



CONTENTS



Introduction

ARUN VISHWANATH & GEORGE A. BARNETT

1



1. Towards a Comprehensive Understanding of the Innovation-Decision Process

ARUN VISHWANATH & HAO CHEN

9

2. Three Theoretical Perspectives on Communication Technology Adoption

OSCAR PETERS

33

3. Overcoming the Binary Logic of Adoption

VERONIKA KARNOWSKI, THILO VON PAPE & WERNER WIRTH

57

4. Theoretical and Methodological Starting Points for a Situational Approach towards the Understanding of the Adoption and Use of New Technologies and Services

LIDWIEN VAN DE WIJNGAERT & HARRY BOUWMAN

77



VIII

CONTENTS

5. Mathematical Models of the Diffusion Process GEORGE A. BARNETT	103
6. The Revolution in Diffusion Theory Caused by New Media JAMES A. DANOWSKI, JULIA GLUESING & KEN RIOPELLE	123
7. Network Diffusion of Two Competing Ideas FRANK TUTZAUER, KYOUNGHEE HAZEL KWON & BENJAMIN ELBIRT	145
8. Media Substitution: Supplementation, Complementarity, or Displacement? CAROLYN A. LIN	171
9. Turning Diffusion of Innovations Paradigm on Its Head ARVIND SINGHAL	193
10. The Active Adopter in the Diffusion of Innovations JAMES W. DEARING & GARY MEYER	207
Contributors	231
Index	235