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ANNUAL PROGRESS REPORT FOR RESEARCH
PROJECT ON DIFFUSION OF INNOVATIONS IN
RURAL SOCIETIES

Submitted by the Department of Communication,
Michigan State University
East Lansing, Michigan

To the United States Agency for
International Development
Washington, D.C.

July 1, 1966

INTRODUCTION

World stability rests not only on the Washington-Moscow hot line but also on more effective communication with millions of impoverished, illiterate, and hard-to-reach peasants in less developed countries. Efforts to introduce change to these peasant audiences in recent decades have generally met with less than unqualified success. These failures emphasize our need for further understandings on how to diffuse technological innovations in agriculture, health, and family planning to villagers.

Objectives

The present research project, DIFFUSION OF INNOVATIONS IN RURAL SOCIETIES, was initiated on December 10, 1964, in order to investigate the diffusion and adoption of innovations among villages in less developed countries.

More specifically, the present study focuses on three kinds of objectives:

I. Knowledge Useful to Change Agents

1. To identify village innovators and opinion leaders, and determine their distinctive social and economic characteristics, communication behavior, attitudes and values, so that change agents can more effectively introduce innovations through them.
2. To identify the role and influence of various communication channels and techniques such as mass media, opinion leaders, interpersonal communication, and demonstrations in the innovation process.

3. To introduce various communication and economic incentives (such as credit) through various communication channels (such as mass media discussion groups), and to determine the response to these incentives.
4. To identify the influence of presently-existing price incentives, credit, land tenure, marketing practices, the shift from subsistence to commercial production, and other economic factors on the adoption of new ideas.

II. Methods Useful to Further Research

5. To develop improved research methods for study of the diffusion and adoption of innovations in traditional societies, so that these methods of investigation may be utilized in future studies.

III. Strengthening Personnel and Host-Country Research Institutions

6. To train both U.S. and non-U.S. social science researchers in methods of study design, data-gathering, and analysis for future investigation of the diffusion and adoption of innovations in developing societies.
7. To build an institutional structure for diffusion-adoption research and action programs in the participating countries so that self-stimulated research and action programs will continue after the present Project is completed.

Conduct of the Investigation

The Project is being conducted in three nations, one in each of the three major continents where the introduction of change among villagers is an especially important problem. In Latin America the Diffusion Project is headquartered at the University of Minas Gerais,

Belo Horizonte, Brazil. Nigeria provides the focus for the African segment of the operation, centered at the Economic Development Institute, University of Nigeria, Enugu. The third project site is at the National Institute of Community Development, Hyderabad, India. A total of about 16 U.S. and 50 host country personnel are now employed on the Project (see the attached Project Personnel Roster for a list of some of the key staff members).

The Project design consists of three major data-gathering phases: the first will be an analysis of the relative success or lack of success in programs of change in agricultural production in about 80 villages in each of the three countries. The unit of analysis is the village. Data are being gathered from secondary sources and through interviews with about 1,200 village leaders and change agents in each country.

The second phase will be an analysis of data obtained mainly through personal interviews with villagers living in about 20 villages in each of the three countries. The unit of analysis is the farm family. The purpose is to trace the diffusion of such farm innovations as fertilizer and new seed crop varieties within the village, and especially to study the role of innovators and opinion leaders.

Certain communication techniques and incentives for the adoption of innovations will be introduced in some of the phase II villages. The effectiveness of these incentives will be evaluated through observations and follow-up interviews as part of a controlled field experiment in Phase III which will last over several years.

Timetable

To date, the following activities have been accomplished or are

currently underway.

1. A Diffusion Documents Center has been established at MSU headquarters containing over 1,000 publications dealing with the diffusion of innovations. The contents of these publications have been analyzed, punched on IBM cards, and a series of generalizations have been derived* for testing with data currently being gathered by the Project staff. A series of annual bibliographies has also been produced and distributed by the DDC staff. The third such bibliography, dated July 1, 1966, is attached to the Progress Report. While the DDC is located at MSU headquarters, it is a joint effort with country staff, as will be shown later in the present report.

2. A computer program for the simulation of innovation diffusion (SINDI) in peasant villages has been developed, reported to the scientific profession, and its usefulness tested against data from one Latin American Village.** The data needs for this simulation model have now been determined, and such data as have been gathered at Phase II in Brazil, Nigeria, and India. After such further research, we

*For a first report on these derived generalizations, see the attached paper by Everett M. Rogers and J. David Stanfield, "Adoption and Diffusion of Plant Varieties: A Generalization and Hypothesis", Paper presented at the Conference on Application of Sciences to Marketing Management, Purdue University, July 13-15, 1966. Another such synthesis of the DDC materials is by Everett M. Rogers and Irwin P. Bottincher, "The Diffusion of New Varieties from Diffusion Research on Agricultural and Soil Planting Experiments", Paper presented at the American Sociological Association, Chicago, Illinois, August 30-September 2, 1966.

