

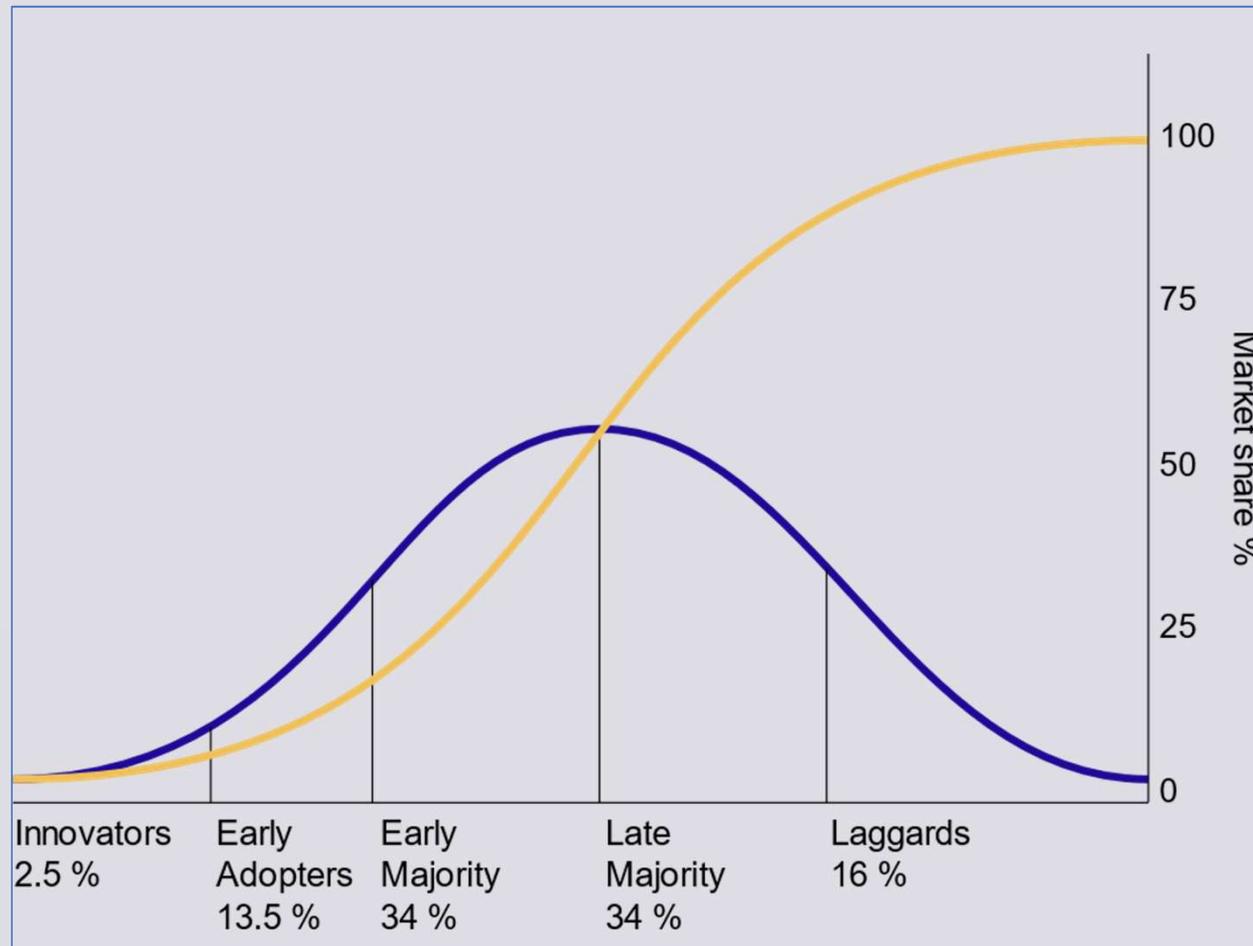
Crafting Open Research advocacy messages using Diffusion of Innovation theory

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Loughborough University

Targeted OR marketing messages

Type of innovation adopter	OR marketing message
Innovators	Sign up now for a preview of our new [OR practice]! Be part of our exclusive test team.
Early Adopters	Discover these benefits by trying out... Have you tried out [OR practice]?
Early Majority	Join the future by trying out this OR practice. 20% of researchers do...
Late Majority	Most researchers are doing... There is a policy coming that you'll have to comply with: learn about the OR practice now.
Laggards	Comply with the policy. The future is here.



