

Why Some Ideas Refuse to Diffuse

Prof. Dr. Carsten Deckert

8th Annual Conference Front End of Innovation (FEI EMEA), Munich

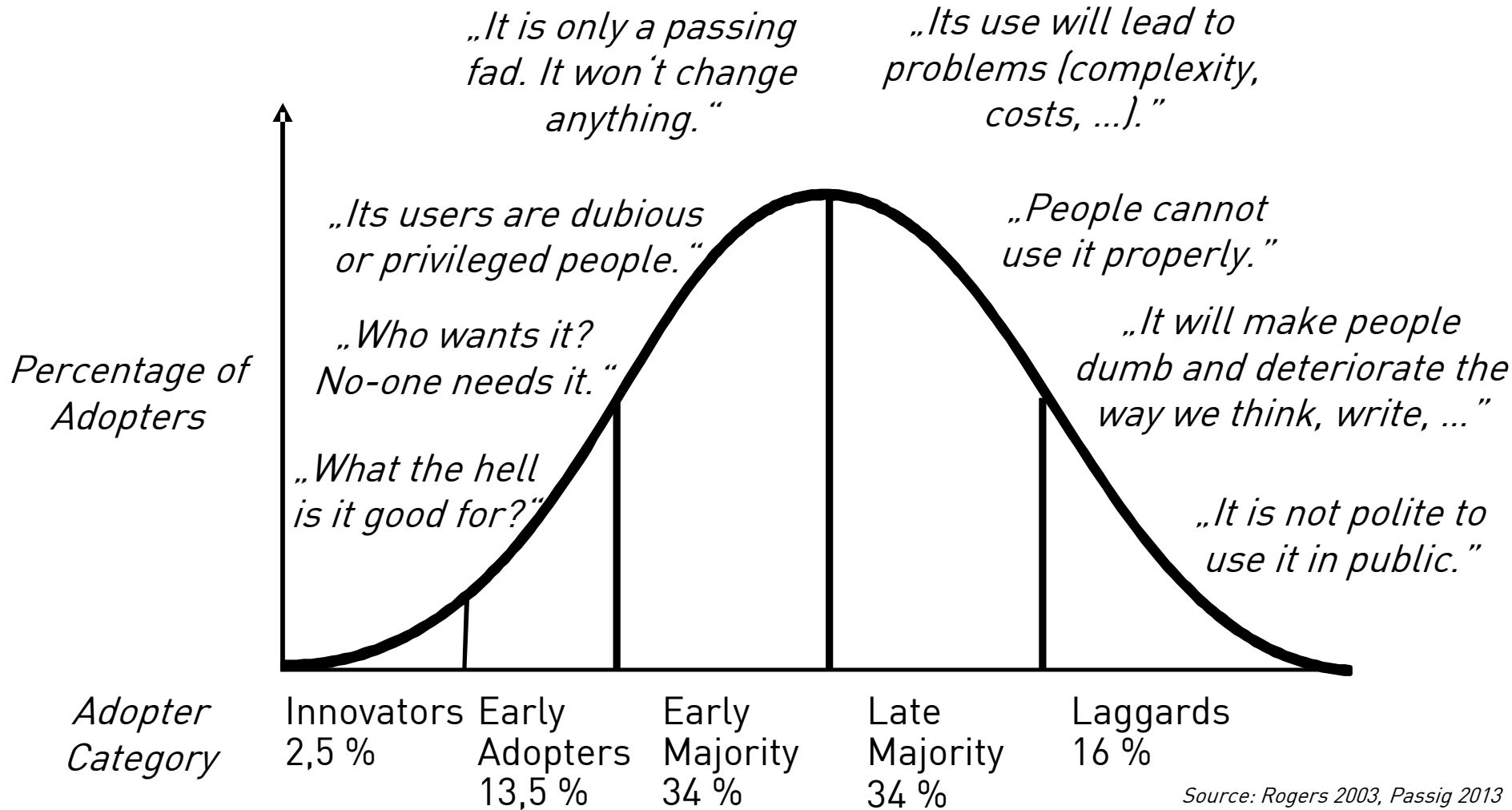




"I find out what the world needs, then I proceed to invent."