**For a first report on our research with SINDI, see J. David Stanfield and others, "Simulation of the Diffusion of Innovations: Application to a Latin American Village", Paper presented at the American Sociological Association, Chicago, Illinois, August 30-September 2, 1966.

hope to utilize SIINDI to further theoretical understanding of the diffusion process within villages, and perhaps for the professional training of change agents.

3. Diffusion Research Fellows (DRF's) have been selected by the country Project staffs from among their qualified research assistants to begin graduate training in communication at MSU in 1966-67. While enrolled in graduate courses, these DRF's will also be employed on a half-time basis in the analysis of data gathered in their country. These will be one DRF from Nigeria, one or two from Brazil, and two from India in the forthcoming year. Upon return to their countries after completing their M.A. or Ph.D. degrees, it is hoped that these DRF's will provide a cadre of trained communication researchers to continue diffusion research activities after the U.S. Project staff have completed their work.

4. Project headquarters have been established and staffed in Brazil, Nigeria, and India, and institutional relationships have been developed with a cooperating host country institution in each country.

5. Phase I data have been gathered in Brazil, coded and punched on IPI cards, and are now being analyzed at MSU. In Nigeria and India, where our Project was initiated somewhat later than in Brazil, Phase I data-gathering is now in full swing.

6. A Phase II pilot study(s) has been completed in each of the three countries, and their data are being coded and analyzed before launching the major Phase II data-gathering in about 20 villages in each country.

7. Detailed plans for the nature of the Phase III field experiments have been tentatively made in each country, and will be

coordinated at the next Project Leaders' Working Conference, to be held in Hyderabad, India, on September 4-16, 1966.

PROJECT HEADQUARTERS AT MSU

Some of the main Project functions performed at headquarters are (1) coordination of the separate country Project activities and liaison with AID/W, (2) providing general research ideas on methodology and content for possible use by field staff (largely in the form of memos and working papers, which are listed in an attachment to the present report), (3) computer data-analysis including the simulation of innovation diffusion, and (4) operation of the Diffusion Documents Center (DDC).

The personnel at MSU headquarters, listed in the attached Project Personnel Directory, consists of the Project Director (half-time), the Administrative Office (two-thirds time), Secretary, DDC Librarian, and several research assistants. In the near future, several DRF's will arrive at headquarters to begin their research work and graduate training. On July 1, 1966, Thomas Carroll from MIT joined the Project staff on a half-time basis to direct research activities on computer simulation of innovation diffusion (SIMDI).

Coordination and Communication

One of the main functions of Project headquarters is to act as the communication hub in a wheel of Project field activities, and to communicate the Project's needs and its results to AID/W. We have attempted to depict the Project's communication channels in caricature on the following page. The inner-communication problems of the Project

staff can be appreciated when one considers the great time and space distances involved, the number of Project staff and their relative physical isolation from one another, and the volume of interchange that must occur.

Some idea of the volume of within-Project communication may be gained from the following.

1. Project postage costs at headquarters alone in the past year were about \$850 plus \$460 worth of telegrams.

2. Over 95 letters were sent to the Brazil staff and 77 were received in 1965-66 (with an average length of about three pages), over 50 letters were exchanged with the Nigeria staff, and 50 with the India staff (who were only on seat in Hyderabad since February, 1966).

This heavy volume of print communication is supplemented by extensive interpersonal communication. The Project Director spent about one month in each of the three countries in January - March, 1966, and also traveled to Nigeria in October, 1965. All of the Project leaders met at MSU in October, 1965, in order to coordinate research plans and attempt to maximize inter-country standardization of research procedures. A second Project Leader's Working Conference will be held at the India Project headquarters in Hyderabad, India, in September, 1966.

Data-Analysis

Once the data are gathered in each country via personal interviews with peasant respondents, these responses are coded and transferred to large data sheets by the country Project staff. Then, these data are sent to MSU for punching and analysis, along lines specified by the country staff. After processing for error-checks,

Project. This facility serves as a repository for all of the publications dealing with the diffusion of innovations that can be secured. Many fugitive documents are difficult to obtain, are currently out-of-print, or are not available in English. This is especially true of diffusion investigations completed in developing countries. The Project field staff play an important role in obtaining copies of these publications, especially in India.

