



The Diffusion of Innovations: A Communication Science Perspective

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In the last edition of the *Diffusion of Innovations*, Everett Rogers challenged diffusion scholars to move beyond the methods and models of the past, recognize the limitation of prior approaches, and broaden the conceptions of the diffusion of innovations. This book answers that call. It brings together noted diffusion scholars and presents a communication perspective for the study of the diffusion process. Using approaches ranging from mathematical modeling and multidimensional scaling to network analysis and agent-based modeling, chapters critically examine the current theoretical and methodological approaches in diffusion research and present novel ways to understand the process. Each chapter expands the scope of diffusion theory and lays the groundwork for the next generation of scholarship. The book is a must-read for anyone wishing to study trends in diffusion research, including diffusion scholars, marketers of ideas and products, communication and management consultants, policy makers, and individuals and organizations working on changing the status quo. It is recommended as a supplementary text for upper-level undergraduate and graduate courses in communication, business and management, information science, and sociology.

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