Adopter Categories

Time and the Adopter Categories

Innovators

Early Adopters
13.5%

2.5%

Early Majority
34%

Late Majority
34%

Laggards
16%
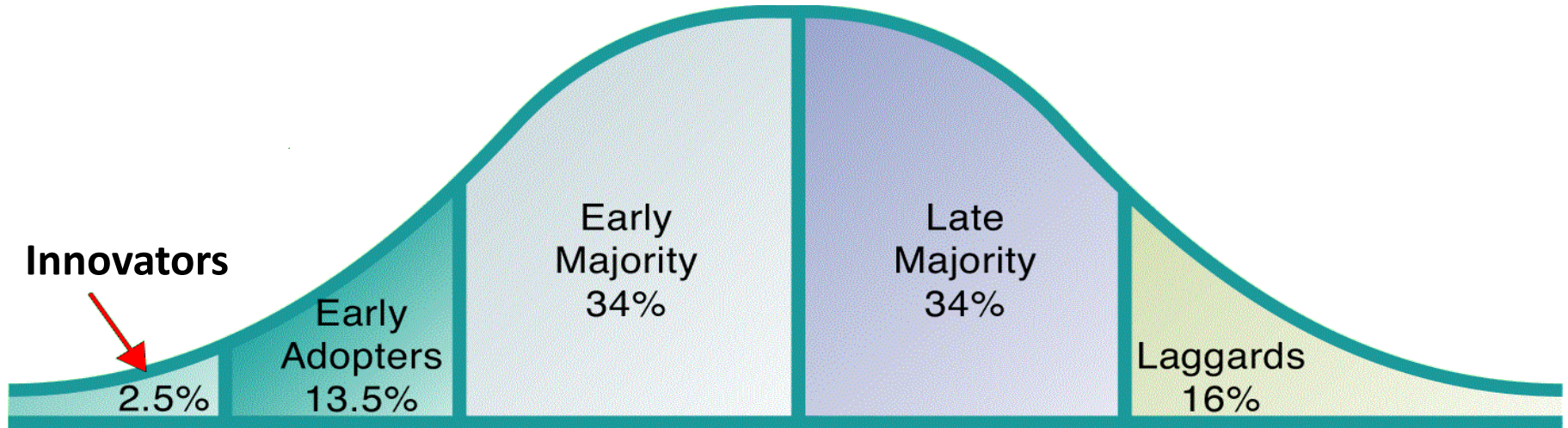
Adopter Categories Based on Innovativeness

Innovators: (Venturesome) Technology Enthusiasts

- Search for technology
- Motivated to be a ***change agent***
- Risk takers
- Experiment with innovation

Early Adopters: Respectable / "Visionaries"

- Attracted by high-risk/high-reward innovations

- *They do not test untried ideas but quick to use tried ideas in their own situations*

- Early adopters communicate horizontally

- Opinion leaders, change agents

Early Majority: Deliberate "Pragmatists"

- Comfortable with only evolutionary changes in innovations/ practices
- Risk aversion to disruptions in their operations
- Want **proven** applications, reliable service
- Seek the convenient solution provided at once
- Accept ideas from trusted colleague *in same profession*

Late Majority: "Conservatives" / Skeptical

- Risk averse, technology shy
- Very **price** *sensitive*
- Require completely reliable solutions
- Rely on single, trusted advisor

Laggards: "Traditional"

- Want to maintain *status quo*
- Technology is a hindrance to operations
  - the guys resist to the technological progress
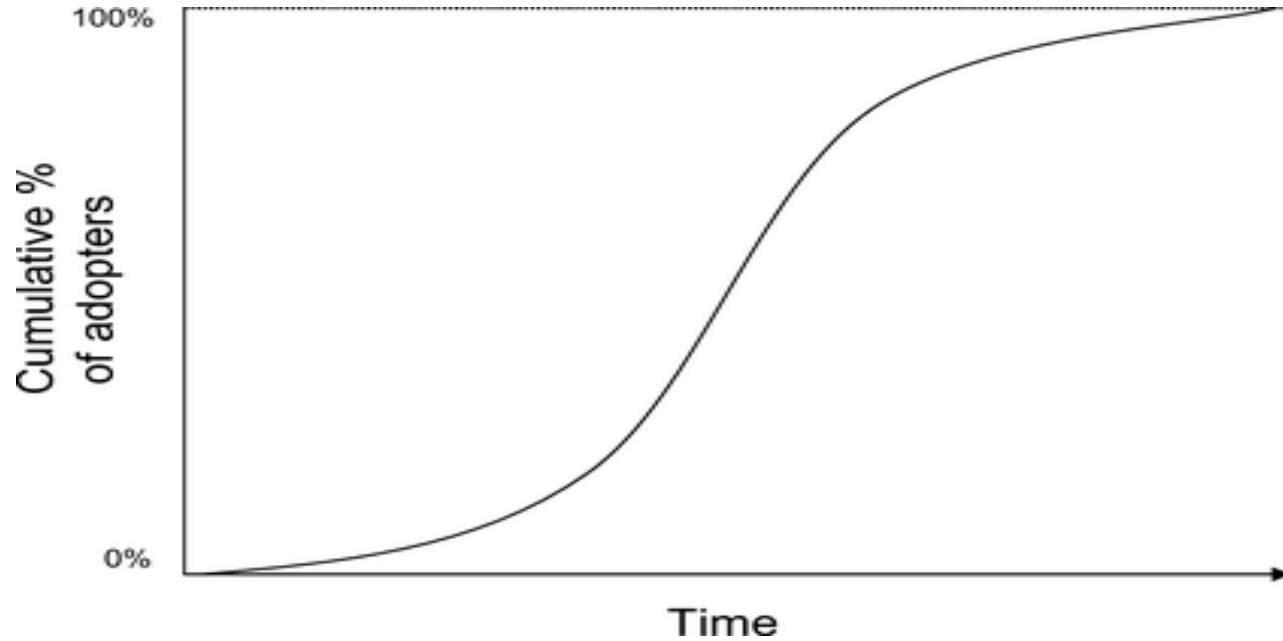- Accept only if all other alternatives worse

Over adoption

- Adoption of an innovation, rather more vigorously when scientific community recommends it should be rejected.

- Rate of Adoption

Is the relative speed with which an innovation is adopted by members of a social system

The Classic S-Shaped Adoption Curve

Conclusion

- Indicates behaviour of population regarding adoption of innovation
- Individual can move from one category to another
- It is observed the phenomenon of 'overadoption'