An indication of the rapid growth in the number of diffusion studies is provided by the 405 entries in a 1962 bibliography on this subject, 600 in a 1964 bibliography, 870 in a 1965 bibliography, and over 1,000 in the 1966 bibliography. The first work on diffusion was reported in 1928, and so more diffusion publications have appeared in a recent four-year period (1962-66) than in the previous 34 years of research on this subject.

Not only are a great many diffusion publications appearing in very recent years, but there is much evidence that diffusion researchers are only partially aware of each other's work. Hopefully, the annual publication of a diffusion bibliography will improve the diffusion research results.

In addition to the publication of bibliographies, the MSU Diffusion Documents Center staff has prepared a detailed content analysis of all empirical research reports in the DDC. These materials are classified and punched on IBM cards, and are being analyzed along such dimensions as the type of innovations studied, the locale and method of data-gathering, and the nature of the findings. Information retrieval efforts are thus facilitated. For example, consider the requestor who asks the DDC for all publications dealing with the diffusion of weed sprays in Latin American countries. The requestor can

easily be supplied with an IBM print-out listing all studies dealing with a particular innovation in a certain locale, and, if he wishes, with a print-out of the major findings from these studies.

Hopefully, the DDC is useful in suggesting methodologies and hypotheses for the present Project at Phases II and III, and in providing understanding of diffusion findings for action agencies and for advanced training of diffusion researchers. As past studies are analyzed and future research results are added, a body of generalizations about the diffusion of innovations will be accumulated in a meaningful and consistent manner.

Obviously, the utility of the Diffusion Documents Center depends upon the number of clients who use its services. In the past six months of 1966, 409 on-campus (mostly faculty and graduate students in about fifteen departments) and 17 off-campus individuals utilized materials from the DDC in person. An additional 78 individuals sent written requests for information or materials from the DDC. Over 1,100 copies of the 1965 diffusion bibliography were distributed upon demand in 1965-66. The rate of use of the DDC, however measured, has increased steadily during the past year.

THE DIFFUSION PROJECT IN BRAZIL

Current Status of the Project

Field operations in Brazil have been in progress for nearly a year. The first five months after June, 1965, only two U.S. staff members were on board, but beginning in November, 1965, secretarial help was obtained and in December, 1965, the Brazilian Assistant Project Leader and two Research Assistants joined the staff. In

January, 1966, about 22 field interviewers were employed for Phase I data-gathering. The Brazil contingent has since been at full strength.

In spite of certain logistic and climatic difficulties, much progress has been accomplished. Data for Phase I are now gathered, coded, and are being punched and analyzed. This data-gathering was greatly facilitated by the firm support of Dr. Hilton Salles of ETA, the Brazilian national agricultural institution, who says that he sees hope of the Project providing solid evidence about the communication of new ideas, rather than more "rhapsodic poetry and useless self evident generalizations." One indication of Dr. Salles' support is a recent invitation to the Brazilian Project staff to deliver a presentation about the study at the Conference of Presidents of Brazilian Agricultural Colleges in July, 1966. Further evidence of Brazilian acceptance of the Project staff is the demand from universities and government agencies for weekly training sessions in communication theory and methodology. Short-courses are planned with ABCAR, the national Brazilian extension-credit agency, and the staff is hoping to offer (for credit) a seminar in Fall, 1966, with the support of the University of Minas Gerais. A three-day training session for about 20 ACAR agents was held in late June to inform them about the Project, and to secure their ideas for its conduct.

Preliminary Findings from Phase I

While it should be emphasized that we do not as yet have the Phase I data carefully analyzed, some interesting and useful insights and impressions arise out of the staff's contacts and experiences in the field.

1. Impressions of the Change Agency

ACAR, the major agricultural change agency in the state of rural Minas Gerais, was the focus of Phase I. We found that the agency was widely respected, credible, and its agents generally well liked. It is one of the few state-wide organizations for agricultural development that makes much impact on the locale and that can point to definite behavioral achievements as a result of its program. It has generally gained the trust of its farmer clientele. In fact, ACAR is so important that it seems reasonable to divide the history of agriculture in Minas Gerais into a pre-ACAR and a post-ACAR dichotomy.

In the past, this change agency has managed to slowly change its mode of operation to fit its changing environmental circumstances. While in some respects ACAR's structure appears to have ossified along previously successful lines, it still appears somewhat open to innovation, and on this basis we hope to be able to build the other phases of our Project.

2. Community Leadership

The most outstanding impression by the Project field staff is that rural leadership is very poorly defined. As our study was based on the assumption of the existence of such leadership, this finding may weaken the certainty with which we will be able to speak definitely of leader characteristics. Nevertheless, the following generalizations appear probable.

