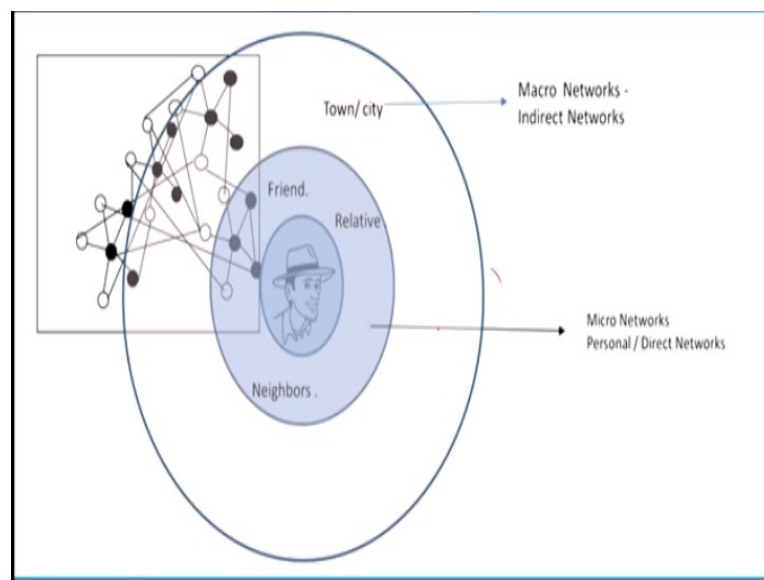


decide upon it, they are referred normally as laggards, or there is also these early majority and the late majority.

Here, we are talking about I found this really awesome tool because they will just tried it but then you know at this stage I wish I do try it using this earlier, it is great so you know, they sometimes repent, better we have not tried it before it has been a successful you know, so like that these laggards, this is how there is also we talked about the micro level network which has to do with the personal and direct diffusions.

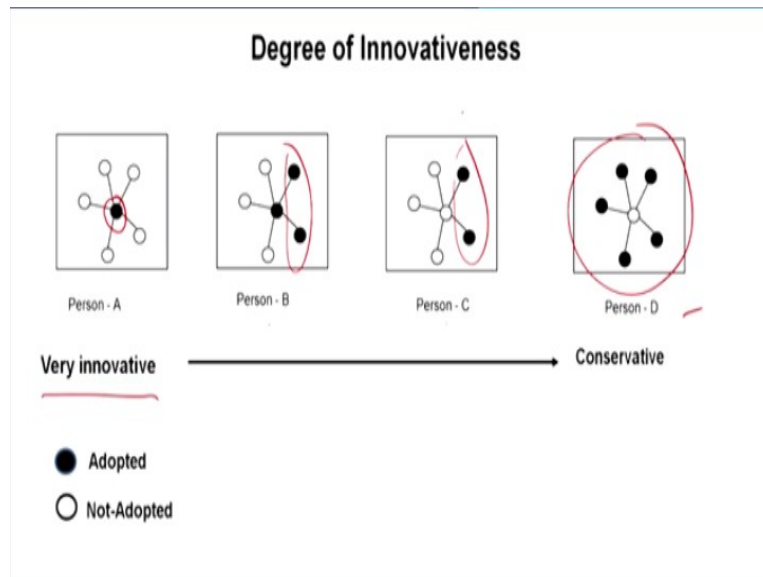
And the second one is with a macro level networks which has an indirect networks, how from what we are using in Delhi and how it is spreads to different cities or different communities across and this is where the macro level networks, it goes along with a very different indirect networks as well.

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So, this is what we talked about but these two you know contribute at different levels of diffusion, one is in a very close in a more reliable so because someone can come and check it even in a place like IIT, I am living someone is buying a computer so, I keep getting calls that you bought that that how is the feedback so, shall I take it, what is the prize, how did you; how this facility is there or not there so, all this aspect has been discussed.

