



## Two Research Phases

- ◆ assessment of technology transfer products - underway!
- ◆ case study analysis of cities - late 2008
  - ◆ recent “adopters” of urban forestry
  - ◆ 100K population

sponsors: US Forest Service,  
National Urban & Community Forestry Advisory  
Council, local collaborators

## What Have We Learned?

- ◆ Theory of Innovation Diffusion  
Everett Rogers
- ◆ Theory of Organizations and Diffusion  
J.D. Eveland & E. Rogers
- ◆ Theory of Communities of Practice  
Etienne Wenger

# Background Principles!

- ◆ Innovation Diffusion & Adoption  
Everett Rogers

## Innovation Diffusion

“universal process of social change”



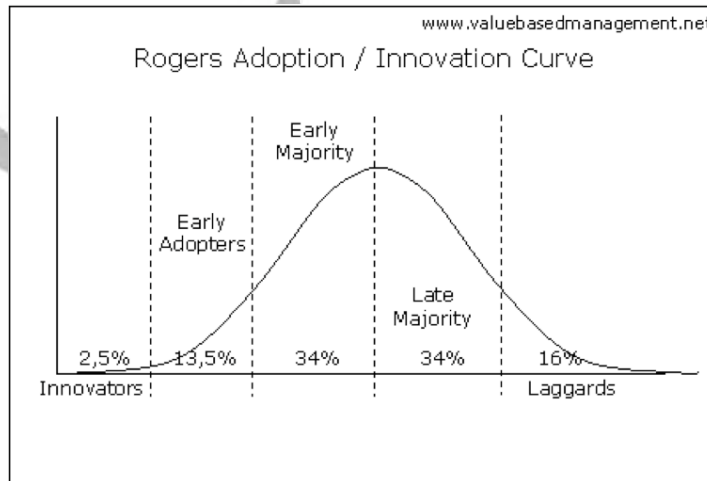
## Innovation Diffusion Main Elements

- an innovation,
- communication channels,
- time,
- a social system

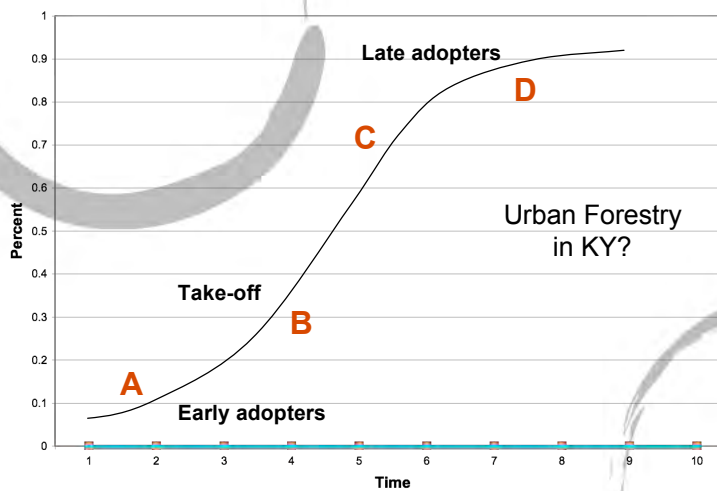
## Innovation Diffusion Adopter Traits

- Innovators - venturesome
- Early adopters - respect **change agent!**
- Early majority - deliberate
- Late majority - skeptical
- Laggards - traditional