1. There are two categories of leaders, one linked to the muni-
cipio (county seat town) center through ties of money, politics and interests, and the other centered in the local community with family links. Corresponding to that to draw two types is another dichotomy

consisting of "ancient traditional" leaders and "cosmopolite" leaders, who have had experience outside the community and then returned.

2. What effective leadership there is (in the sense of having important influence on followers), tends to be very concentrated.

3. Leadership is rarely organized around agricultural concerns. In fact, practically no one tries to exert influence on the agricultural practices of his neighbor in any concerted manner.

4. Villagers are quite authoritarian and authoritarian-submissive in their behavior and aspirations. They generally desire to give and take orders.

5. The level of communication contact among villagers in the same area is quite low and occurs mainly along family lines. Religious interests bring people together, but this interaction is highly structured and circumscribed. Men meet in crossroad stores and over coffee cups, but the frequency of this interpersonal communication is not high and a large number of villagers do not participate often.

6. There is little or no hostility or dislike, or any grand show of friendship and cooperative attitude, on the other. The typical farmer seems to feel friendly toward all his neighbors, but with little desire to have anything to do with them. Contact along kinship lines, or sickness, death, or other reasons is little visiting back and forth in the home.

7. The settlement pattern is not regular but depends greatly on the economic activities in the region. In a coffee-growing area workers are found in small villages from which they disperse to the fields. In cattle-raising areas, they are found on scattered ranches.

Generally, however, the settlement pattern is not nuclear or clustered.

As a result of all these variables, the sense of community is poorly developed. Group effort and action for mutual economic improvement are rare and problems are left largely to distant centers of power, such as the central government and God. There is wide consensus that the farmer needs help; never heard is the notion that the farmer alone or by organizing, could do anything to help himself.

Most rural people seek respect and improvement in social standing. They lack a clear notion about how to accomplish this goal. One approach is to acquire more land, as this traditionally leads to improvement in social standing. Curiously, although acquiring modern implements or other visible evidences of modernity leads others in the community to respect the individual more, the villager himself does not seem to realize this. There is no indication that modernization in less visible ways does much to improve a man's social position. Thus, more intensive cultivation of the land to provide better yields does not appear to boost a man's social stock in the community. Perhaps this is because there is so little variation in the intensity of land utilization (within the same community) that it never becomes an object of evaluation.

There is a definite danger of becoming a marginal member of the community by modernizing too much or valuing increased production overly much. Frequently, farmers who have modernized their agricultural production, moved to the city and operated their farms from there. If possible, the farmer prefers to live in town or city for the increased educational and recreational opportunities so provided.

When children are past school age, the older couple may return to the land until the husband dies; then the eldest son is likely to take over and repeat the migration pattern.

It should be noted that the peasants interviewed in Phase I as the result of their sociometric nominations as formal leaders tended to be well established, more elderly farmers, some of whom were no longer actively involved in day-to-day farm decisions. These people typically lacked an awareness of their community's specific problems and exhibited little problem-solving orientation.

3. Research in Rural Brazil

The most important lesson learned to date is that complex interview questions involving fine (and what are to theoreticians, important) distinctions among concepts, cannot be researched by survey techniques with rural people. Their level of abstraction and discrimination is too low to obtain reliable responses. Partly, this may be because the peasant is not careful to link what he actually does or will do with what he says to an interviewer during an hour's conversation. Partly, it is because he has never thought about the question before so that it has little salience to him, and the answers become rather random.

Our best indication of this problem was a small test-retest check made on the Phase I interview schedule in one município. Two months after the first interview, we returned and interviewed 18 of the original respondents. We found:

1. Open-ended questions made the poorest showing, some of them exhibiting very low test-retest relationships.
2. The control factor scales also did poorly with a median

reliability of .20.

3. Highest reliabilities were obtained for the simple yes-no type questions.

4. Even questions calling for completely objective, but nevertheless numerical responses, did poorly, e.g., how much land is under cultivation ($r=.05$), or how many letters are written during a year's time ($r=.08$).

Of course, combining items into scales raises reliability and we are currently constructing Guttman scales for certain variables. Nevertheless this test-retest experience causes us to scale down our expectations for Phase II of the research, where we will be dealing with respondents of even lower conceptual ability than at Phase I.

Future of the Diffusion Project in Brazil

The Brazil segment of the Project, burgeoning after nearly a year in the field, displays concrete research plans for the near and distant future, which are not necessarily evident in Nigeria and India. The goals of the Brazil Project are:

1. Construction of Guttman scales from completed Phase I data for selected variables.

2. Decide which research sites should be chosen for research in Phases II and III (in conjunction with cooperative Brazilian institutions).

