

Notes on 'The process of innovation and the diffusion of innovation' by T.S. Robertson

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Abstract

This is a short summary of key points from a T.S. Robertson article, per an assignment in the GMU Course CSI 500 by Dr. Stephen Scott.

1 Key Points:

- "Innovation takes place via a process whereby a new 'thought, behavior, or thing' is conceived of and brought into reality." Scott
- "No innovation springs full-blown out of nothing; it must have antecedents." Barnett, as quoted by Scott.
- Diffusion of innovation occurs along a curve or statistical distribution where the initial participants are the most socially influential in the diffusion of innovation.
- This can be more valuable than traditional advertising, a fact that the marketing industry has noted and now is academically included in relevant curriculum.
- This is evident in the current market selection of social influencers, and can be tracked through new product releases through these individuals in social media: this agrees with the final point of the article, in that it shows the history of the concerns expressed being mitigated by marketing innovators through specific action.