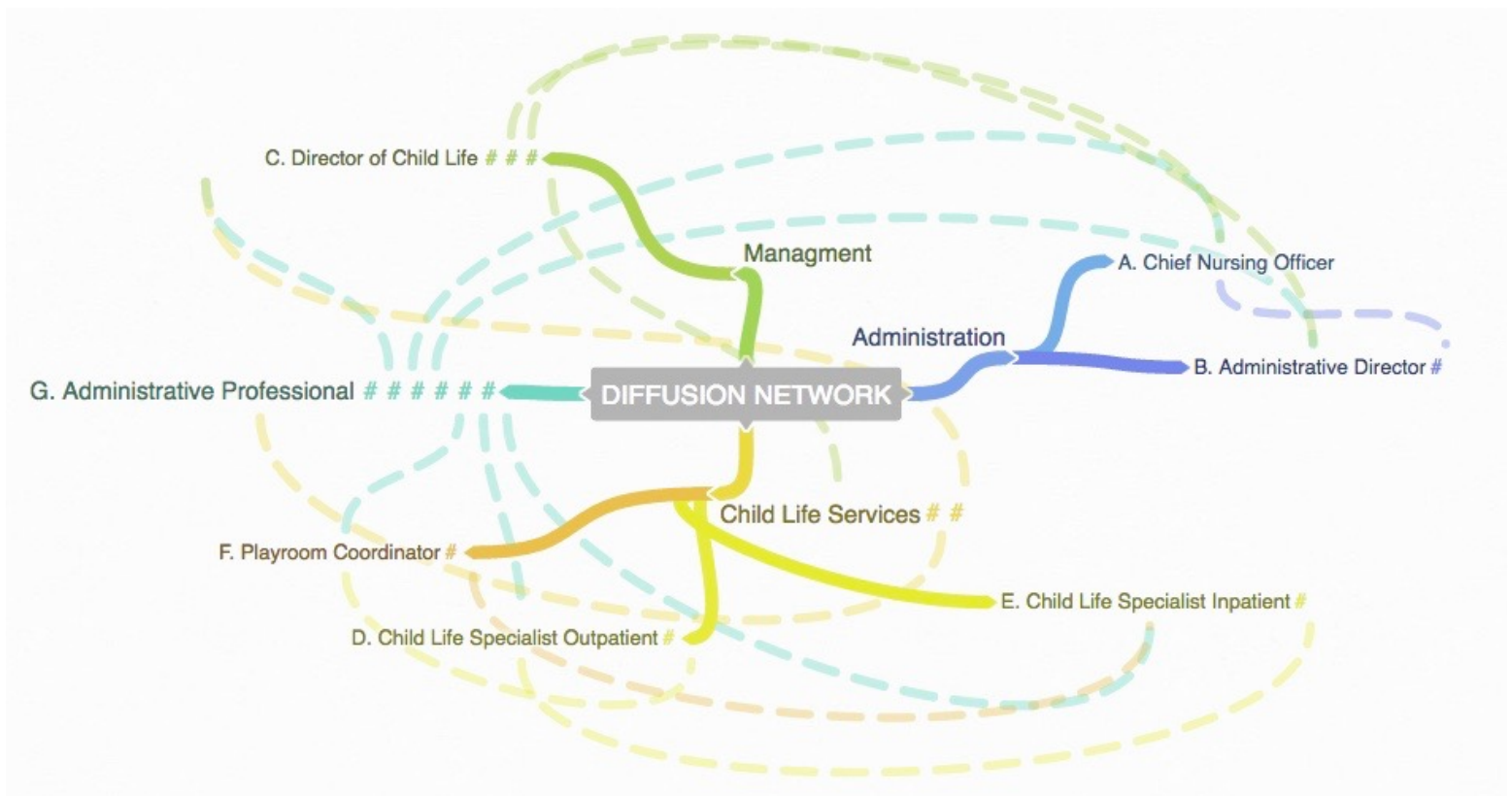


Activity 2- Diffusion Networks

talks to	A	B	C	D	E	F	G	# of Connections
A. Chief Nursing Officer	n/a	Y	Y	N	N	N	Y	3
B. Administrative Director	Y	n/a	Y	N	N	N	Y	3
C. Director Child Life	Y	Y	n/a	Y	Y	Y	Y	6
D. Child Life Specialist-Outpatient	N	N	Y	n/a	Y	N	Y	4
E. Child Life Specialist-Inpatient	N	N	Y	Y	n/a	Y	Y	4
F. Playroom Coordinator	N	N	Y	N	Y	n/a	Y	3
G. Administrative Professional	Y	Y	Y	Y	Y	Y	n/a	6