3. Complete a pilot test of Phase II instruments in villages now being scrutinized by community observers.

4. Construction and revision of data-gathering instruments for Phase II, plus pre-test them on an appropriate sample.

5. Recruitment of local interviewers for Phase II.

6. Recruitment of institutional support for the conduct of the Phase III experimental treatments.

7. Development of an experimental design for Phase III.

An additional area of concern and importance is that of participant training and local involvement in educational and training activities. Immediate plans of the Brazil staff call for (1) preparation of qualified co-workers for participant training in communication and extension education leading to a Master's degree with possibilities for working toward a Doctorate, (2) awarding the Diffusion Research Fellowship to a qualified Brazilian for U.S. graduate training leading to a Ph.D. with emphasis on the diffusion of innovations and communication and change, (3) collaboration in preparations for a workshop for Brazilians professionally involved in agricultural communication to tour and study in the U.S. and return to Brazil to conduct similar training workshops for their colleagues, (4) initiating a monthly newsletter to interested Brazilians on the activities of the Project, and (5) initial classroom efforts to project employees and students in the social sciences at the University of Minas Gerais in communication theory announced 1977. A Portuguese-language book has been written by the Project staff and is being published by AIB/R10 for use by agricultural universities and government agencies; it is entitled, "Communication of Innovations: Research with Application to Brazil."

Reports and Papers Planned from Phase I Data

1. "Correlates of Success of Processes of Directed Change in Rural Brazil" (Report to AIB/R10, AIB/2, and in summary form, to appear in the Proceedings of the Project on the primary results of Phase I.

2. "A Replication of the Young and Young Scales of Institutional Development in 80 Communities in Rural Brazil."
3. "Village Consensus and Its Correlates in Brazil."
4. "Community Leaders' Opinions of Change Agents as Related to Agent Characteristics."
5. "Social Structural Considerations in the Success of Direct Change Programs."
6. "The Identification and Characteristics of Opinion Leaders in Brazilian Rural Communities."
7. "Methodology of Communication Research in Developing Countries."
8. "Varieties of Empathy and Their Correlates."
9. "Functional Literacy: Its Measurement and Significance."

THE DIFFUSION PROJECT IN INDIA

The India segment of the Diffusion Project began to assume a concrete existence in October, 1965. No research findings can yet be reported. Hopefully, however, the major accomplishments to date provide promise of substantial accomplishment in the very near future.

Memorandum of Understanding

Negotiations concerning project working relationships in India had been underway for a year leading to the signing of a formal document in mid-January, 1966. In this document the two governments involved and the two cooperating research institutions agreed to work together to accomplish the research task.

Perhaps the most obvious practical consequence of the signing of this document was that it cleared the way for the National Institute

of Community Development (NICD) to serve as the sponsoring institution for the Project in India. The NICD is a behavioral science organization which addresses itself to the research and training needs of the community development program in India. As such, NICD had direct access to every state, district and block in the entire nation, which is a matter of great importance to the Project. Furthermore, given its behavioral science orientation, the NICD has a professional staff, a depth in research experience, and an orientation to further growth which make it an ideal site for the Project in India. The formal memo of understanding only specifies that a cooperative relationship will exist. Experience since then has made this relationship a reality. Administrative guidance from the head of NICD, the cooperation of the NICD staff, and access to NICD facilities and services have helped the Project off to a swift start.

As a result of the Memorandum of Understanding, the Project management committee has been set up to decide on policy questions and administrative matters. The committee consists of the Head of NICD, the Project Coordinator, and the Project Mission Officer in NICD. The committee meets regularly.

RESEARCH AND TRAINING

A research title on the sociological study of social change was the first title to be approved by the committee. In India, the first seminar on the topic was held in New Delhi and was led by Dr. Charles Beaman of NICD. A number of social scientists from all over India were invited to the seminar. The seminar was a discussion of the title and was combined with the initiation of the Project.

Recruitment and the Lucknow Project

During April-May, 1966, the Project staff was divided into two teams: one dealing with staff recruitment, and the other with a closely related diffusion research project, which will serve as an extensive pretest for Phases II and III of the Diffusion Project.

The selection of the three main research sites, Maharashtra, Andhra Pradesh and West Bengal, dictated selection of personnel with appropriate language skills: Marathi, Telugu, and Bengali, respectively. Over five hundred applications were solicited, screened, and almost one hundred candidates were interviewed for various positions. Staffing for all three states followed a similar pattern with one supervisor and three to four interviewers for each state.

