

*Think of a innovation adoption situation or experience that you have recently observed or in which you have participated (it could also be a current situation). For example, it could be the introduction of SmartBoards at your school, some new software at your place of work...etc. Reflect on that situation and identify at least three people who you would categorize as fitting into at least three of the adopter categories. In a short posting (equivalent of 1/2 - 1 page), explain why you think that person might fit into that adopter category (be sure to provide a pseudonym for the individual to protect their anonymity). You can make your post in the body of your message, or attach it to your message.*

Innovation: Utilizing the iPad for Child Life teaching albums

Background: Several years ago members of the Child Life Department were going to be participating in a research study. The goal was to show that preparation by a certified child life specialist (CCLS), can decrease patient anxiety and primary caregiver's perception of the pediatric patient's anxiety during a heart transplant evaluation. The intervention originally included a teaching album which followed a former patients journey through heart transplant. After a suggestion to staff it turned into an interactive multimedia slide show on the iPad which follows a heart transplant recipient's journey from evaluation to present. Included in the slide show are photos and sound bites of various procedures and tests the patient may encounter pre and post transplant. The material also incorporates developmentally appropriate heart healthy education and information about adjusting to life after a heart transplant.

Innovator:

Jack: The CCLS team was starting their research project and learning about the process. They met Jack a statistician at the University who was an expert in gathering data. They explained the program and while he was kind, he gently stated that they needed to get this online rather than lugging large photo albums everywhere. He pulled out an iPad (which were new) and showed us some of the programs we could do to put them online. As well as giving them information on everything from how they could fundraise for their own iPad to how research shows that families are more willing to conduct surveys online with "snappy technology" than on paper. The conversation was inspiring to say the least as he was, "the innovator that plays a gatekeeping role in the flow of new ideas into a system" (Rodgers, 283).

Early Adopters:

Sarah: Sarah is respected by her peers and is the individual to check with before adopting a new idea. (Rodgers, 283). She is also an experienced CCLS with about 10 years at the hospital. All she needed was to be introduced to the idea and she went with it, within a few weeks she wrote a grant, had an iPad and had created the online teaching album for the research study. Because of her early adoption of utilizing the iPad for teaching albums, we no longer use teaching albums as everything has been online for years.

Laggard:

Jess: Jess is a very experienced CCLS with about 35 years at the hospital. He is always very cautious in adopting innovations. (Rodgers, 285). He was the last one in the entire department to add his section and use. He wanted to "make sure it worked, because what I am doing works fine" before he would agree to adopt. Similar to where Rodgers states, Resistance to

innovations on the part of laggards may be entirely rational from the laggards' viewpoint, as their resources are limited and they must be certain that a new idea will not fail before they can adopt (Rodgers, 284-5).