I chose to survey a sample from the Patient Services Division at my organization. The sample included the head of the Division, the Chief Nursing Officer, the Administrative Director of Patient Services, the Director of Child Life, one inpatient Child Life Specialist and one outpatient Child Life Specialist, the departmental playroom coordinator and one of the Administrative Professionals for the service line.

I was able to identify two different types of opinion leaders in this activity. The *polymorphism opinion leader* which I have identified as **C. The Director of Child Life**. Rodgers states that Polymorphism is the degree to which an individual acts as an opinion leader for a variety topics (Rodgers, 314). The Director of Patient Services interacts regularly with each person in the chart, from organizational leaders to support staff and is more cosmopolite than than her followers (Rodgers, 317). I also identified the **G. Administrative Professional** as a *monomorphic opinion leaders* which is stated is the degree to which an individual acts as an opinion leader for only a single topic (Rodgers, 314). She aligns with some of the characteristics of opinion leaders. i.e. Generalization 8-3: Opinion leaders have greater exposure to mass media than their followers (Rodgers, 316) and is the channel to which information is passed and has direct accessibility for change agents.

The chart identifies 3 people who may be isolated from the organization.

- **A. Chief Nursing Officer** and **B. Administrative Director** - While they only communicate regularly with the **C. Director of Child Life** and the **G. Administrative Professional** and each other, they are change agents in the organization and the top of things (Rodgers, 317).
- **F. Playroom Coordinator** - She communicates regularly with the **C. Director of Child Life**, **G. Administrative Professional** and **F. Child Life Specialist Inpatient**. but due to the playroom location and hours she isn't in the office during regular business hours so appears to be isolated from the department.

I identified the following Sub-groups from this activity based on Generalization 8-12 that both spatial and social proximity can be indicators of least effort (Rodgers 341) Each sub-group attends common meetings and/or shares space.

- *Group #1* - **A. Chief Nursing Officer**, **B. Administrative Director**, **C. Director of Child Life** and **G. Administrative Professional** - They meet daily via huddle meetings, phone calls and emails.
- *Group #2* - **C. Director of Child Life**, **Child Life Specialists** **D. Outpatient** and **E. Inpatient**, **F. Playroom Coordinator** and **G. Administrative Professional**. They meet bi-

weekly for staff meeting, share a large office and communicate through email and in-person.

The sub-groups are both connected by the **C. Director of Child Life** and **G. The Administrative Professional**, which have both been identified as opinion leaders in this activity.

Generalization 8-12 states: Individuals tend to be linked to other who are close to them in physical distance and who are relatively homophilous in social characteristics (Rodgers, 341). I have found this to be true even in completing this activity. i.e. I do not have access to the **A. Chief Nursing Officer** and went through the **G. Administrative Professional** who because of communication proximity (Rodgers, 338) had a response for me within an hour.

While I was working on this activity the phrase, "it's all about who you know" kept popping into my head, which falls into line with Generalization 8-3: Opinion leaders have greater exposure to mass media than their followers and Generalization 8-4: Opinion leaders have greater social participation than their followers (Rodgers, 316-7) because the **C. Director of Child Life** and the **G. Administrative Professional** have access through multiple weekly meetings and email to the entire chain they have the ability to coordinate and support change agents in the organization.

**C. Director of Child Life** is an early adopter and supporter of innovation and change. Because of her adopter status in combination with being an opinion leader she is the individual to check with (Rodgers, 283) for a change agent. In contrast the **G. Administrative Professional** is linked in a unique way to each person in the service and because of her connectedness (Rodgers, 290) she is an asset to any change agent.