Present and prospective field workers all have Master's degrees in one of the social sciences. Only researchers with good academic credentials are considered and an effort was made to select those who showed aptitude and desire for scientific careers. A deliberate effort was also made to obtain staff from several different fields, especially sociology, anthropology, psychology, and economics.

Currently, another segment of the Project staff was engaged in field work near Lucknow in Uttar Pradesh. During April, 1966, an interview schedule was prepared and in May and June, the interviewing was completed. The selection of eight villages was not formally initiated in 1963 as a part of the Diffusion Project. It involves interviews at two points in time (1964 and 1966) with experimental treatments conducted for the two years, which are similar to those planned for Phase III. Since the experiment has now run its course and since the present and past reviews are in so many ways parallel

to those planned for Phase II, the study serves as a very substantial pre-test for the later phases of the Diffusion Project.

Preparing for Field Work

During May, 1966, the first priority was preparing the interview schedule of questions for Phase I interviewing. Sampling design was also completed. Census and other government reports have been obtained for the three states to facilitate the purposive selection of districts within each state. Below the district level, sampling is random. Final selection of sampling units will be carried out with the advice and consent of officials in the three states. The visits to the states for sampling purposes were combined with an initial pretest of the interview schedule. Language differences dictate pretests in all three states. In fact, they will, in fact, be a second pretest in each state. Hopefully minimizing these language problems.

The Diffusion Project in Nigeria

The first activity was the July, 1965, trip to Nigeria, was spent primarily in assembling staff and equipment for the Project, and in particular, in finding a field port in Nigeria it was to be located. Three Nigerian-born project staff were hired during this period, as well as the first of the field port project leader from Michigan State University.

It was decided to undertake the research in the southeast and southwest of Nigeria. The main headquarters decided upon was Enugu in the southeast. The only existing institution in the Economic Development Institute, Enugu city of Nigeria. A field port was also established at Ibadan in the southwest.

Effects of Nigerian Political Disturbances

The political circumstances of the country, particularly in the southwest, degenerated rapidly in the latter months of 1965 to such an extent that field research became almost impossible and even dangerous. In particular, it became difficult for interviewers to obtain data from villagers. One part of the country least affected by this situation was the southeast, and as a result, it was decided early in 1966 to conduct all of the Phase I research in this area. The political situation was greatly improved by the military coup of January, 1966, though the uneasiness of villagers in the southwest had become serious enough that it was considered advisable not to conduct further data-gathering there for Phase I. The total staff were at their field stations by February, 1966.

Institutional Affiliations

Relations were firmly established with the Economic Development Institute, University of Nigeria. Members of the Diffusion Project staff have been designated as research associates. The staff is located in the EDI building, and an agreement was signed to regularize exchange of services and mutual assistance.

Relations with both AID/ENUGU and AID/LAGOS have been firmly established. A Project staffer has consulted with members of the Missions wherever necessary and we have received cooperative understanding from them.

The principle Nigerian government ministry with which the Project has worked is agriculture. The Ministry of the Eastern Region fully approved the Project and designated the Information Office of the ministry to be chiefly responsible for cooperation. The officers

of this section have provided all services requested. They are especially interested in Phase III, when selected communication strategies will be tried in different villages. A Project Advisory Committee has been established to consult on decisions in various planning stages of the Project; it is composed of members of the Nigerian Ministry of Agriculture, the Colorado State University Extension Advisory Group, the Ford Foundation, the Psychology Department of the University of Nigeria, and the Economic Development Institute.

Phase I

Preplanning for this Phase began in Fall, 1965, and data-gathering first began despite difficulties in March. The counties and villages to be studied were selected and ten interviewers were selected and trained. Interview schedules were formulated and pretested. Final instruments were then prepared and data-gathering was begun in May, to be completed by August, 1966. At present a codebook is being prepared, as well as plans for data-analysis.

Phase II

The first pilot study for Phase II was begun in November, 1965, in Ilewa in the southwest, where interviews were completed with 368 farmers in April, 1966. A codebook for these data is being prepared, as well as plans for analysis of the pilot study results.

Arrangements have been finalized for a second pilot study at Uboma in a rural area in the southeast. A revised interview schedule is being prepared which will be administered there in July and August, 1966.

