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Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread. Everett Rogers, a professor of

communication studies, popularized the theory in his book Diffusion of Innovations; the book was first published in 1962, and is now in its fifth edition (2003). Rogers argues that diffusion is the process by which an innovation is communicated ...

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The diffusion of innovation theory model was first brought to the world stage by Rogers in the year 1962, with the main concept evolving over later editions (Rogers, 1983).

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