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Sources of Influence in Conversations: How Can
We Make the Right Behavior Motivating?

	Motivation	Ability
Personal	Want To	Can Do
Social	Peer Pressure	Help From Other
Structural	Carrots & Sticks	Structures, Environments, and tools

Describe the situation:

Mark the boxes that might explain the situation.

Identify a message that you would use for the top reason.

Identify a message that you would use for the second reason.

Applying Diffusion of Innovation

Identify an Innovation that you would like to diffuse within a group
of people (idea, process, product) _____

Who is the group/individual that you would like to adopt your innovation?

_____

Knowledge: What are some of the characteristics of the decision-

maker/potential adopter? Socio-economic?

Age?

Personality?

Communication Behavior (how do they like to receive information)?

Characteristics of the
Innovation What is the
Relative Advantage?

Is it **Compatible** with the Potential Adopter(s)?

Is it **Complex**?

Can it be **Tried**?

Can results be **Observed**?

Adopter Categories (circle where you think your adopter(s) might be most likely to described as relating specifically to this innovation?

Innovator	Early Adopter	Early Majority	Late Majority	Laggard
First to Try	Opinion Leader	Rarely leaders but adopt before average	Skeptical Need to see others adopt	Very Skeptical Hardest to move

What can you consider as a channel to communicate during the

following stages: Awareness

Interest

Appraisal

Trial

Adoption