

Diffusion of Innovations. 5th ed.

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Rogers EM. New York NY: Free Press; 2005.

<https://psnet.ahrq.gov/issue/diffusion-innovations-5th-ed>

Those who seek to improve the quality and safety of health care would be well served by a deeper understanding of how innovations spread through systems. Rogers first described the diffusion of innovations in a seminal study in 1962. The 5th edition expands on his classic discussions of adopter categories (innovator, early adopter, early majority, late majority, and laggards) and how these personality types influence the spread of new ideas. The updated text includes new insights related to public health, communications, and use of the Internet.