

Student Workbook

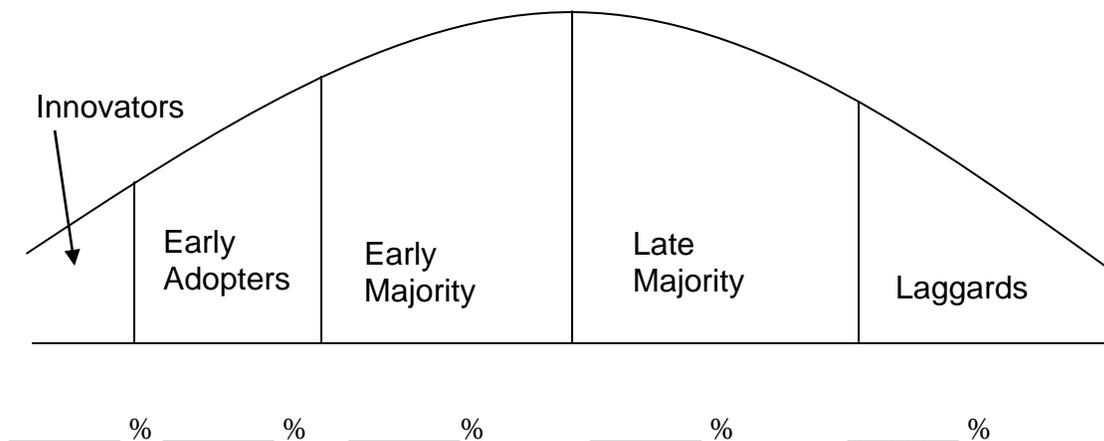
Defining Adopter Categories

The Saucio model and the Classic Adopter Curve

The Saucio model was a classic diffusion study that is commonly used to describe the adopter curve. This study occurred in the early 1960's in the small peasant village of Saucio in Columbia. Until this study, all of the diffusion studies conducted were conducted in developed areas of the world. The Saucio study was the first to be done in a country characterized by high levels of illiteracy, poverty, and with limited mass media contact. The researchers wanted to see if diffusions in peasant villages occurred in the same ways as they did in developed areas.

The two innovations that were presented to this village were a new vaccine for chickens and a new variety of potatoes. The diffusion of these innovations were studied and the adopters of the two innovations were divided into five different categories and the adoption curve was formed.

Following is the classic adopter curve that applies to most diffusion/adoption studies.



Why are the percentages of the adopter curve the way they are?

What are some characteristics of people that would be in the innovator category?

Who would be a person that would likely be an innovator?

What are some characteristics of people that would be in the early adopter category?

Who would be a person in your community or state that would be considered an early adopter based on the characteristics of early adopters?

What are some characteristics of people that would be in the early majority category?

Who would be a person in your community or state that would be considered in the early majority category based on the characteristics of the early majority category?

What are some characteristics of people that would be in the late majority category?

Who would be a person in your community or state that would be considered to be in the late majority category based on the characteristics of the late majority category?

What are some characteristics of people that would be in the laggards category?

Who would be a person in your community or state that would be considered a laggard based on the characteristics of laggards?

Characteristics Based on Movie and Television Characters

Matching

Place the appropriate letter of each movie character in the correct space below.

A. Captain Kirk from *Star Trek* was in a position of leadership and respect and other crew members looked to him for advice

B. Norm from *Cheers* didn't have much leadership and only tried new things when most others have already tired them

C. Homer Simpson from *The Simpsons* is an old stick in the mud that does not like to take part in social events and does not like new ideas

D. The professor from *Back to the Future* was always trying new things out

E. Tim Taylor from *Home Improvement* has an average income and waits to hear what his neighbor Wilson says before he tries something new.

- _____ Innovator
- _____ Early Adopter
- _____ Early Majority
- _____ Late Majority
- _____ Laggard