

# Database

Entry Date	2023-12-28
Source	Rogers EM. Diffusion of Innovations. Simon and Schuster; 2010.
Link	<a href="#">Link</a>
Source Type	Book
Domain	Groups
Subdomain1	In general
Subdomain2	Communication
Key Points	A, perhaps the, classic and comprehensive study of how new ideas spread, including medical developments and drugs. Memorable quotations include " 84% of population is unlikely to change its behaviour based solely on arguments of merit, scientific proof, great training or jazzy media campaigns. The majority of those who try new behaviours do so because of the influence of respected peers" ,,,, and: "... opinion leaders (have been described) as “people on the edge”: opinion leaders have a certain degree of cosmopolitaness in that they bring new ideas from outside their social group to its members. They “carry information across the boundaries between groups. They are not people at the top of things so much as people at the edge of things, not leaders within groups so much as brokers between groups” ..." Opinion leaders gain part of their perceived expertise regarding innovations by their greater contact across their system’s boundaries".... Resonates Williams description of 'boundary spanners'
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