Prior conditions:
1. Previous practice
2. Felt needs/problems
3. Innovativeness
4. Norms of the social systems

Characteristics of the decision-making unit:
1. Socioeconomic characteristics
2. Personality variables
3. Communication behavior

Perceived characteristics of the innovation:
1. Relative advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability

Communication channels:
1. Adoption
2. Rejection

Knowledge
Persuasion
Decision
Implementation
Confirmation

Time