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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, 1968

INTRODUCTION

This report outlines Diffusion Project accomplishments achieved in the twelve months ending June 30, 1968.

The main goal of the Diffusion Project is to determine effective means of communication and change with millions of impoverished, illiterate, and frequently elusive peasants in less developed nations around the world. Project activities also include training of both U.S. and non-U.S. social science researchers in study design, data-gathering, and analysis, so that an institutional structure for communication research and action programs will continue in the participating countries after the Diffusion Project is officially completed.

PROJECT HEADQUARTERS AT MSU

During the past year the main Project functions performed at headquarters were (1) coordination of the separate country Project activities, and liaison with AID/W, (2) providing suggestions on research methodology and content for possible use by field staff (largely in the form of memos and working papers, which are listed separately and attached 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, consist of the Project Director (half-time), the Administrative Officer (half-time), Secretary, DDC Librarian, and several research assistants. One Diffusion Research Fellow each from Nigeria and Brazil, and five DRF's from India were enrolled in graduate training programs at MSU during the past year.

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 reflect the Project's needs and its results to AID/W. The inner-communication problems of the Project staff can be appreciated when one considers the great 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 activities may be gained from the following:

1. Project postage costs at Headquarters alone in the past year totaled about \$878, plus an additional cost of \$304 for telegrams.
2. Over 55 letters were sent to the Brazil staff and over 50 were received in 1967-68 (with an average length of about three pages); 160 letters were also exchanged with the India staff.

This heavy volume of correspondence is supplemented by extensive interpersonal communication. The Project Director and Administrative Officer, along with all Project leaders, Project advisory committee, and several consultants from government and other educational institutions (including MIT, National Academy of Sciences, and George Washington University's HumRRO), attended the Third PLWC in Grand Bend, Ontario in September, 1967, for a two-week discussion of Project activities and work on a proposed text on survey research methods.

Diffusion Documents Center

One of the important supporting activities underway at MSU Headquarters is the Diffusion Documents Center, initiated on July 1, 1964, and supported jointly by the Diffusion Project and by the Department of Communication at Michigan State

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

An indication of the rapid growth in the number of diffusion publications in the DDC is provided by the 405 entries in the 1962 Bibliography on the Diffusion of Innovations, 600 in the 1964 bibliography, 870 in the 1965 bibliography, 1,000 in the 1966 bibliography, and 1,230 in the 1967 bibliography. The first work on diffusion was reported in 1928, yet 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 our diffusion bibliography will improve the diffusion of 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 have been 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 year, 193 on-campus (mostly faculty and graduate students in about fifteen departments) and several off-campus individuals utilized materials from the DDC in person. An additional 410 individuals sent written requests for information or materials from the DDC. Over 600 copies of the 1966 diffusion bibliography were distributed upon demand in 1966-67 and over 700 in 1967-68. The rate of use of the DDC, however measured, has increased steadily during the past year.

BRAZIL OPERATIONS

Field Operations

Field operations can be subsumed under five major headings for the period of this report. (1) In July, 1967, an intermediate assessment was made of Phase III experimental treatments. This was designated as the Phase 2.5 data collection and consisted of 351 interviews, intended to measure effects of literacy and animation treatments.

(2) From August - December, 1967, the major energy of the field staff was directed toward carrying out the radio farm forum and community newspaper experimental treatments. With less support coming from the change agency (ACAR)

than anticipated, a major burden fell on staff members to visit communities, coordinate programs and even produce materials.

(3) The final data gathering (Phase III) took place in January - February, 1968. 1,177 interviews were collected in 18 communities (already studied in Phases I and II) as a final measure of the success of communication strategies to introduce agricultural innovations.

(4) Concurrent with the above mentioned activities was a concern for the institution-building aspects of the project. In part this was effected by opening a project office within ACAR during the final year of the project (in addition to the main office at the Federal University of Minas Gerais). Also, seminars on results of Phases I and II were given to personnel of ACAR, the Rural University at Vicosa, and AID/B in Rio de Janeiro.

(5) Work on developing computer simulation models of the diffusion process continued throughout the year. Field research with a "simulation" questionnaire was conducted during July, 1967, in two municipios in Brazil. Approximately 100 dairy farmers were interviewed in a municipio having no formal extension agency and 50 dairy farmers were interviewed in a municipio in which several extension organizations were actively promoting the adoption of improved dairy practices. The data was collected for the purpose of (a) providing basic information on the diffusion process to be used in designing a simulation model, (b) providing empirical values for parameters in the simulation model, and (c) providing data for testing the simulation model.

