

G L O S S A R Y O F T E R M S

1. Adoption : the decision to make full use of the new idea.
2. Adopter categorisation : 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 superordinate 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 idea 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. Cosmopolitaness : 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 extent 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 role 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 reject and to confirmation of this decision. ¶
25. Innovation dissonance : In a formal organisation it is the discrepancy between an individual's attitude towards an innovation and the overt behaviour demanded by the decision unit.

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| 26. | Innovation decision period     | § | The length of time required for innovation decision process.  |
| 27. | Inter-personal channels        | § | Channels that involve face-to-face exchange between two or more individuals.  |
| 28. | Localities                     | : | Opposite to cosmopolites.   |
| 29. | Mass media channels            | : | Those means of transmitting messages, thro' the mass media like Radio, TV films, newspapers.  |
| 30. | Modern norms                   | : | An indicator of change being viewed favourably by a system.   |
| 31. | Monomorphic opinion leadership | § | Tendency of an individual to act as opinion leader for only one topic.  |
| 32. | Norms                          | : | Established behaviour patters for the members of a system.  |
| 33. | Observability                  | : | The extent to which the results of an innovation is visible to others.  |
| 34. | Opinion leadership             | : | The degree to which an individual is able to informally influence the others individuals attitudes or overt behaviour in a desired way with relative frequency.   |
| 35. | 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. |
| 36. | Polymorphic opinion leadership | § | Tendency of one to act as opinion leader for a variety of topics.   |
| 37. | Power concentration            | : | The degree to which one or more units of a system possess greater power than other units in the system.   |
| 38. | Relative advantage             | : | The extent to which an innovation is perceived better than the idea it supersedes.  |

39. Rate of adoption : The relative speed with which an innovation is adopted by members of a social system.
40. Social system : A collectivity of units which are functionally differentiated and engaged in joint problem solving with respect to a common goal.
41. Source : An individual or an institution that originates a message.
42. 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 rejection.
43. System effect : The influence of the social structure and the operation of a system on its individual members.
44. Trialability : The extent to which an innovation may be experimented with.
45. Unencumbered change : Innovation involving an individual for adoption.
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