

The Diffusion of Innovation and Appropriate Education Methods

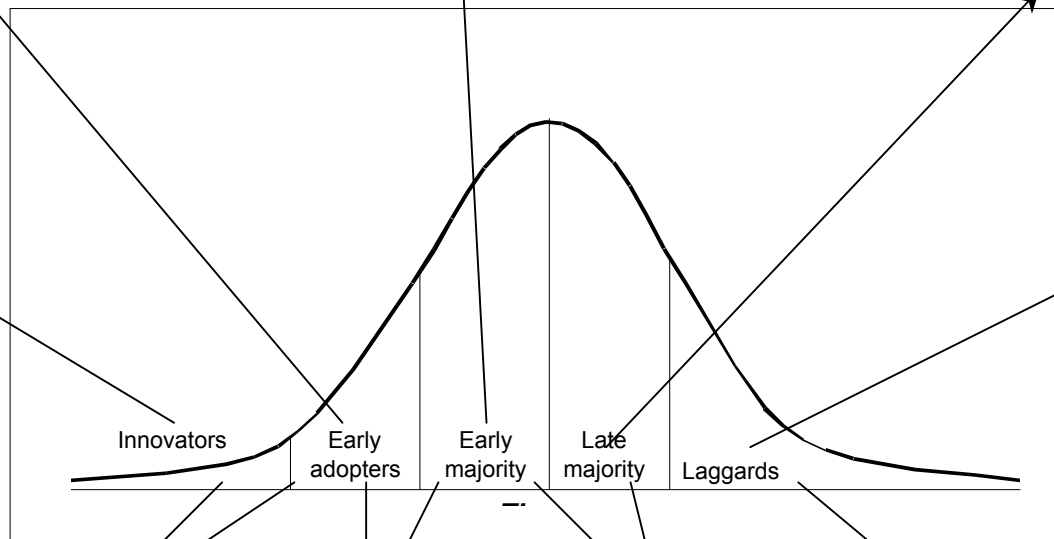
- respectable people
- open to change
- imaginative
- seeking new ideas
- private visionary

- thoughtful people
- pragmatic
- accept new ideas but need proof
- not risk takers
- respond to carrots

- sceptical people
- conservative, pragmatic
- hate risk but follow mainstream
- understand the laggard
- respond to sticks

- brave people
- lead the way
- think outside square
- committed ideologue
- big picture
- global visionary

- traditional people
- recalcitrant
- loyal, traditionalists
- cynical, stubborn and committed
- actively block change



Education methods:

Participatory

- Workshops
- Planning
- Leadership/facilitation training
- Committee meetings
- Small group learning
- Field days
- Neighbourhood meetings
- Demonstrations

Two Way

- Awards
- Grants
- Local case studies
- Launches
- One-to-one advice
- Public meetings
- Incentives

One Way

- Brochures
- Displays
- Media, print & electronic
- Internet

Legislative

- Communicate regulations & penalties

Adapted from:

- Robinson, Les *Enabling Change*, www.media.socialchange.net.au/people/les/
- Rogers, E. 1995 (4th.Ed) *The Diffusion of Innovations*, The Free Press, NY
- www.valuebasedmanagement.net