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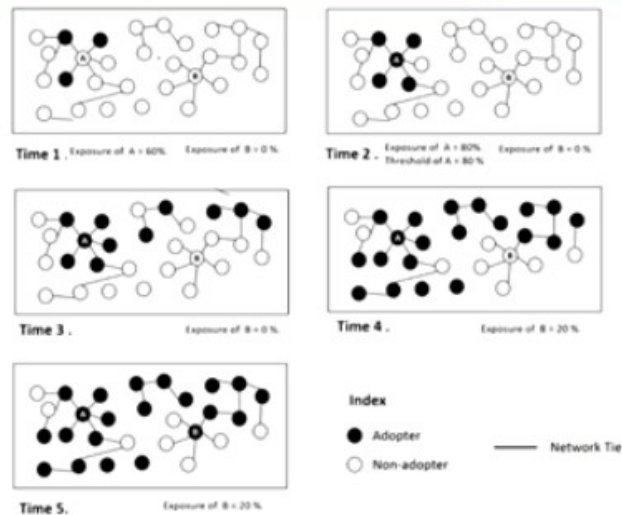


So, similarly when you are looking at a larger picture that is again the macro level networks whether it has been implemented in Delhi, whether implemented in Roorkee you know so this is how we looked at it. Now, if we take the perception of the most innovative and the conservative, if you see an example now, here a person A who have a group of 5 friends and he is the one who have actually taken the risk of starting it.

And then, whereas in the person D, he is still in a conservative but his; all his surroundings still relying on his own ways of thinking though his network have started erupting, he takes time to think about it, so that is where we talk about who is more innovative, the one who immediately you know takes that risk to test it and the person B and person C again they comes in you know here again, in this case, it is also looked at how other people have already adopted and either this person have influenced others, so that gradually changes.

And despite of other friends still he is being stable you know but this is how the very innovative level to a conservative level.

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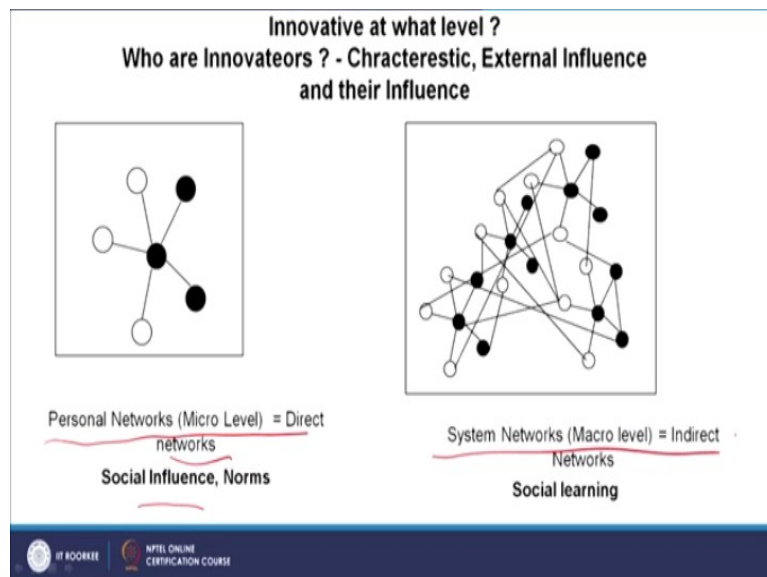
There is also the second argument of it is how in time, how the exposure and the threshold you know how it varies, in time 1, like you have that there are 2 reference points which we are referring in this small example, one is A and one is B. And A has again the 5 friends and B has 5 friends and they have their own networks and this we can see by this diagram, we can see it is a kind of a community network.

And this A has an exposure of 60% around him who are using these tanks and B has none so, we call at time phase 2, so by looking at his case now, A has adopted that and B still has not but when you look at the time 5, now A have adopted and it also which has spread it to the largest community but now B has adopted. There are 2 ways of looking at it; we can still call the A who have taken a risk in a very initial state, how we have adopted.

And we call; we can call him at an innovative at you know, in a whole community sector, he is the one who started that is innovative at a macro level and B could be looked in a more of a conservative level but in the other sense, if you look at it in the B, even at time 5, his none of; 4 of his friends have not still adopted but he is one who has taken a step forward. If we look at a micro level of that B as a community so, we can still call him more innovative in that context at a micro level.

So, there are different perceptions of looking at that from the time factor and the scale factor of it.

