Application of diffusion of innovations theory pdf

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Kaiser Permanente Colorado, Center for Health Dissemination and Implementation Research, Institute for Health Research

Few articles by James W. Dearing

Few social science theories have a history of conceptual and empirical study as long as does the diffusion of innovations. The robustness of this theory derives from the many disciplines and fields of study in which diffusion has been studied, from the international richness of these studies, and from the variety of new ideas, practices, programs, and technologies that have been the objects of diffusion research. Early theorizing from the beginning of the 20th century was gradually displaced by post hoc empirical research that described and explained diffusion processes. By the 1950s, diffusion researchers had begun to apply the collective knowledge learned about naturalistic diffusion to tests of processes interventions to affect the spread of innovations. Now, this purposive objective has given form to a science of dissemination in which evidence-based practices are designed a priori not just to result in internal validity but to increase the likelihood that external validity and effects both are more likely to result. Here, I review diffusion theory and focus on seven concepts—intervention attributes, intervention clusters, demonstration projects, societal sectors, reinforcing contextual conditions, opinion leadership, and intervention adaptation—with potential for accelerating the spread of evidence-based practices, programs, and policies to the field of social work.

Keywords: diffusion of innovations, dissemination, translational research, implementation

Diffusion really includes three fairly distinct processes: Presentation of the new culture element or elements to the society; acceptance by the society, and the integration of the accepted element or elements into the preexisting culture.- Ralph Linton, 1936, p. 334.

Diffusion is a natural social phenomenon that happens with or without any particular theory to explain it. In fact, whether the innovation involves a new idea, new pattern of behavior, or a new technology, it is also a natural physical phenomenon as well, one that describes the spread of an object in space over time.- D. Lawrence Kincaid, 2004, p. 38.

Diffusion theory does not lead to the conclusion that one must wait for the diffusion of a new product or practice to reach the poorest people ... In fact, one can accelerate the rate of adoption in any segment of the population through more intensive and more appropriate communication and outreach.- Everett W. Green, Neil H. Gottlieb, and Guy S. Parcel, 1991, p. 114.

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