Cartoon by Guido Maetzing, www.mmedia-agentur.com

Technological Criticism



Source: Rogers 2003, Passig 2013

Attributes Influencing Adoption:

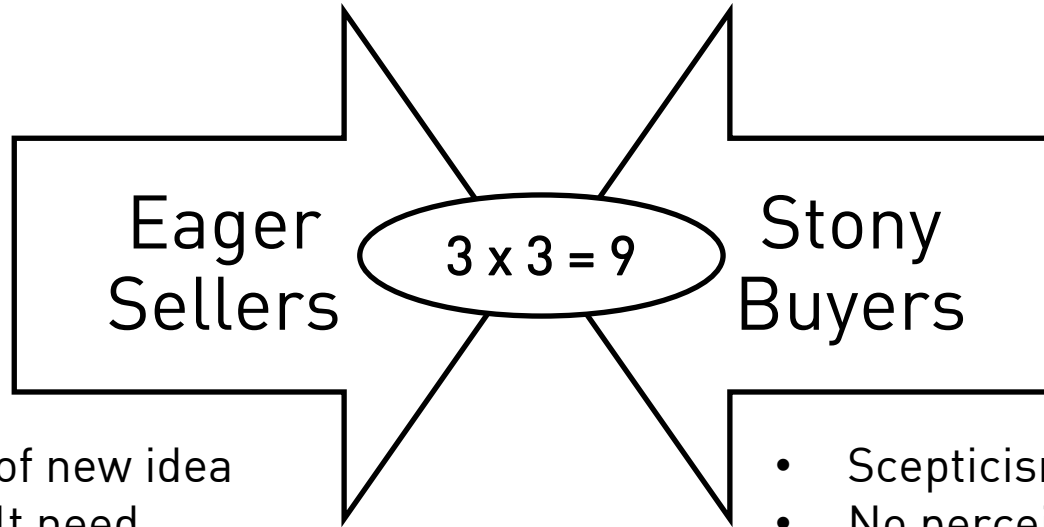
- **Relative Advantage**
Degree to which an innovation is perceived as being better than the idea it supersedes.
- **Compatibility**
Degree to which an innovation is perceived as consistent with existing values, past experiences, and needs of potential adopters.
- **Complexity**
Degree to which an innovation is perceived as relatively difficult to understand and use.
- **Trialability and Observability**
Degree to which an innovation may be experimented with on a limited basis and to which the results of an innovation are visible to others.

“The individuals’ perception of the attributes of an innovation, not the attributes as classified objectively by experts or change agents affect its rate of adoption.”

Source: Rogers 2003

Relative Advantage

Misconception between developers and possible adopters



- Convinced of new idea
- Strongly felt need
- Dissatisfaction with old solution
- Status quo-effect

→ Overestimation of perceived advantages of innovation (factor 3)

- Scepticism
- No perceived need
- Ownership effect
- Status quo-effect

→ Overestimation of perceived advantages of established product (factor 3)

