

## **Diffusion of Innovation**

Professor Elihu Katz

### **Workshop Description**

The workshop is based on (1) theories of diffusion—i.e. how ideas and artifacts spread from here to there—; (2) the intersections of mass media and interpersonal networks; and (3) case studies of the spread of innovation in the health domain.

### **Course readings**

Participants are expected to have read the required texts (see below) before the course begins. Readings will be made available in pdf form on the web site [www.comhealth.ch](http://www.comhealth.ch)

Katz, E. & Lazarsfeld, P.F. (2006). *Personal influence: The part played by people in the flow of mass communications*. New Brunswick, N.J.: Transaction Publishers. (Introduction, pp. xv-xxvii of the new edition)

Coleman, J., Katz, E., & Menzel, H. (1977). The diffusion of an innovation among physicians. *Sociometry*, 20, 253-270.

Hornik, R. (2006). Personal influence and the effects of the national youth anti-drug media campaign. *The Annals of the American Academy of Political and Social Science*, 608(1), 282-300.

Watkins, Susan C. (2004). Navigating the AIDS Epidemic in Rural Malawi. *Population and Development Review*, Vol. 30, No. 4, (Dec., 2004), pp. 673-705.