested in what you're doing. Beware, this book is very theoretical in nature, but it comes with a ton of real life examples to demonstrate the concepts in action. You're also not going to be given

information about applying for copyright, setting up a business, or hoping through legal hurdles. It's more about defining roles in a chain of communication and looking at typical consumer patterns for learning about an innovation and accepting or rejecting it. A worthwhile book. Hopefully my review makes sense. If you can find it in a store, then just flip through the book and scan the summaries for each chapter. If it's something you could use, then go for it. I like the book.

I had to read this book for a graduate school course on innovation in youth development. While parts of the book's content was dry. There were short stories regarding innovation that were easy to read, I hope to look back at in the future.

The best book on the roots of innovation theory by its creator.

A classic text. Highly recommend for anyone studying adaptation of behaviors and trends.

This was a textbook for class, and usually textbooks really bland and uninteresting. This one however was surprisingly well written and interesting, and I read it cover to cover! The case studies/anecdotes in this are especially entertaining. Would recommend!

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