Publications

The staff of the Nigerian Diffusion Project plan for the following publications:

1. "Handbook of Effective Extension Techniques in Rural Communities Based on the Findings of Phase I in Nigeria."
2. "Factors Affecting the Efficiency of Extension Work in Eastern Nigeria: Report on Data Collected for Work Conclusions and Recommendations for Improvement."
3. "Social Integration and Village Development in Eastern Nigeria: A Study of the Influence of Social Integration on Village Development."
4. "Social Organization and Communication Patterns in Agriculture in Eastern Nigeria."
5. "Innovation and Opinion Leadership in Agricultural Development in Eastern Nigeria."
6. "The Consequences of an Integrated Settlement Program in Egbado Village in Western Nigeria."
7. "Correlates of Innovativeness and Opinion Leadership in a Village in Western Nigeria."
8. "Cosmopolite Communication and Modernization in a Western Nigerian Village."
9. "Participation and Development in a Western Nigerian Village."
10. "Determinates of Interpersonal Communication in a Western Nigerian Village."
11. "Power and Communication in Village Development."
12. "The Changing Face of a Western Nigerian Village."
13. "Economic Attitudes of Cocoa Farmers in Ekiti, Western Nigeria."

14. "Report on Methodology of Phase I."
15. "Report on Success of Change Programs in Villages of Eastern Nigeria: Main Findings of Project Success in Introducing Change Programs."
16. "The Role of Fatalism in Socio-Economic Change."
17. "The Role of the Ex-Military Veteran as a Village Innovator."
18. "The Process of Induced Socio-Cultural Change: A Study of the Relative Importance of Six Primary Variables in the Change Process as Analyzed in Case History Descriptions."
19. "Introduction to Nigerian Rural Sociology."
20. "The Validity of Survey Techniques in Eastern Nigerian Villages."

Project Working Papers*

No.	Title
1.	History of the AID Diffusion Project; Everett M. Rogers; August 18, 1964, (not for circulation). (Undergoing revision.)
2.	Organization and Research Staff Roles for the AID Diffusion Project; Everett M. Rogers; November 23, 1964.
3.	Revised Operational Plan for Research Project on Diffusion of Innovations in Rural Societies; Everett M. Rogers; July 1, 1965.
4.	Field Experiments on the Diffusion of Innovations; Gordon C. Whiting; January 4, 1965.
5.	-
6.	-
7.	Simulation of Innovation Diffusion; J. David Stanfield, Nan Lin, Everett M. Rogers; February 2, 1965.
8.	-
9.	-
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July 1, 1966

DIFFUSION OF INNOVATIONS IN RURAL SOCIETIES
STAFF DIRECTORY

I. HEADQUARTERS

Everett M. Rogers
Project Director; Campus Coordinator; and Associate Professor
324 Union
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA

415 Grove Street
East Lansing, Michigan
517 332-5615

David G. Schmeling
Administrative Officer
322 Union
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 355-5070

301 East Grand River Avenue
Williamston, Michigan
517 355-1736

J. David Sturfield
Research Assistant, Brazil
150 Natural Science Building
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-2935

(After September 15, 1966:
FOUAD Diffusion Project
Caixa Postal 161
Belo Horizonte, M.G., Brazil)

Dharam P. Yadav
 Research Assistant, India
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823, USA
 517 353-2935

Joe Ascroft
 Research Assistant, Nigeria
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823, USA
 517 353-2935

Teresa Chou
 Research Assistant; Curatoress, Diffusion Documents Center
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823, USA
 517 353-2935

Robert F. Keith
 Research Assistant
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823, USA
 517 353-2935

(After October 15, 1981:
 Associate Project Leader
 USA/AID Diffusion Project
 Economic Development Institute
 University of Ife (Ibadan,
 Ibadan, Nigeria)

Mr. Lynn E.
 Project Director
 321 Allen
 Department of Communication
 East Lansing, Michigan 48823, USA
 517 353-3470, 3471

Mrs. Carol Tyler
 Secretary; and Librarian, Diffusion Documents Center
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823, USA
 517 353-2936

Rodolfo H. Salcedo
 Research Assistant
 Diffusion Documents Center
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823
 517 353-2936

Havin C. Jain
 Research Assistant
 Diffusion Documents Center
 150 Natural Science Building
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823
 517 353-2936

Tom W. Carroll
 1975-1980
 379 Union
 Department of Communication
 Michigan State University
 East Lansing, Michigan 48823, USA

1144 Posner Lane, Apt. 4
 East Lansing, Michigan
 517 353-4771

IT, 1980-81

PROFESSOR RESPONSIBLE:

Roberto L. Trivez, Instituto Federal de Minas Gerais
 Cidade Universitária, Pampulha, Belo Horizonte,
 Minas Gerais, Brazil

CABLE ADDRESS: BENTUCOP, Belo Horizonte, Minas Gerais, Brazil

MAILING ADDRESS: AID Diffusion Project
 Caixa Postal 101, Belo Horizonte
 Minas Gerais, Brazil