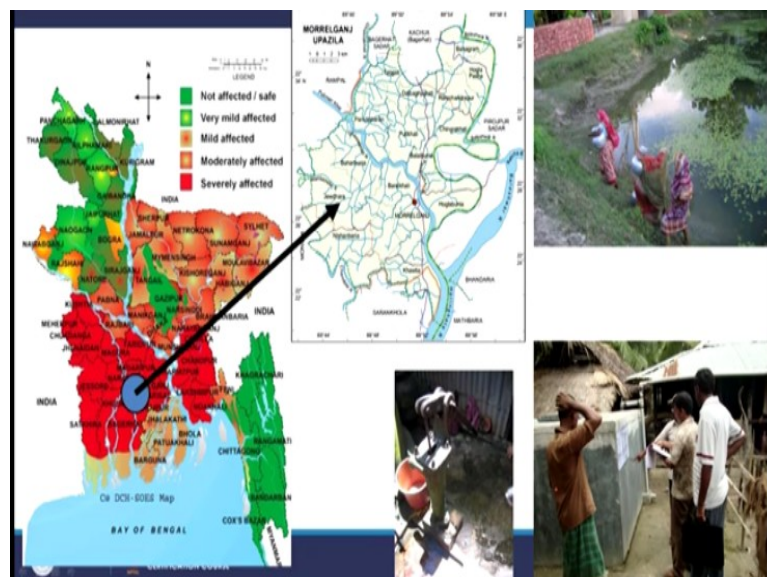
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Now, till now what we discussed is the innovations at what level, who are these innovators okay and what are the characteristics of these innovators; an external influence that is where these innovators we call are the pioneers who take this information further and diffuse it further. There is a personal networks which again the micro level and the direct networks which could be with the social influence on the norms.

But the system networks which talks about the macro level which has an indirect network which is through the social learning.

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So, Subhajyoti Samaddar and his team worked as a project in some remote area of Bangladesh and how this set up of tanks have been diffused and how they did this whole survey.

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And so, these are some of the tanks which have been constructed.

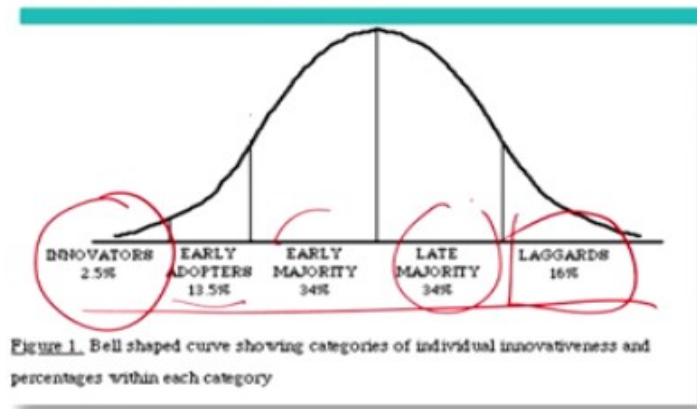
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And they have done a lot of survey in that so, they have interacted with a variety of stakeholders they learnt what are the reasons, how they could learn about this product, how what is the feedback about it so; this is a variety of aspects they look at interview.

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## Adopter Categories



So, what are the adopter categories, this is a bell shaped curve which shows the individual innovativeness and percentages in each category, there has 4, 5 aspects as we discussed the laggards at the end the innovators on the front and then you have the early adopters, early majority and the late majority so, this is a kind of bell shaped curve.

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		Micro (Neighbourhood) Networks			
		Very Low Threshold	Low Threshold	High Threshold	Very High Threshold
Macro (Regional) Networks	Early Adopters				
	Early Majority Adopters				
	Late Majority Adopters				
	Laggards				

And what they did was; they did both the micro level and the macro level understanding where with a micro neighbourhood networks, they set up this kind of threshold you know the which have the early adopters, early measured majority adopters, late majority and laggards and these threshold; what are these threshold; very low threshold, low threshold, high threshold, very high threshold.

