

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS .. .. .. ..	ii
TABLE OF CONTENTS .. .. .. ..	iii
LIST OF TABLES .. .. .. ..	vi
LIST OF GRAPHS .. .. .. ..	viii
LIST OF APPENDICES .. .. .. ..	ix
 CHAPTER	
I : INTRODUCTION .. .. .. ..	1
DIFFUSION PROCESS .. .. .. ..	9
Innovation .. .. .. ..	11
Communication.. .. .. ..	12
Social System.. .. .. ..	12
Over Time .. .. .. ..	12
ADOPTION PROCESS .. .. .. ..	14
ADOPTER CATEGORIES .. .. .. ..	20
CHANGE - AGENT .. .. .. ..	23
THE AREA FOR THE PRESENT STUDY .. .. .. ..	25
 II : REVIEW OF RELATED LITERATURE .. .. .. ..	 26
ANTHROPOLOGY .. .. .. ..	27
SOCIOLOGY .. .. .. ..	28
INDUSTRY .. .. .. ..	30
MEDICAL SOCIOLOGY .. .. .. ..	30
EDUCATION .. .. .. ..	31
Diffusion Effect Variables .. .. .. ..	35
Communication Variables .. .. .. ..	43
Social System Variables .. .. .. ..	45
Consequence Variables .. .. .. ..	47
DIFFUSION STUDIES IN INDIA .. .. .. ..	48
CONCLUSION .. .. .. ..	52

## (Table of Contents)

CHAPTER		PAGE
<b>III : PROBLEM, VARIABLES AND HYPOTHESES</b>	..	<b>54</b>
THE PROBLEM ..	..	..54
SCOPE OF THE STUDY ..	..	..58
MAJOR OBJECTIVES ..	..	..60
BASIC ASSUMPTIONS..	..	..60
LIMITATIONS OF THE STUDY ..	..	..61
VARIABLES ..	..	..61
Dependent Variables ..	..	..61
Time of Awareness ..	..	..62
Time of Adoption ..	..	..62
Innovation Internalization	..	..62
Process of Self-Perceived		
Change Orientation ..	..	..63
Independent Variables ..	..	..63
Demographical Variables ..	..	..63
Institutional Category ..	..	..63
Communication Behaviour ..	..	..65
Psychological and Personality		
Variables ..	..	..66
Socio-Economic Status..	..	..66
Organizational Climate ..	..	..67
HYPOTHESES ..	..	..67
<b>IV : METHODOLOGY</b>	..	<b>89</b>
INNOVATION STUDIED ..	..	..89
Why one innovation ..	..	..93
TOOLS ..	..	..94
MEASUREMENT OF CRITERION VARIABLES		96
Time of Awareness ..	..	..97
Time of Adoption ..	..	..98
Internalization ..	..	..98
Process of Self-Perceived		
Change Orientation ..	..	..99
MEASUREMENT OF THE INDEPENDENT		
VARIABLES .. ..	..	100
Demographic Variables ..	..	100
Institutional Variables..	..	100

## (Table of Contents)

CHAPTER		PAGE
Communication behaviour ..	104	
Psychological and Personality Variables ..	104	
Measurement of Conservatism Vs Radicalism ..	106	
Measurement of Teachers' attitude towards his profession ..	106	
Measurement of socio-economic status ..	107	
Organizational Climate ..	107	
Scoring ..	111	
SAMPLE .. ..	112	
STATISTICAL TECHNIQUES USED ..	114	
DATA COLLECTION ..	115	
<b>V : ANALYSIS OF DATA AND DISCUSSION ..</b>	<b>117</b>	
SECTION I ..	118	
Descriptive Statistics of dependent/Criterion Variables..	118	
Descriptive statistics of Independent variables ..	128	
SECTION II ..	133	
SECTION III ..	181	
Time of Awareness..	195	
Time of Adoption ..	196	
Internalization ..	197	
Process of Self-Perceived Change Orientation ..	198	
Diffusion of innovation within the school system ..	199	
Regression Equations ..	200	
SECTION IV ..	210	
THE DIFFUSION OF INNOVATIONS WITHIN A SCHOOL SYSTEM - ..	210	
GENERAL FINDINGS ..	210	
CONCLUDING REMARKS ..	227	
<b>VI : SUMMARY AND CONCLUSION..</b>	<b>229</b>	
REFERENCES .. ..	240	
APPENDICES .. ..	265	