

**EDU 552 Diffusion and Adoption of Innovations:
Change Management**
Saint Leo University Online
3 credit hours

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Office Hours: via Blackboard Collaborate, TBA each term

Course Description:

This course examines the theories of diffusion and adoption of innovations including models of change, research-based practice, adaptation due to contextual constraints, and the challenges particular to the adoption of technology in educational settings. Students learn how to apply change management principles in various settings, to collect and analyze data, and to select appropriate interventions to facilitate the adoption of innovative practices.

Required Textbooks:

Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). New York, NY: The Free Press.

Guidelines Used in Developing the Course Objectives

Professional Foundations (IBSTPI Competencies)

- 1a. Write and edit messages that are clear, concise, and grammatically correct
- 2a. Promote how instructional design research, theory, and practice literature may affect design practices in a given situation.
- 19b. Plan for the implementation of the interventions
- 19c. Plan for the dissemination of the interventions
- 19d. Plan for the diffusion of the interventions
- 19f. Monitor implementation, dissemination, and diffusion progress
- 19g. Identify required modifications to implementation, dissemination, and diffusion processes

Saint Leo Core Value:

Respect - Animated in the spirit of Jesus Christ, we value all individuals' unique talents, respect their dignity and strive to foster their commitment to excellence in our work. Our community's strength depends on the unity and diversity of our people, on the free exchange of ideas and on learning, living and working harmoniously. Discussion of this value will occur throughout the course.

Course Learning Objectives:

1. Discuss the research history of Diffusion of Innovations Theory
2. Identify and discuss the five stages of the innovation decision process;
3. Describe the five attributes of innovations;
4. Discuss the five adopter stages in the diffusion of an innovation
5. Describe the concept of Opinion Leadership and how it influences the diffusion process;
6. Identify and discuss the types and characteristics of diffusion networks
7. Describe the role of the change agent and the factors affecting his/her success

8. Describe the innovation process in organizations;
9. Apply the Diffusion of Innovations Theory in a practical setting; and
10. Apply the Diffusion of Innovation Theory in the development of a case study of change;
11. Use the SLU core value of Respect in all aspects of course communication and in the term project.

Assignments:

1. Discussion Questions: Weeks 1 through 5 and during Week 8 students will be required to respond to discussion questions posted by the instructor. An initial response to the discussion question is due by Thursday midnight and responses to two peer postings must be submitted by Saturday 11:59 a.m. All responses are expected to add information to the discussion, provide a different perspective based on course content, or show evidence of deep reflection. Additionally, initial responses are expected to incorporate citations and references to the text and/or other resources. Responses such as —"I agree" or —"I think you are right on target" will not be acceptable without supporting details related to course content. Responses must add information to the discussion, provide a different perspective based on course content, or show evidence of deep reflection. Please adhere to the guidelines in all posts, peer responses and emails. **80 points total (10 points each week).**

2. Simulation Activity (IBSTPI 19b, 19c, 19d, 19f, 19g): During Weeks 6 and 7 students will engage in a simulation game that involves the diffusion of a peer tutoring project at a hypothetical school. In addition to the game board that needs to be posted in the Assignment Section, questions based on the Simulation are Discussion Questions for Weeks 6 and 7. Students must respond to these questions in the Discussion Board to get full credit for the Simulation activity. **20 points total (5 points for game board and 5 points for DQs for each week).**

3. Article Reviews (IBSTPI 1a, 19g): Students will select, read and summaries three (3) journal articles during the term. These articles need to be on the topic of the infusion of an innovation and the aim is to provide learners with the beginnings of a body of literature that can be used in the development of the student's term project. The article review task description and scoring rubric is presented at the end of this syllabus. An approximate length of the article review is about 3-4 pages. **30 points (10 points for 3 reviews)**

4. Term Project Proposal: Students will submit a 2-3 page proposal for their term project. The term project proposal task description and scoring criteria are presented at the end of this syllabus. **20 points**

5. Term Project (IBSTPI 1a, 2a, 19b, 19c, 19d, 19f, 19g): Each student will research, build, and present a case study of the diffusion of an innovation with which he/she has had first-hand experience. The case must include research on the innovation, document analysis, observations, interviews and or focus groups, and use other appropriate data collection method that might be necessary to build the case study. In addition to the innovation an analysis of the context and the users that were part of the change/adoption process must also be discussed. The term project task description and scoring rubric is presented at the end of this syllabus and additional details related to the assignment are available in the Dropbox in the course. During week 7 and/or 8 students must complete a presentation on their case study. **110 points**