# Innovation Adoption - Individuals

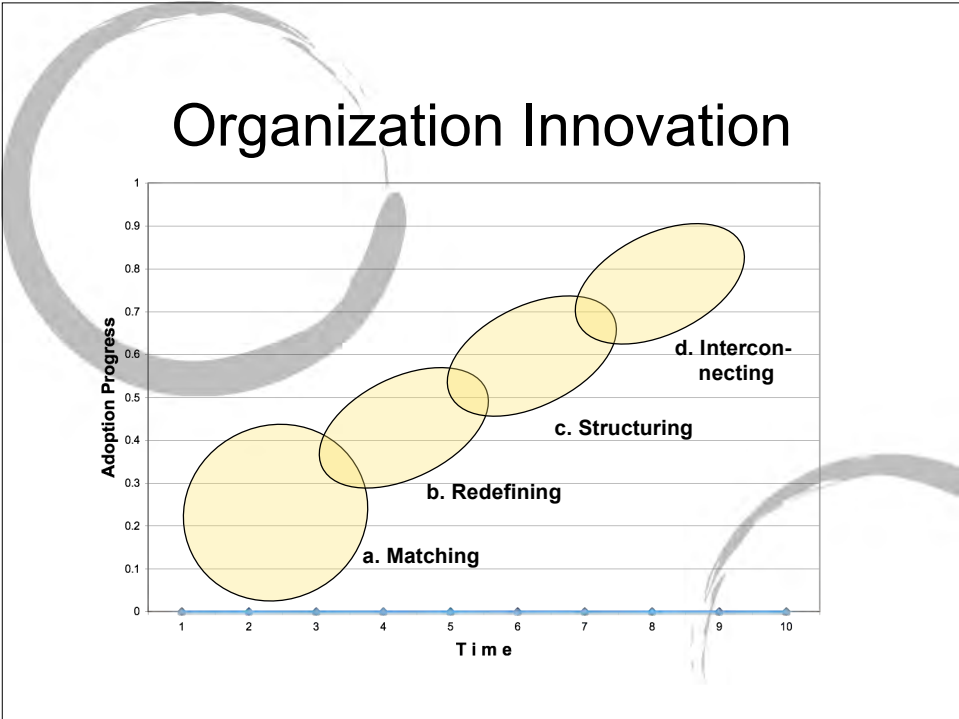


# Cumulative Adoption Curve



# Background Principles!

- ◆ Innovation Adoption by Organizations  
J.D. Eveland & E. Rogers



## Innovation in Organizations

- ◆ **Matching**
  - ◆ recognizing a problem, what might help?
- ◆ **Redefining**
  - ◆ payoffs of the innovation are demonstrated, and it can be done
- ◆ **Structuring**
  - ◆ begin to develop the individual and organizational relationships
- ◆ **Interconnecting**
  - ◆ full and accepted adoption, ongoing systems in place

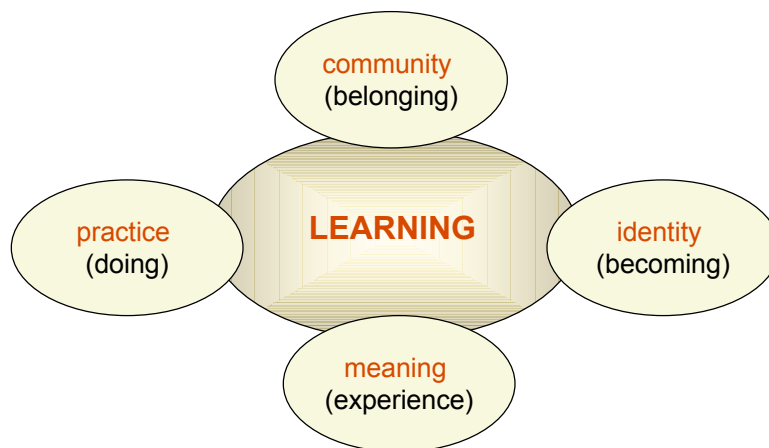
## Background Principles!

