

Table - 1 : Tank adopters distribution at Macro (Regional level) and Micro (Direct personal network level) levels.


		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	7.4 %	7.4	4.1	2.7	21.6
	Early Majority Adopters	3.4	4.1	6.1	8.8	22.3
	Late Majority Adopters	6.1	12.8	3.4	18.2	40.5
	Lagards	2.7	.7	1.4	10.8	15.5
MICRO TOTAL		19.6	25.0	14.9	40.5	100 %

So, this is the matrix they developed in and then, the tank adopters distribution at macro or the and the micro level, if you look at it the early adopters was at 7.4% you know and how it is changing and from 7.4 and then it goes on to 4.1 and then this is how it is going in a kind of, it is changing further you know, so that is where they looked at this kind of graph and also what are the major, they also looked at what are the major influencing aspects.

You know, what are the aspects that influence their decision making process now, again here if you look at it the early adopter from 7.4%, it goes to the 2.7, so the early adopters so it gradually reduces and whereas, the early majority it goes on an increasing component.

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Pioneers as Opinion Makers



- Opinion Leaders Score : Using Opinion Leadership Network
- "Please name us three persons with whom you often turn for opinions and suggestions to make any decisions on your personal and family matters."*
- To identify the opinion leadership in the network of tank adopters, the concept of degree centrality is adopted.
- Degree centrality is quantitatively measured as the degree of the node. It depicts the opportunities and alternatives that one node has. The nodes with higher degree centrality are more central.

So, who are these because these pioneers how they act as opinion makers? Because that is where because their opinion is a higher value because they are the one who used it in the first

and beforehand, opinion leader score; so they have used the kind of opinion leadership network so, please name us 3 persons with whom you often turn for opinions and suggestions to make any decisions on your personal and family matters?

So, whom are you more relied of it you know, who are these, so that is how, how they are connected with it. And this is where they adopted the concept of degree centrality and this is a quantitative measure technique where the degree as a degree of a node and it depict the opportunities and alternatives that one node has, as we discussed in before also how each node has have a multiple connections.

The nodes with higher degree centrality is more central so, because the more connections it have and that is where it becomes more central.

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Table - 2 : Opinion Leadership Score (In-Degree)

		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	6.09	2.90	2.83	4.50	4.18
	Early Majority Adopters	16.80	2.33	2.11	1.46	4.12
	Late Majority Adopters	5.88	1.21	1.40	.88	1.78
	Lagards	2.75	.00	1.50	.31	.82
MICRO TOTAL		7.41	1.86	2.09	1.10	2.67

So, someone let us say in a community; a community leader has used that then, he is the one where the community is relying upon his understanding or his decision, so that is where that is more central that becomes more central. And this is again, we made this similar matrix to understand the opinion leadership score with the degree centrality and with both as a macro level and the micro level so, these are some of the analysis.

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Who Are Pioneers ?

So, now you can see that you know from 6, the early majority about 16.8 and then later it came down; and who are these pioneers?

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Socio-Economic Characteristics of Pioneers	
Measure	
Education	1 point is counted for each academic class. A person educated up to Class – I receives point 1 and persons completed master's degree receives point 15. For the illiterate, the score is zero.
Income	Household Monthly Income . (Continuous variable)

And what are the various channels, how this is disseminated? Education; now each point is counted for each academic class and a person educated up to a class 1 receives 0.1 and persons completed master's degree is 0.50 so, for the illiterate this score is 0, so like that income; household monthly income.

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Table - 3. A : Socio-Economic Characteristics of Adopters - INCOME

		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	14818	15000	11166	18250	14625
	Early Majority Adopters	22800	20333	19666	20153	20454
	Late Majority Adopters	21222	12526	23000	17888	17116
	Lagards	19500	10000	18000	27062	24217
MICRO TOTAL		18827	14459	17954	20850	18425

And again, here the socio-economic characteristics of the adopters, how income has played an important role, whether it has played an important role because someone has to look at the affordability aspect of it and again, if you look at it here in the late adopters, it is again at a micro level, it is going, the income has also shown a positive aspect.

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Table - 3. B: Socio-Economic Characteristics of Adopters - EDUCATION

		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	11.54	10.09	10.33	8.50	10.43
	Early Majority Adopters	14.80	14	11.55	12.69	12.93
	Late Majority Adopters	12.44	12.16	14.20	12.29	12.43
	Lagards	13.50	8.00	12.50	11.06	11.47
MICRO TOTAL		12.65	11.72	11.90	11.80	11.96

And again, education; how it plays and it influences the individual decision making process and if you look at it in all the cases you know like we have the early adopter stage, the lowest threshold is about 11.54 and the laggards is about 13.5.