Course Schedule Online

Weeks/ Module	Topics and Readings	Assignments Due
Module 1 (Week 1)	<p>Elements of Diffusion (IBSTPI 2a, 19g)</p> <p>Readings: Rogers, Chapter 1</p>	<p>a) Post a brief introduction of yourself on the discussion board.</p> <p>b) After reading chapter 1, respond to the weekly discussion questions. Post your initial responses to the Week 1 discussion board by Thursday 11:59 p.m.</p> <p>c) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.</p>
Module 2 (Week 2)	<p>Contribution and Criticisms of Diffusion Research & The Generation of Innovations (IBSTPI 2a, 19g)</p> <p>Readings: Rogers, Chapters 3 & 4</p>	<p>a) After reading chapters 3 & 4, respond to the weekly discussion questions. Post your initial responses to the Week 2 discussion board by Thursday 11:59 p.m.</p> <p>b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.</p> <p>c) Begin searching for journal articles to review. You will submit one article review during weeks 3, 4, & 5.</p> <p>d) Begin thinking about your term project. Your term project proposal will be due by the end of Week 4.</p>
Module 3 (Week 3)	<p>The Innovation-Decision Process (IBSTPI 2a, 19g)</p> <p>Readings: Rogers, Chapter 5</p>	<p>a) After reading chapter 5, respond to the weekly discussion questions. Post your initial responses to the Week 3 discussion board by Thursday 11:59 pm.</p> <p>b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.</p> <p>c) Please submit Article Review 1 to the Drop Box by Sunday, 11:59 pm EST/EDT</p>

Module 4 (Week 4)	Attributes and Rate of Adoption and Adopter Categories (IBSTPI 2a, 19g) Reading: Rogers, Chapters 6 & 7	a) After reading chapters 6 & 7, respond to the weekly discussion questions. Post your initial responses to the Week 4 discussion board by Thursday 11:59 p.m. b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT c) Submit Article Review 2 and Term Project Proposal to the Drop Box by Sunday, 11:59 pm EST/EDT.
Module 5 (Week 5)	Diffusion Networks (IBSTPI 2a, 19g) Reading: Rogers, Chapter 8	a) After reading chapter 8, respond to the weekly discussion questions. Post your initial responses to the Week 5 discussion board by Thursday 11:59 p.m. b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.. c) Please submit Article Review 3 to the Drop Box by Sunday, 11:59 pm EST/EDT.
Module 6 (Week 6)	The Change Agent (IBSTPI 2a, 19g) Reading: Rogers, Chapter 9	a) After reading chapter 9 and completing year one of the simulation, respond to the weekly discussion questions. Post your initial responses to the Week 6 discussion board by Thursday 11:59 pm. b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.. c) Submit the image of your game board and game log to the Drop Box by Friday 11:59 pm EST/EDT. d) Respond to the postings of at least two of your classmates by Sunday, 11:59 pm EST/EDT.
Module 7 (Week 7)	Innovation in Organizations (IBSTPI 2a, 19g) Reading: Rogers, Chapter 10	a) After reading chapter 10 and completing year two of the simulation respond to the weekly discussion questions. Post your initial responses to the Week 7 discussion board by Thursday 11:59 pm.

		<p>b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.</p> <p>c) Submit an image of your game board and game log to the Drop Box by Friday, 11:59 pm EST/EDT.</p> <p>d) Respond to the postings of at least two of your classmates by Sunday, 11:59 pm EST/EDT.</p>
Module 8 (Week 8)	<p>Consequences of Innovations (IBSTPI 2a, 19g)</p> <p>Reading: Rogers, Chapter 11</p>	<p>a) After reading chapter eleven, respond to the weekly discussion questions. Post your initial responses to the Week 8 discussion board by Thursday 11:59 p.m.</p> <p>b) Respond to the postings of at least two of your classmates by Saturday, 11:59 pm EST/EDT.</p> <p>c) Submit your Term Project to the Drop Box by Sunday, 11:59 pm EST/EDT.</p>