APPENDIX - I

# GLOSSARY

1 Adoption: The decision to make full use of a new idea.

2 Adopter categorization: The innovativeness dimension as measured by the time at which an individual adopts an innovation.

3 Authoritative approach: An one way announcement originating with a person of high formal authority and passed on to those lower in position.

4 Authority-innovation decision: Those decisions that are imposed upon an individual by some-one in a superiordinate power position about innovation adoption.

5 Cohesion: The extent to which members perceive themselves to be strongly tied to their social system.

6 Collective-innovation decision: Acceptance of a new ideas for adoption by the members of a system by consensus.

7 Communication Channels: The means by which a message gets from a source to a receiver.

8 Communication process: The process by which messages are transferred from a source to a receiver.

9 Compatibility: The extent to which an innovation is perceived as consistent with existing values and needs of a society.

10 Complexity: The degree to which an innovation is perceived as difficult to understand and use.

11 Cosmopoliteness: The degree to which an individual has wider contacts outside his own system.

12 Credibility: The extent to which a communication source is perceived as trust worthy.

13 Diffusion: The process by which the new ideas are communicated to the members of a social system.

14 Discontinuance: A decision to cease use of an innovation after previously adopting it.

15 Dissonance: A state of internal disequilibrium or an uncomfortable state of mind that an individual seeks to reduce or eliminate.

16 Dysfunctional consequence: The undesirable effects of innovation.

17 Empathy: Ability of an individual to project himself into the roll of another.

18 Encumbered change: Innovation involving more than one or a group for adoption.

19 Functional Consequences: The desirable effects of innovation.

20 Heterophily: The opposite of homophily - (ref. homophily).

21 Homophily: The degree to which the pairs of individuals who interact are similar in certain attributes.

22 Innovation: An idea or practice perceived as new by an individual.

23 Innovativeness: The degree to which an individual is relatively earlier to adopt a new idea than the other members.

24 Innovation decision process: The mental process through which an individual passes from first knowledge of an innovation.to a decision to adopt or rject and to confirmation of this decision.

2
25 Innovation-decision period: The length of time required for innovation decision process.

26 Monomorphic opinion leadership: Tendency of an individual to act as opinion leader for only one topic.

27 Norms: Established behaviour patterns for the members of a system.

28 Observability: The extent to which the results of an innovation is visible to others.

29 Opinion Leadership: The degree to which an individual is able to informally influence the other individuals' attitude or overt behaviour in a desired way with relative frequency.

30 Participative approach: Decision making power being shared by all concerned with the organisational change - usually the approach involves a two way interaction between executives who initiate change and those affected by change.

31 Polymorphic opinion leadership: Tendency of one to act as opinion leader for a variety of topics.

32 Power concentration: The degree to which one or more units of a system possess greater power than other units in the system.

33 Relative advantage: The extent to which an innovation is perceived better than the idea it supersedes.

34 Rate of adoption: The relative speed with which an innovation is adopted by members of a social system.

35 Social system: A collectivity of units which are functionally differentiated and engaged in joint problem solving with respect to a common goal.

36 Source: An individual or an institution that originates a message.

37 Stages in the innovation decision process: Research based conceptualised cumulative series of five stages in the process one lead to the other: (1) awareness: the first knowledge of the new idea (2) interest: gaining further knowledge about the innovation (3) Evaluation: gaining a favourable or unfavourable attitude towards the innovation (4) Trial: small scale tryout, sometimes at mental level only and (5) Adoption or rejectin.

38 System effect: The influence of the social structure and the operation of a system on its individual members.

39 Trialability: The extent to which an innovation may be experimented with.

40 Unencumbered change: Innovation involving an individual for adoption.

The following sets of words have been used as synonyms:

Set - A: (1) Innovativeness(2) Innovative level (3) Innovative structure (4) Extent of innovation (5) Adoption of innovation.

Set - B: (1) Clients (2) Receivers (3) Innovators (4) Teachers and (5) Pupils.

Set - C: (1) Innovation adoption process (2) Implementation (3) Internalisation (4) Institutionalisation and (5) diffusion.

Set - D: (1) Institution (2) School and (3) System.