Read: Rogers, Everett. Innovativeness and Adopter Categories. Ch 07
Optional Watch: https://youtu.be/06ea3yzfD00

At the beginning of the reading, it talks about how social systems adopt innovations at different rates. I think that this widely depends on the level of education and the need for each innovation. I wasn't fully clear on the adopter categories. How is this data formed? What kinds of questions would you need to ask? How long is the timeframe? Are the s-curves differently shaped and why is that?

The generalizations definitely make sense for these adopters. I would be curious to see how one innovation is adopted in a different part of the world and compare.

What kicks off the incline in an s-curve and why are some not adopted? We talked a little bit about that in the lecture on the 5th. An example of this is the Toto toilet from Japan to America. If both of the factors I previously discussed, education and the need, don't really apply in this situation then what factor does? The United States has education on par with Japan and the need for every human is the same. Accessibility would definitely be a factor. If only a few can afford the product, it won't become a household name. Furthermore, Americans could see it as a luxury that is not necessary, whereas the Japanese might see it in the opposite light.