*The diffusion of innovations according to **Rogers**. With successive groups of consumers adopting the new technology (shown in blue), its market share (yellow) will eventually reach the saturation level. The blue curve is broken into sections of adopters. (Source: [Wikipedia](#))*

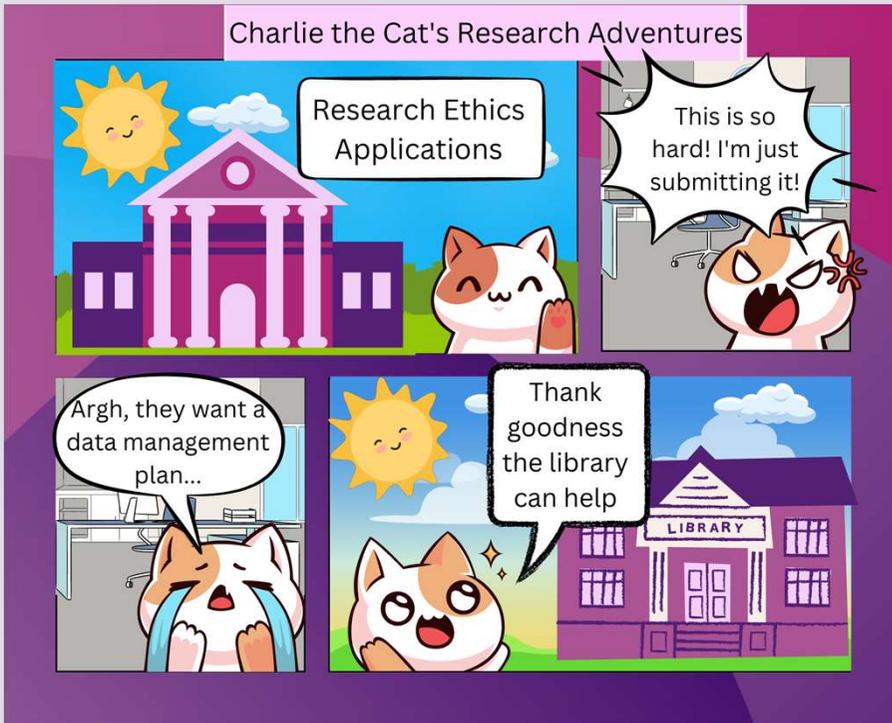
Cross-tabulating with Unified Theory of Acceptance and Use of Technology

	Performance Expectancy	Effort Expectancy	Social influence
Innovators	Doesn't expect perfect performance	Willing to put in some extra effort	Be the first
Early Adopters	Expect the process to perform	Some effort	Want to know what the innovators found
Early Majority	Expect benefits	Not much effort expected	They don't want to be first, they don't want to be last
Late Majority	Expect significant benefits	Minimal effort	Most people are doing this
Laggards	Expect that this will have no benefits	Expect assistance	Not influenced by others

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Examples of current social media OR targeting messages



Comic highlighting OR support by the library, created with Canva, © Rusu

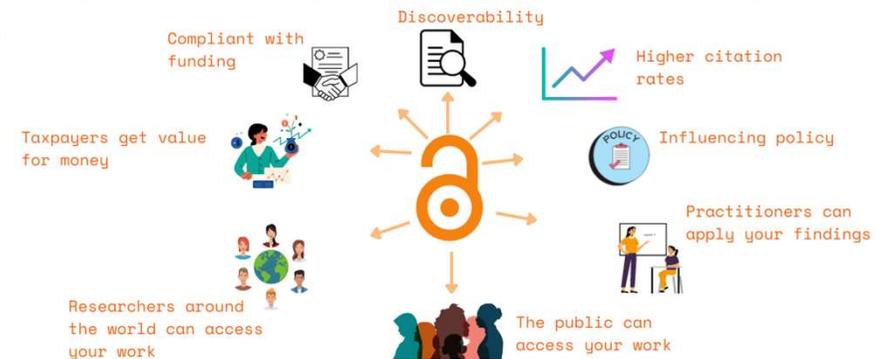
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Meet the real Charlie



Images courtesy of Stephen Lake

Works cited

- Rogers, E. (2003). *Diffusion of Innovation*, 5th ed. Simon and Schuster.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.