Data Processing and Report Writing

The Phase I report was completed, published and distributed during this project year. In addition, popular versions (short summaries of the Phase I report) were prepared and distributed in English and Portuguese.

The Phase II report is near a final draft and should be forthcoming in the immediate future. Phase III data analysis is in progress.

In addition to these main reports, a methodology report for Phase I has been completed and is currently being printed. A report on use of credit is in the final stages of revision and two Ph.D. dissertations were completed during this past project year.

Future Activity

Report writing on Phase III data continues. At least four more Ph.D. dissertations and two M.A. theses will be produced from the remaining Brazil Diffusion Project data.

Within a month a former member of the Diffusion Project Brazil staff will return to Brazil (Recife) to continue research on effects of literacy, as a result of interests and contacts developed during his two-year stay in Belo Horizonte, Brazil.

This fall, the first of our Brazilian colleagues will have completed an M.A. degree in Extension Education at MSU and will return to Brazil to become director of Extension Education at the Federal Rural University at Lavras, Minas Gerais.

The effects of the Diffusion Project themselves begin to diffuse beyond the original objectives of the Project.

INDIA OPERATIONS

The India project was successfully completed on July 1, 1968, six months before the official termination of the project.

Staff

As the project progressed through the year (July, 1967 - July, 1968), the strength of the staff was reduced. Project Co-leader, F.C. Fliegel, left in December, 1967 to join the Department of Agricultural Economics and Rural Sociology Faculty at the University of Illinois, Urbana, and Associate Leader, J.E. Kivlin, became Co-leader with P. Roy. Associate Leader, L.K. Sen, left in March, 1968 to join the headquarters staff. Research Associate, S.K. Reddy, left in August, 1967 to take up his new position at the Andhra Pradesh Agricultural University, Hyderabad. Four Research Assistants who were selected as Diffusion Research Fellows left in August, 1967 for graduate study and analysis of diffusion data at MSU headquarters. They were: D.K. Bhowmik, J. M. Rao, K.S.S. Raju and S. Rudra. Two Research Assistants, J. Sahabhowmik and J.V.R. Rao left for other jobs. A new staff member, Dipali Ghosh Danda on loan from the Anthropological Survey of India was hired to assist A.K. Danda in his anthropological study of a Phase I village in West Bengal. The original staff of 20 was thus modified to 8 until July 1, 1968, the date of completion of the project.

Field Work

Data collection for Phases I and II was completed in the previous year ending July, 1967. Data collection for Phase III was completed this year in October 1967 in eight villages in the Lucknow, U.P. area. An anthropological study of the Diffusion process in a Phase I village in West Bengal was completed by A.K. Danda and D.G. Danda in March, 1968.

Data Analysis

Data analysis for Phases I, II, and III, and for other technical reports were completed at the National Institute of Community Development, the host institution. The bulk of the statistical analysis was done at the Computer Center of the Planning Commission of the Government of India in New Delhi. Analysis of opinion leadership data is now in progress at M.S.U. headquarters under the supervision of L.K. Sen.

NIGERIA OPERATIONS

Due to the civil strife in the former Eastern Region of Nigeria (Biafra), the Diffusion Project evacuated the country in June, 1967 and no in-country operations were activated during the period of this report. Data analysis at Headquarters, however, continued during that period under the supervision of Gerald Hursh (until January, 1968), Allen Hershfield (until April, 1968), and Joseph Ascroft. Graham Kerr and Neils Rößling are carrying on the analysis with Ascroft at the MSU data analysis center.

Data analysis for Phase I was completed in January, 1968. Analysis of the data gathered in 72 Nigerian villages is now complete and report-writing is in its final stages. Authors of the report include Hursh, Rößling, Kerr and Project Director, E.H. Rogers.

Data analysis for Phase II is now entering final stages following delays during April and May due to overloaded conditions of MSU computer facilities. Some analysis of the data gathered among 1142 farmers in 18 Eastern Nigerian villages has already been completed and initial chapters of the report are being written. The Phase II report authors include Ascroft, Rößling, Kerr, and Hursh.