Source: Gourville 2006

Disruptive Technologies

- Simplicity
- Convenience
- Affordability
- Accessibility

Source: Anthony 2012

Re-Invention



Technological Compatibility

- Technological Infrastructure
- Habits & Previous Practices
- Maintenance

Socio-economic Compatibility

- Living Conditions
- Surroundings
- Incomes

Cultural Compatibility

- Values & Beliefs
- Language
- Tastes & Preferences

Intercultural Irritation

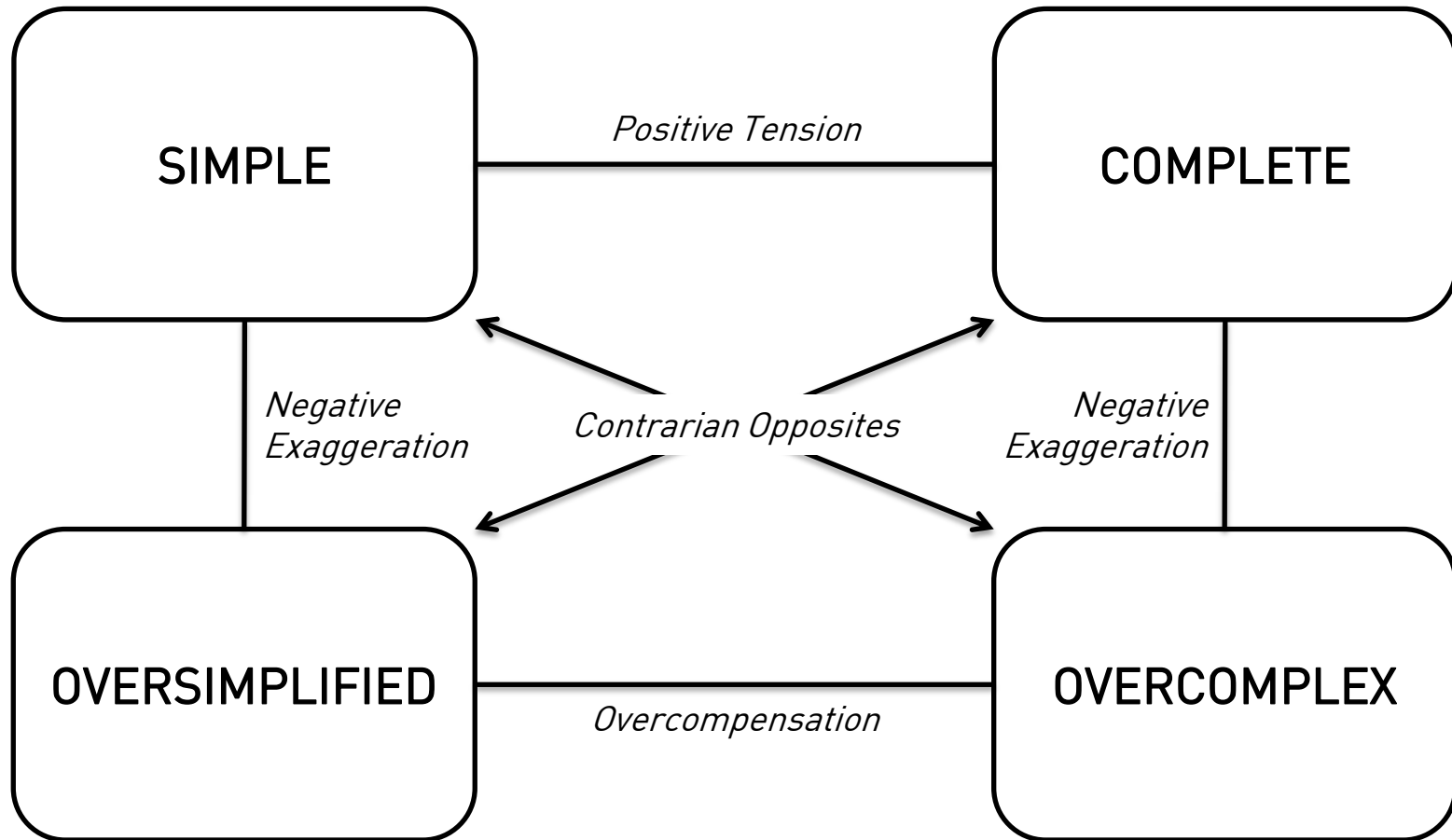
Innovations can lead to intercultural irritation!



