Adopter categories

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Categories	Salient values	Personal characters	Communication behaviour	Social relationship
1. Innovators (2.5%)	2. Venturesome 3. Willing to take risk	1. Youngest age 2. Highest social status 3. Largest operation 4. Wealthy	1. Closet contact with scientific information sources 2. Interaction with other innovators	1. Very cosmopolite 2. Some opinion leadership
2. Early adopters (13.5%)	1. Respected person 2. Role model	1. Younger than average 2. Large operation 3. High social status 4. High education	1. Greatest contact with local change agent (ext. worker) 2. Read more printing materials than others	1. Very localite 2. Greatest opinion leadership
3. Early majority (34%)	1. Deliberate 2. Willing to consider innovation only after their peers have adopted	1. Average age 2. Social status above average 3. Medium operation 4. Average education	Consider contact with local change agent and early adopters	Some opinion leadership
4. Late majority (34%)	1. Skeptical 2. Adoption on pressure by peers, friends, neighbours, relatives	1. Old in average to old 2. Social status-under average 3. Small operation 4. Poor income 5. Poor education	1. Contact with early majority, peers, neighbours 2. Little use of mass media	Little opinion leadership
5. Laggard (16%)	1. Traditional 2. Avoid risk	1. Old in age 2. Lowest social status 3. Very small operation 4. Very poor income 5. Illeterate in most cases	1. Contact with relatives, friends, neighbours of similar values 2. No use of mass media	Very little opinion leadership

Elite: the people who have the most wealth and status in a society

Cosmopolitan: a person who considers the whole world to be his or her homeland and not just a specific country

Role model: a person whose behavior in a particular role is imitated by others.

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