Staff members who lost personal effects in their evacuation of Biafra have submitted claims to AID for reimbursement. It is expected that these claims will

July 1, 1968

STAFF DIRECTORY
DIFFUSION OF INNOVATIONS IN RURAL SOCIETIES

HEADQUARTERS

CABLE ADDRESS: COMMDEPT, East Lansing, Michigan

Everett M. Rogers
Project Director; Campus Coordinator; and Professor
527 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 355-3480

1016 Michigan Avenue
Lansing, Michigan
517 351-7427

David G. Schmeling
Administrative Officer
545 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3255

301 East Grand River Avenue
Williamston, Michigan
517 655-1736

J. David Stanfield
Project Co-Leader, Brazil; Instructor
545 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3255

Tom Carroll, Instructor
542 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-0857

1144 Poplar Lane, Apt. 4
East Lansing, Michigan
517 351-4381

William Herzog
Project Co-Leader, Brazil; Instructor
529 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3243

2667 Heather Drive
East Lansing, Michigan
517 351-0358

after August 1, 1968:
Director, Literacy Research Project
c/o Cruzada ABC
Caixa Postal 574
Recife, Brazil

James Bebermeyer, Instructor
509 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 355-6625

Lalit K. Sen
509 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 355-6625

804-107 Cherry Lane
East Lansing, Michigan
517 355-7922

Miss Sulata Rudra
Diffusion Research Fellow, India
228 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-8827

L. Jaganmohan Rao
Diffusion Research Fellow, India
230 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-8829

K.S.S. Raju, Diffusion Research Fellow, India
535 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3237

Dilip Kumar Bhowmik
Diffusion Research Fellow, India
229 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-8828

Neils Roling, Research Assistant, Nigeria
515 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3250

Graham Kerr, Research Assistant, Nigeria
220 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-8826

Joe Ascroft
Assistant Instructor; in charge of Project Data-Analysis
544 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 355-4463

Mrs. Joan A. Wise
Project Secretary
523 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 355-3480

J.M. Kapoor
Diffusion Research Fellow, India
536 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-5035

Miss Judy MacGregor
Librarian, Diffusion Documents Center
523 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-2936

Miss Judy Fillwock
Part-time Project Typist
523 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-2936

Rodolfo N. Salcedo
Research Assistant; Assistant Director Data-Analysis
518 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3247

Navin C. Jain
Research Assistant, India
229 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-8828

Anant P. Saxena
Research Assistant, Data-Analysis
519 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3246

Lytton Guimaraes
Diffusion Research Fellow, Brazil
520 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3245

Gustavo Martin Quesada
Research Assistant, Brazil
514 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-2935

Jeanne Kuo, Research Assistant, Thailand
531 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3241

John Winterton
Research Assistant, Brazil
229 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-8828

B.E. Davis
Research Assistant, Brazil
531 S. Kedzie Hall
Department of Communication
Michigan State University
East Lansing, Michigan 48823, USA
517 353-3241

FORMER AID DIFFUSION PROJECT STAFF

Allan Hershfield, Assistant Professor
Department of Political Science
University of Kentucky
Lexington, Kentucky 40506, USA

Gerald D. Hursh
Director of Research
PUBLICON
Suite 410
3100 Connecticut Avenue NW
Washington, D.C.

Gordon Whiting
Assistant Professor
Department of Speech
University of Wisconsin
Madison, Wisconsin

Frederick Fliegel
Professor
Department of Agricultural Economics
University of Illinois
Urbana, Illinois

Arthur Niehoff
Senior Scientist
Human Resources Research Office
George Washington University
Washington, D.C. 22314

Robert F. Keith
Board of Education
Borough of York
2 Tretheway Drive
Toronto 15, Ontario, Canada

Dharam P. Yadav
Human Resources Research Office
George Washington University
Washington, D.C. 22314

Efiong Ben Attah
Research Assistant
200 International Center
Michigan State University
East Lansing, Michigan 48823, USA
517 353-0616 or 353-6446

P. Roy
Council for Social Development
India International Center
New Delhi, India

Joseph E. Kivlin
c/o Mrs. Kivlin
22 Lucas Drive
Blacksburg, Virginia 24060

after September 1, 1968:
124 N. Maple Street
Bowling Green
Ohio 43402

PUBLICATION LIST FOR

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DIFFUSION OF INNOVATIONS IN RURAL SOCIETIES
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Diffusion Research Reports

Published

- #1 Rogers, Everett M., Bibliography of Research on the Diffusion of Innovations, 1964.*
- #2 Rogers, Everett M. and Johannes C. van Es, Opinion Leadership in Traditional and Modern Colombian Peasant Communities, 1964.
- #3 Rogers, Everett M., Bibliography on the Diffusion of Innovations, 1965.*
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- #5 Rogers, Everett M., and Ralph Neill, Achievement Motivation Among Colombian Peasants, 1966.
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- Summary of Diffusion Research Report # 7.
- #9 (Mimeo) Fliegel, Frederick C., Prodipto Roy, Lalit K. Sen, and Joseph E. Kivlin, Innovation in India: The Success or Failure of Agricultural Programs in 108 Indian Villages, 1967.
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NOTE: All theses and papers with their numbers underlined were published during the period July 1, 1967 thru June 30, 1968.