Ukrainian Flag



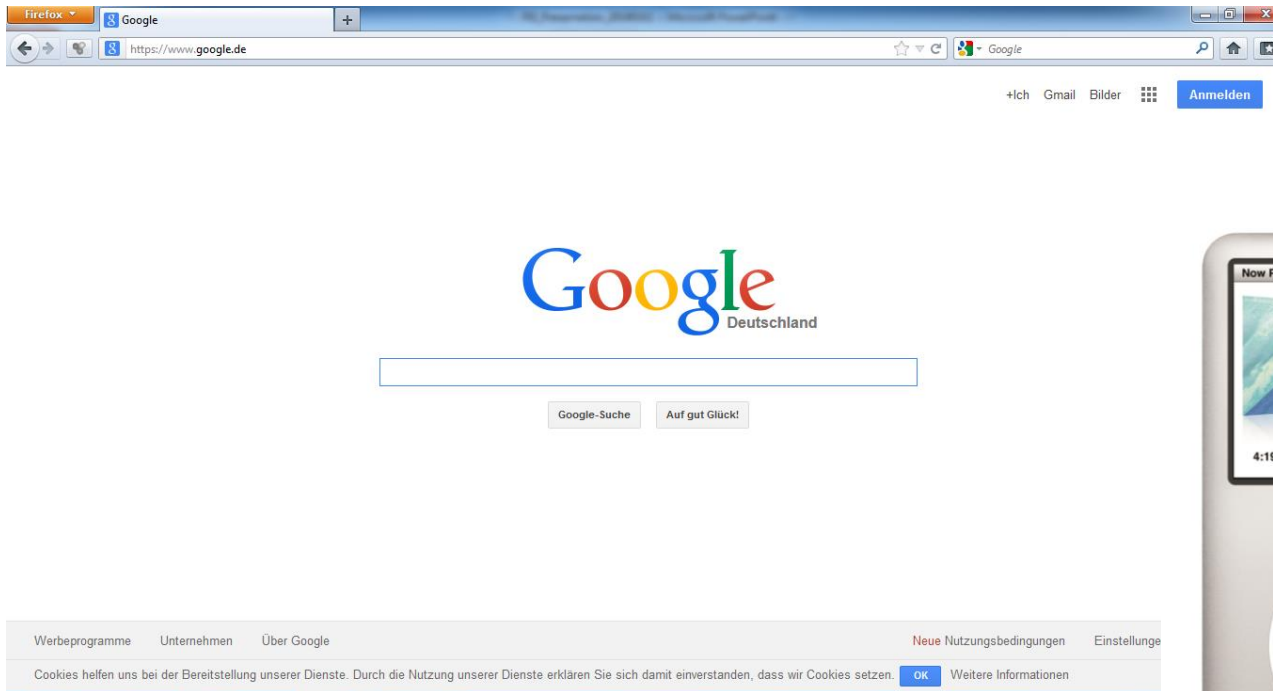
Sources: spiegel-online, flaggenbilder.de



Simplicity to the front – complexity in the background.

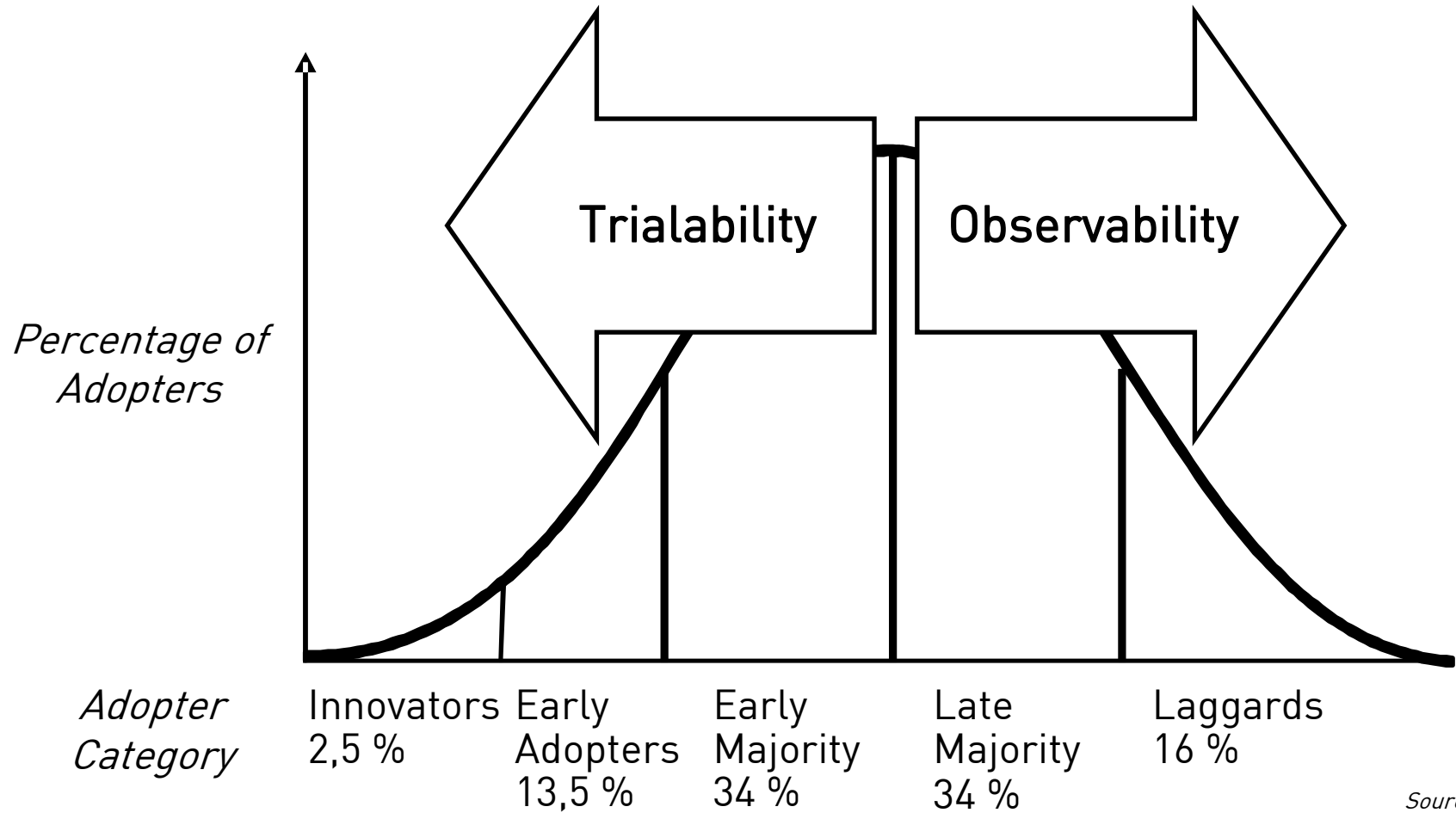
Complexity (Examples)