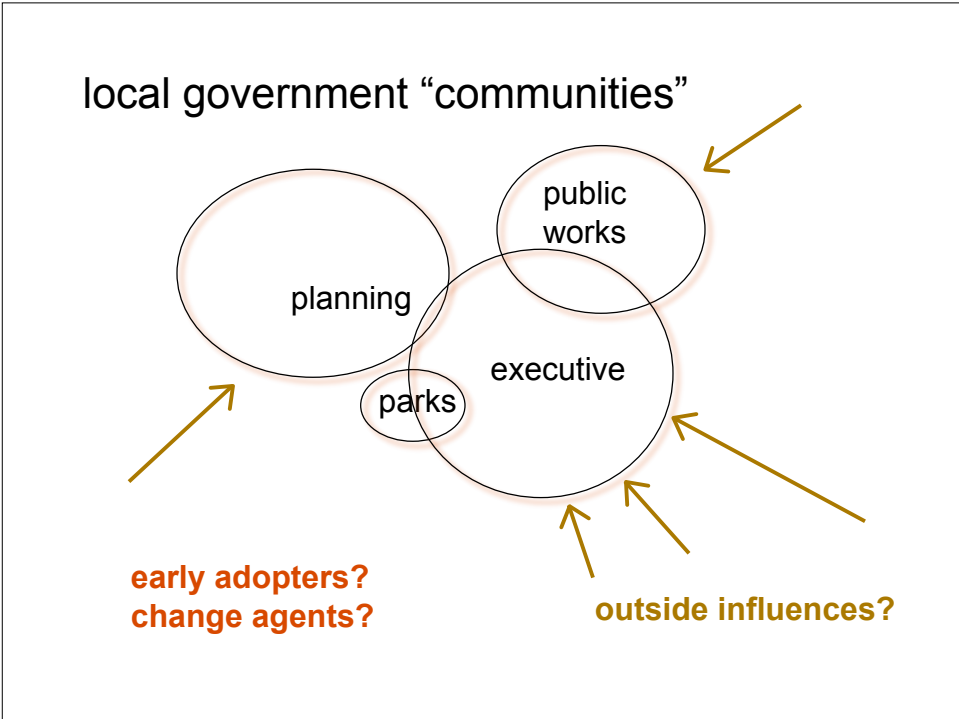
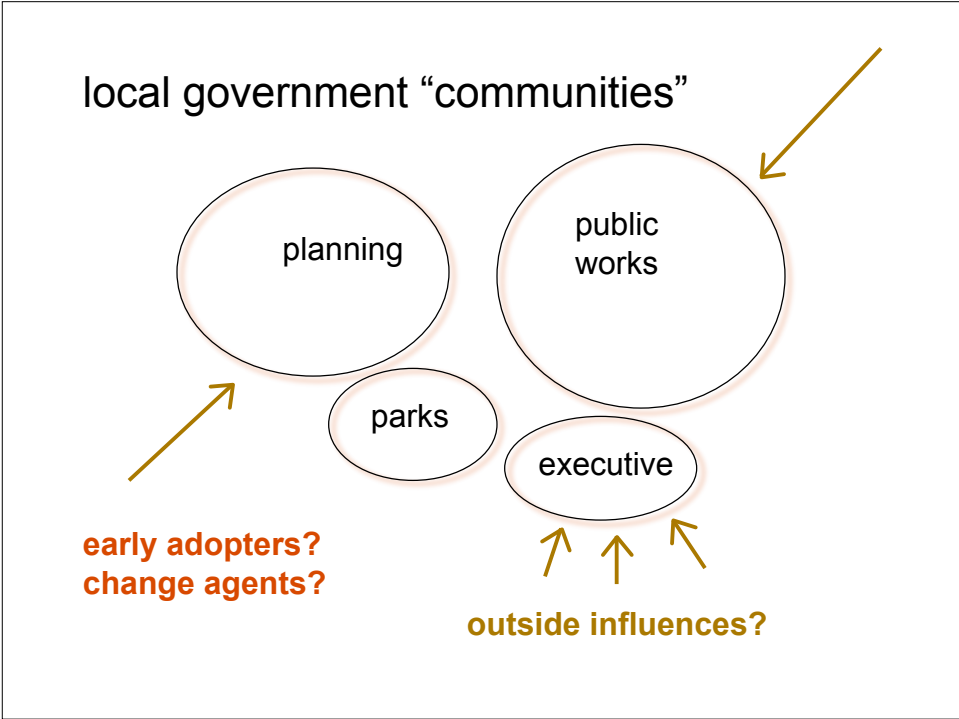
- ◆ **Communities of Practice**  
Etienne Wenger

## Communities of Practice

1. People form communities as they pursue shared enterprises over time
2. Engagement in social practice is the fundamental process by which we learn & become who we are

## Communities of Practice





## First Research Results

- ◆ assessment of technology transfer “tools”
  - ◆ 90 responses
  - ◆ analyzing for format and message
- ◆ what is missing? . . . . the “ask”



“take the bull by the horns”

## Two Questions

- ◆ The Ask!  
What is it in your community?
  - ◆ consider individuals - early adopter or laggard?
  - ◆ consider community of practice - professionals inclined to respond
  - ◆ consider organization innovation - readiness?
- ◆ What are pieces of the "Ask?"

[www.cfr.washington.edu/research.envmind](http://www.cfr.washington.edu/research.envmind)

College of Forest Resources University of Washington

### Human Dimensions of Urban Forestry and Urban Greening

featuring research on peoples' perceptions and behaviors regarding nature in cities

**What's New?**  
**Nature and Consumer Environments**  
Research about how the urban forest influences business district visitors.

**Trees and Transportation**  
Studies on the value of having quality landscapes in urban roadsides.

**Civic Ecology**  
Studies of human behaviors and benefits when people are active in the environment.

**Policy and Planning**  
Integrating urban greening science with community change.

**Urban Forestry and Human Benefits**  
More resources, studies and links . . .

Research Director  
**Kathleen L. Wolf, Ph.D.**

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