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2. Herzog, William A., Jr., Literacy Training and Modernization: A Field Experiment, 1967
3. Yadav, Dharam P., Communication Structure and Innovation in Diffusion in Two Indian Villages, 1967.
4. Keith, Robert F., An Investigation of Information and Modernization Among Eastern Nigerian Farmers, 1968.
5. Rahim, Seyed A., Collective Adoption of Innovations by Village Cooperatives in Pakistan: Diffusion of Innovations in a Development System, 1968

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2. Rogers, Everett M., and Erwin P. Bettinghaus, "Comparison of Generalizations from Diffusion Research on Agricultural and Family Planning Innovations," 1966.
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7. Sen, Lalit K., "The Concepts of Tradition and Modernity: A Re-Evaluation," (Paper presented at the Second World Congress of Rural Sociology, Netherlands, August, 1968), 1968.
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- #1 Rogers, Everett M., "History of the AID Diffusion Project," (Undergoing revision), 1964.
- #2 _____, "Organization and Research Staff Roles for the AID Diffusion Project," 1964.*
- #3 _____, "Revised Operational Plan for Research Project on Diffusion of Innovations in Rural Societies," 1965.
- #4 Whiting, Gordon C., "Field Experiments on the Diffusion of Innovations," 1965.*
- #5 Herzog, William A., "Methodology and Procedures for Phase I, Village Analysis," 1965.*
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- #7 Stanfield, J. David, Nan Lin, and Everett M. Rogers, "Simulation of Innovation Diffusion," 1965.
- #10 Rogers, Everett M., "Codebook for the MSU Diffusion Documents Center," 1967.
- #10 _____, David Stanfield, William Skerrett, Leticia Smith, James White and Dharam P. Yadav, "Plan for a Diffusion Documents Center," 1964.*
- #12 Scott Richard A.M., "Village Observation Guide," 1965.*
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- #15 Rogers, Everett M., Leticia Smith and Teresa Chou, "The MSU Diffusion Documents Center: Standard Operating Procedures and Future Policies," 1965.
- #16 Bebermeyer, James P., and Everett M. Rogers, "Mass Media and Interpersonal Communication in National Development," 1966.

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- #17 Keith, Robert F., and Everett M. Rogers, "Phase II Concepts: Definitions and Suggested Measurement," 1966.
- #18 Chou, Teresa Kang Mei and Everett M. Rogers, "Homophily in Interpersonal Communication Patterns in the Diffusion of Innovations: An Illustration from Three Colombian Villages," 1966.
- #19 Ramos, Eduardo L., "Paired Comparisons Analysis of Source Credibility Among Peasants," 1966.
- #20 Carroll, Tom W., "Diffusion Research: Application to National Surveys in Developing Countries," 1968.
- #21 Quesada, Gustavo M., "Credit in Rural Brazil: A Comparison Between Farmers Holding Loans from ACAR, Banks, Private Sources, and Those Who Are Non-credit Holders (With a Summary in Portuguese), 1968.

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1. Thorat, S.S., and F.C. Fliegel, "Some Aspects of Adoption of Health and Family Planning Practices in India," Behavioural Sciences and Community Development, Vol. 2, No. 1, March, 1968.
2. Thorat, Sudhakar S., "Some Salient Characteristics of Sarpanchas and the Success or Failure of Agricultural Innovations in India's Villages," Behavioural Sciences and Community Development, Vol. 2, No. 1, March, 1968.
3. Sen, Lalit K., "Social Psychological Correlates of Adoption of Agricultural Innovations," Behavioural Sciences and Community Development, Vol. 2, No. 1, March, 1968.

7. Popular Report

In Process

- Roy, Prodipto, Joseph E. Kivlin, Frederick C. Fliegel, and Lalit K. Sen, "Two Blades of Grass," 1968.