

# You Just Gotta Have This! A view of Dissemination of Innovation Theory

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Hands up who has a WAP capable phone! Do you know if your phone is WAP capable? Should you care? What about a totally Electric car? GM once made several thousand of them. Kiwi ingenuity has made the SatinJet™ shower. Should you have one?

Learn a little about these and other innovations from the past, in the context of the theory of dissemination of innovations. It is an area of research that encompasses all aspects of our lives. Many of the factors that influence the type of shower you purchase will also affect your choice of ISP.

Dissemination of Innovation Theory can be used to predict buyer behaviour for a new product. This is particularly important to companies introducing new computing and IT products. The continued improvement in these areas during the 21st century is contributing to even faster rates of adoption of new technologies. This shrinking product life cycle requires operators to predict demand behaviour, rather than wait for behaviour patterns to surface through buyer activities.

This poster includes summaries of the life cycles of products from the past. It then outlines some of the models that have been developed to predict adoption patterns for new innovations, with particular reference to Computing innovations.