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External Influence

- Media Consumption
- Cosmopolitaness

And external influence; they talk about the media consumption and cosmopolitaness.

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External Influence	
Measure	
Media Consumption	<p>(i) TV watching : <i>How often do you watch TV news programs in a week</i>."</p> <p>TV watching scores were obtained in 7 points, where 1 = TV Watching once in a week, 7 = <u>Watching All days in a week</u>, 0 = Don't watch.</p> <p>(ii) Newspaper reading : <i>"How often in a weeks do you read newspapers?"</i></p> <p>Newspaper reading scores are obtained in points in 7 points scale, where 0 = Don't watch, 1 = Watching once in a week, 7 = Watching every day (7 days) in a week.</p>
Cosmopolitaness	Visiting Nearest City : "How often do you visit nearest city (Khulna)

Like in TV is one channel how people know about this innovative aspect but here in this study TV has score, they have also assigned some points, how often do you watch TV news programs in a week, so where 1 point is referred to TV watching once in a week, 7 in a week, 0 is do not watch, but then in this finding, they have found that the newspaper reading has given you know the more diffusive process rather than the TV watching.

And cosmopolitaness is how visiting the nearest city, how you learn from the nearest cities.

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Media Consumption

- TV Watching
- Newspaper Reading

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		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	5.90	2.82	2.00	4.25	3.90
	Early Majority Adopters	5.40	4.17	4.11	2.46	3.67
	Late Majority Adopters	4.44	4.89	4.60	4.00	4.40
	Lagards	5.75	3.00	5.50	3.75	4.21
MICRO TOTAL		5.34	4.10	3.77	3.61	4.10

And because media consumption, TV watching is also an important aspect but then here the newspaper reading have shown much more positive ways of communication.

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Table - 4 . B : External Influence : Visiting Nearest City

		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	5.09	5.27	5.17	4.25	5.06
	Early Majority Adopters	3.80	1.83	2.66	2.15	2.48
	Late Majority Adopters	3.22	1.26	1.80	1.51	1.71
	Lagards	2.50	1.00	1.00	1.50	1.60
MICRO TOTAL		3.93	2.54	3.00	1.83	2.59

So, like that the same matrix has been tested in different aspects.

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Risk Percception

Measure	
Risk perception is measured based on adopters' perceptions on three aspects of drinking water.	<p>"How do you rate your previous drinking water condition (before the rainwater tank) on following aspects –</p> <p>(i) Drinking water quality of our family. 5 = Extremely poor 3 = So-so 1 = Good.</p> <p>(ii) Causing health issues/problems of our family members. 5 = Life threatening 3 = Caused some waterborne related health issues 1 = Caused no health issue.</p> <p>(iii) Daily Fetching burden 5 = Extremely burdensome, 3 = Little / sometimes problematic. 1 = No problem at all.</p>

And here this is where the risk perception you know that is measured based on adopters perceptions on 3 aspects of drinking water and because we are talking about how this particular tank having this tank how it has improved or not and the drinking water quality of your family, so they talked about from good to poor, causing health issues problems of our family members, so that is again you know regarding the health.

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Table - 5 : Drinking Water Risk Perception

		Micro (Neighbourhood) Networks				MACRO Total
		Very Low Threshold	Low Threshold	High Threshold	Very Threshold	
Macro (Regional) Networks	Early Adopters	4.57	4.78	4.66	4.58	4.67
	Early Majority Adopters	4.40	4.67	4.41	4.61	4.53
	Late Majority Adopters	4.74	4.50	4.53	4.67	4.62
	Lagards	4.75	4.33	4.50	4.70	4.68
MICRO TOTAL		4.62	4.61	4.51	4.66	4.62

And the daily fetching burden to what extent they have to carry on this whole process, and then again they mapped everything in this kind of matrix, the perception; the risk perception has been also have been mapped so, in that way what happened was this whole innovators as we talked about the very initial uses of that particular innovation, there one of the important pioneers and they are matters a lot that how this whole their understanding of the product.

And how it has to be taken care of to disseminate to a wider communities and to a larger network starting from a very micro level network and to a macro level network and this is one of the method which they have adopted but there are different ways one can actually look at the centrality, the degree of you know and also the putting setting up the thresholds of it, the various methods of how this particular pioneers play an important role in the diffusion of the innovative practices.

Thank you very much.