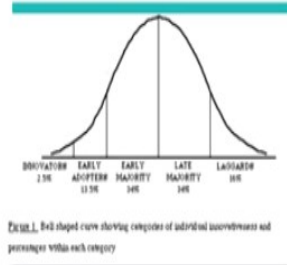
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## Adopter Category : **Macro / Regional level**

**Time of adoption** in respect to the system or regional level.

### Adopter Categories



(i) **Early adopters**: are individuals whose time of adoption was greater than one standard deviation earlier than the average time of adoption

(ii) **Early** and (iii) **late majority adopters** are individuals whose time of adoption was bounded by one standard deviation earlier and later than the average

(iv) **Laggards** are those individuals who adopted later than one standard deviation of the mean

And similarly, and who are these early adopters; these at a macro level or regional level these are the individuals whose time of adoption was greater than one standard deviation earlier than the average time of adoption. so these are referred as early adopters and early and late majority adopters which is the central phase, or the individuals whose time of adoption was bounded by one standard deviation earlier and later than the average.

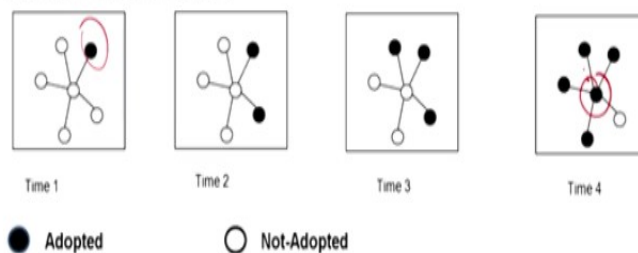
And the laggards are those individuals who adopted later than one standard deviation of the mean so, this is how they configured.

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## Adopter Category : **Micro / Neighborhood level**

(i) Very Low Threshold (ii) Low Threshold (iii) High Threshold (iv) Laggards

**Personal Network Threshold .**



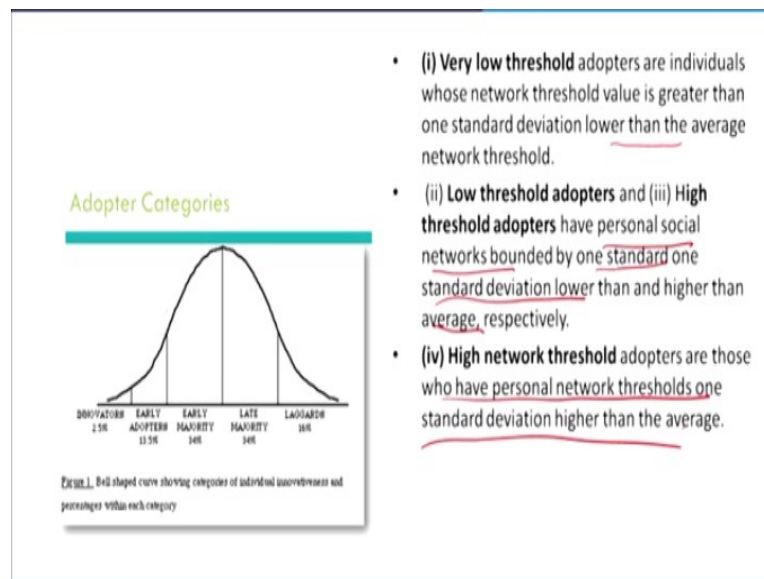
**Personal network threshold** is defined as the adoption network exposure at the time of adoption.  
Exposure is the proportion of adopters in an individual's personal network at a point in time

And with the micro level or the neighbourhood level, as I told you that there is a very low threshold, low threshold, high threshold and the laggards, so you have the personal network threshold which is defined as an adoption network exposure at the time of adoption, exposure

is a proportion of adopters in an individual's person network at a point of time. So, if you look at it now in all this time phases here it is only one person have 1; and then 2, then 3.

But then finally, it has influenced one (4), so it is the exposure in the proportion of adopters in an individual persons network at a point of time so, the time aspect plays an important role, how it is dynamic and how it is influencing parameters.

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And I have already discussed about this very low threshold, again the adopters or the individual whose network threshold value is greater than one standard deviation lower than the average that network threshold and similarly, the low threshold adopters and the high threshold adopters have a personal social networks bounded by one standard deviation lower than the higher average.

Then in the high network threshold adopters where, whose personal network threshold one standard deviation higher than the average.

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