Simplicity to the front – complexity in the background.



Sources: Google, Apple

Trialability an Observability



Source: Rogers 2003

Example Mobile Phone

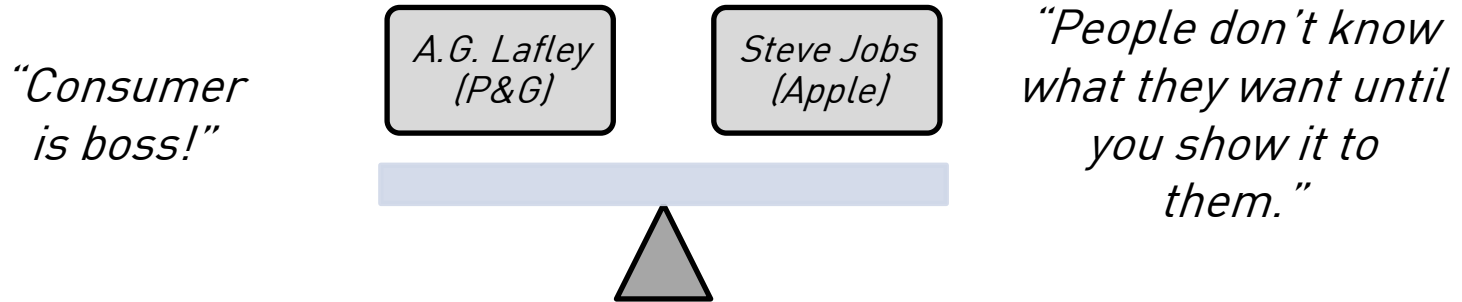


Typical Reactions

Typical Reactions to Perceived Attributes of Innovation:

- Relative Advantage
“Is it better?” – “Yes, in the long run. You have to be patient.”
- Compatibility
“Is it compatible?” – “The old will completely disappear. The new does not have to be compatible. You just have to completely revise your way of living.”
- Complexity
“Is it is easy?” – “I’ve worked with it for a very long time and can operate it easily. You just have to know the existing bugs.”
- Trialability an Observability
“Can I try it?” – “Yes, you just have to be a programmer.”
“Can I see the success?” – “Yes, implicitly.”

Source: Dueck 2013



1. Make your idea sticky
The advantage of your idea in a nutshell.
→ Relative Advantage & Simplicity (Easy to understand)
2. Prototype or perish
A prototype says more than 1000 words.
→ Trialability & Observability
3. Adapt, adopt & improve
The way from prototype to finished product is long and stony.
→ Compatibility & Simplicity (Easy to use)

Thank you for your attention!

