Perceived attributes of innovation

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The perceived attributes of innovation are

1. **Relative advantage**
2. **Compatibility**
3. **Complexity**
4. **Trialability**
5. **Observability.**

Relative advantage

It is the degree to which an innovation is perceived as better than the idea it supersedes. The degree of relative advantage may be measured in economic terms, but social-prestige factors, convenience and satisfaction are also often the important components.

Compatibility

It is the degree to which an innovation is perceived as being consistent with the existing values, past experiences and needs of

Potential adopters.

Complexity

It is the degree to which an innovation is perceived as difficult to understand and use. In general, new ideas that are simpler to understand will be adopted more rapidly than innovations that require the adopter to develop new skills and understandings.

Trialability

It is the degree to which an innovation may be experimented with on a limited basis. An innovation that is trialable represents less uncertainty to the individual who is considering it for adoption, as it is possible to learn by doing.

Observability

It is the degree to which the results of an innovation are visible to others. The easier it is for individuals to see the results of an innovation, the more likely they are to adopt.

References

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THANKS