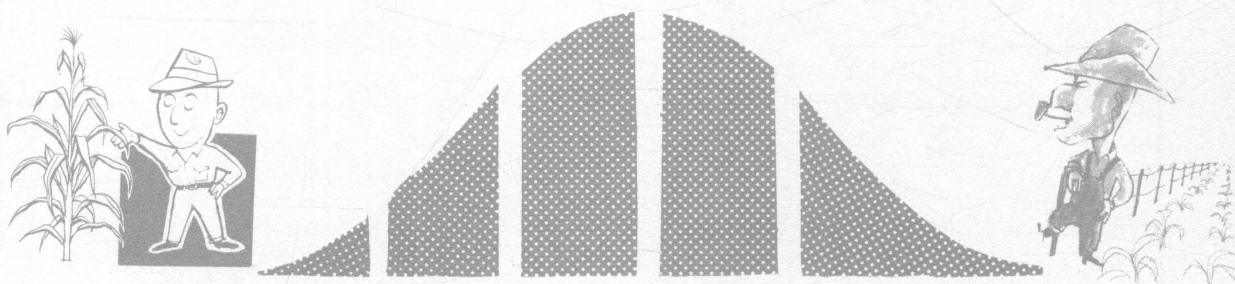


BIBLIOGRAPHY ON THE DIFFUSION OF INNOVATIONS

by

EVERETT M. ROGERS



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The present bulletin is one in a series of three related bulletins which deal with the diffusion of new ideas.

Mimeo Bulletin AE 328. Everett M. Rogers, Bibliography on the Diffusion of Innovations.

Mimeo Bulletin AE 329. A. Eugene Havens, A Review of Factors Related to Innovativeness.

Mimeo Bulletin AE 330. Everett M. Rogers, A. Eugene Havens, and David G. Cartano, The Construction of Innovativeness Scales.

BIBLIOGRAPHY ON THE DIFFUSION OF INNOVATIONS*

by

Everett M. Rogers**

Bibliographies on the diffusion of innovations have previously been published by the National Project in Agricultural Communications (1956),*** the North Central Rural Sociology Subcommittee for the Study of Diffusion of Farm Practices (1956 and 1959), Ross (1958), and Lionberger (1960). None of these bibliographies included publications in all six of the main traditions on the diffusion of innovations.

The present bibliography includes publications in each of the major diffusion traditions, **** and is not limited solely to U.S. publications. A number of items are included from diffusion research studies by European social scientists who were visited by the present author in 1961. No claim is made, however, that the present bibliography approaches a total listing of all diffusion publications available at the present time.

ELEMENTS IN DIFFUSION

There are four main elements in the analysis of the diffusion of an innovation.

1. The innovation, defined as an idea perceived as new by the individual.
2. Communication of the innovation from one individual to another. Diffusion is the process by which an innovation spreads.

*This bulletin is a publication from Ohio Agricultural Experiment Station Research Project Hatch 166, "The Communication Process and the Adoption of Farm and Home Practices."

**Associate Professor of Rural Sociology, Ohio Agricultural Experiment Station, Columbus, Ohio.

***These references may be found in later pages of this bibliography.

****A detailed synthesis of these diffusion research findings may be found in Rogers (1962).

3. The social system in which the innovation diffuses. A social system is defined as a population of individuals who are functionally differentiated and engaged in collective problem-solving behavior. The social system under analysis in a diffusion study may consist of all the farmers in a county, the physicians in a community, or the members of an aborigine tribe.

4. The time at which the innovation is adopted by individuals in the social system. Adoption is a decision to continue full use of an innovation. Individuals do not all adopt an innovation at the same time. Innovativeness is defined as the degree to which an individual is relatively earlier to adopt new ideas than the other members of his social system.

Most of the publications included in the present bibliography analyzed each of these four elements in the diffusion of an innovation.

RESEARCH TRADITIONS

The 489 different publications in the present bibliography may be classified into intellectual traditions. A research tradition is a series of research studies on a similar topic in which each successive study is influenced by preceding investigations. The six major diffusion traditions, and the number of bibliographical items representing each tradition, are ...

<u>Abbreviation</u>	<u>Research Tradition</u>	<u>Number of Publications</u>
RS	Rural Sociology	279
A	Anthropology	39
MS	Medical Sociology	34
E	Education	21
ES	Early Sociology	14
I	Industrial	12
O	Other studies not included in the six major diffusion traditions	<u>90</u>
	Total	489

The research tradition represented by each diffusion publication in the present bibliography is indicated. The assignment of research studies to traditions was somewhat arbitrary in the case of certain of the bibliographical items, and 90 of the items could not be classified in one of the six major traditions.

Table 1 presents a brief comparison of the six traditions in summary form.

In the pages that follow are listed the 489 bibliographical items on the diffusion of innovations. Some of the major works are briefly annotated.

Table 1. A Comparison of the Diffusion Research Traditions

Tradition	Main Disciplines Represented	Main Method of Data-Gathering and Analysis	Main Unit of Analysis	Major Types of Findings
1. Anthropology	Anthropology	Participant observer combined with descriptive analysis	Societies or tribes	How idea diffuses from one society to another; consequences of innovativ
2. Early Sociology	Sociology	Data from secondary sources, and a type of statistical analysis	Mainly communities, but also individuals	S-shaped adopter distribution; correlates of innovativeness
3. Rural Sociology	Sociology	Personal interviews and statistical analysis	Individual farmers	Correlates of innovativeness; characteristics of ideas related to their rate of adoption; source of information at adoption process stages; S-shaped adopter distribution.
4. Education	Education	Mailed questionnaires and statistical analysis	School systems	Correlates of innovativeness; S-shaped adopter distribution
5. Industrial	Industrial Economics Industrial History Industrial Engineering	Case studies and statistical analysis	Industrial firms	Correlates of innovativeness
6. Medical Sociology	Sociology Public Health	Personal interviews and statistical analysis	Individuals	Opinion leadership in diffusion; correlates of innovativeness

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