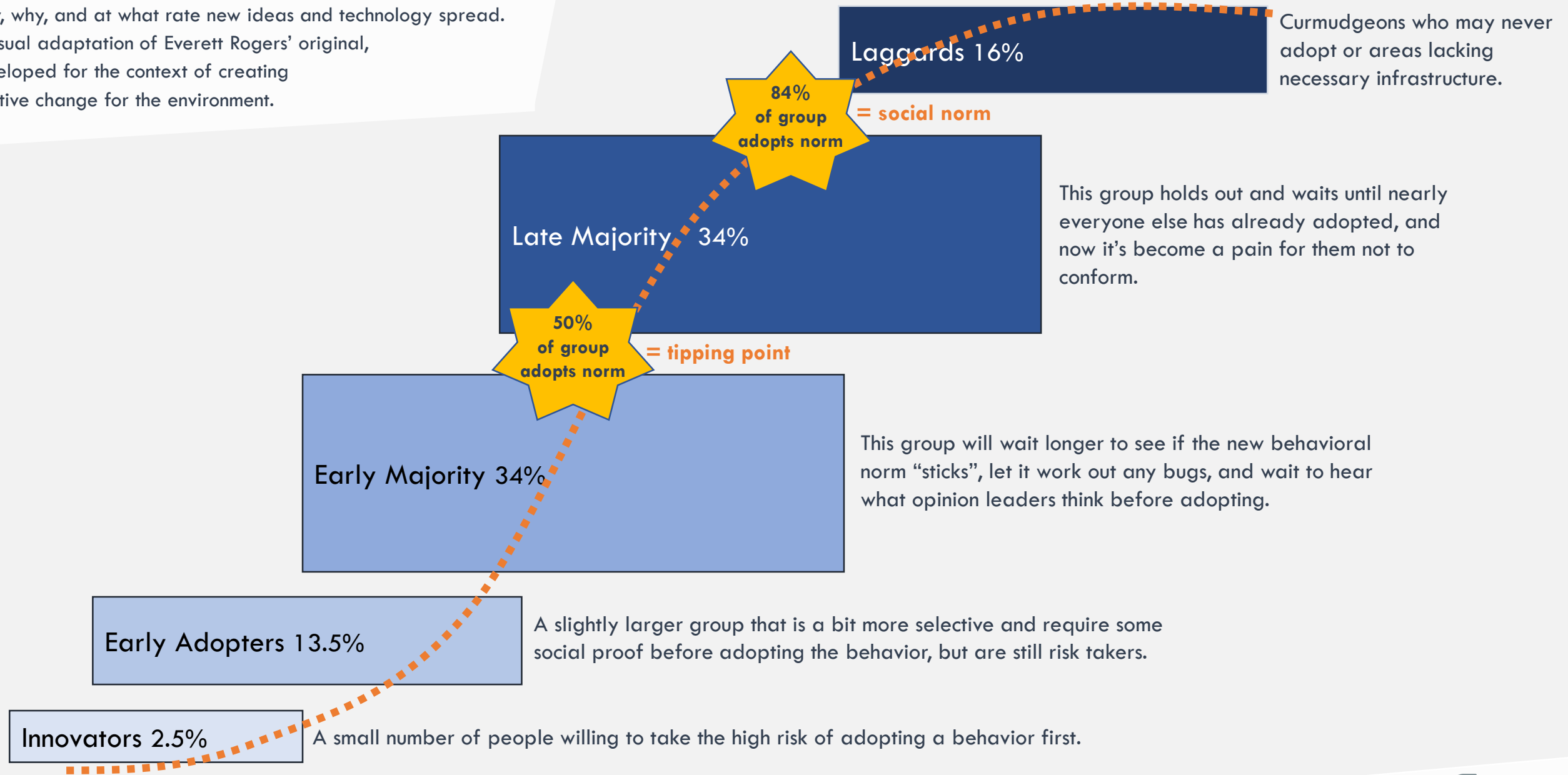


Diffusion of Innovation Theory

How, why, and at what rate new ideas and technology spread.

A visual adaptation of Everett Rogers' original, developed for the context of creating positive change for the environment.



5

METHODS FOR GROWING A MOVEMENT

Incorporate these methods into your communication plan to create wider adoption of a new conservation behavior, moving your social change goal closer to social norm status.

COMMUNICATE THE NORM

Describe the actions or behaviors others are doing when in a similar situation (descriptive norms), or what others are trying to do differently (dynamic norms).

Knowing what other people are doing motivates us to join and instills belief that change is possible.



INCREASE SELF-EFFICACY (REAL AND PERCEIVED)

Making a change is hard and often creates self-doubt. Help the audience believe in themselves AND guide them through the process. After all, no one wants to look stupid when trying something new.



MAKE IT POPULAR AND SAFE

Celebrate people doing the behavior and show how it's become part of their daily life. Make it about joining and belonging to a movement already underway.



LEVERAGE INFLUENCERS + EARLY ADOPTERS

The first people trying a new behavior can tell others what their experience was like and why they decided to do it. Peer-to-peer influence is more powerful than any other form of communication.



SHOW THE DESIRED BEHAVIOR

Too often we show the problem, but we need to be showing the desired behavior. Show what it looks like; show people doing the action; make it real and possible.