Gordon Whiting, Leader
AID Diffusion Project
Rua Japao 100
Belo Horizonte, Minas Gerais
Brazil

William Herzog, Associate Leader
AID Diffusion Project
Rua Aristoteles Caldeira, 872
Belo Horizonte, Minas Gerais
Brazil

Gustavo Martin Quesada, Assistant Project Leader
AID Diffusion Project
Rua Mar de Espanha, 745 - Apto. 407
Belo Horizonte, Minas Gerais
Brazil

Celio Nogueira da Costa, Interviewer Supervisor
AID Diffusion Project
Av. Augusto de Lima, 152 - Apto. 1002
Belo Horizonte, Minas Gerais
Brazil

Vincente de Paula Vitor, Interviewer Supervisor
AID Diffusion Project
Rua Castro, 173 - Hotel Belo Horizonte
Belo Horizonte, Minas Gerais
Brazil

Milton Elton Carneiro, Interviewer Supervisor
AID Diffusion Project
Av. Getulio, 6000 - Casa 4
Belo Horizonte, Minas Gerais
Brazil

Marla Elvira Aparecida de Melo, Secretary
AID Diffusion Project
Rua Santa Joana Pinho, 224
Belo Horizonte, Minas Gerais
Brazil

III. INDIA

PROJECT HEADQUARTERS:

AID Diffusion Project
 National Institute of Community Development
 Rajendranagar, Hyderabad, A.P., India

CABLE ADDRESS: COMDEVINST, Rajendranagar, Hyderabad, A.P., India

Frederick C. Fliegel, Co-Leader
 AID Diffusion Project
 National Institute of Community Development
 Rajendranagar, Hyderabad, A.P., India

Prodipto Roy, Co-Leader AID Diffusion Project; and
 Director of Sociology, National Institute of Community
 Development, and Acting Director of Research, NICD
 National Institute of Community Development
 Rajendranagar, Hyderabad, A.P., India

8-2-407, Road Six, Banjara Hills
 Hyderabad, A.P., India

James Beharator, Associate Leader
 AID Diffusion Project
 National Institute of Community Development
 Rajendranagar, Hyderabad, A.P., India

Anne M. van den Pol, Consultant
 AID Diffusion Project
 Rajendranagar, Hyderabad, A.P., India

Joseph Kivlin, Associate Leader
 AID Diffusion Project
 Rajendranagar, Hyderabad, A.P., India

S.K. Reddy, Research Assistant
 AID Diffusion Project
 Rajendranagar, Hyderabad, A.P., India

Halit Sen, Research Associate, AID Diffusion Project; and
 NICD Associate Director
 National Institute of Community Development
 Rajendranagar, Hyderabad, A.P., India

G. Sobbaramaiah, Secretary
 AID Diffusion Project
 Rajendranagar, Hyderabad, A.P., India

IV. NIGERIA

PROJECT HEADQUARTERS:

AID Diffusion Project
 Economic Development Institute
 University of Nigeria, Enugu Campus
 Enugu, Eastern Nigeria

CABLE ADDRESS: UNIVERSITY, Enugu, Eastern Province, Nigeria

Arthur Niehoff, Leader, AID Diffusion Project
 Economic Development Institute
 University of Nigeria, Enugu Campus
 Enugu, Eastern Nigeria

(After July 20, 1966, address will be:
 6214 TallyHo Lane
 Alexandria, Virginia, USA)

Gerald Hursh, Associate Leader, AID Diffusion Project
 Economic Development Institute
 University of Nigeria, Enugu Campus
 Enugu, Eastern Nigeria
 (After July 20, 1966, Project Leader)

Niels Roling, Assistant Leader, AID Diffusion Project
 Economic Development Institute
 University of Nigeria, Enugu Campus
 Enugu, Eastern Nigeria

Graham Kerr, Assistant Leader, AID Diffusion Project
 Economic Development Institute
 University of Nigeria, Enugu Campus
 Enugu, Eastern Nigeria

Efiong Attah, Research Assistant, AID Diffusion Project
 Economic Development Institute
 University of Nigeria, Enugu Campus
 Enugu, Eastern Nigeria

Ogbonna G. Atuzieogu, Research Assistant
AID Diffusion Project, Economic Development Institute
University of Nigeria
Enugu, Eastern Nigeria

Enobong C. Essien, Research Assistant
AID Diffusion Project, Economic Development Institute
University of Nigeria
Enugu, Eastern Nigeria

Mrs. Herbert Yrioseh, Secretary, AID Diffusion Project
Economic Development Institute
University of Nigeria, Enugu Campus
Enugu, Eastern Nigeria