

# EVERETT ROGERS' DIFFUSION OF INNOVATION AND THE POSSIBILITY OF ITS APPLICATION IN THE DISSEMINATION OF RES

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## Abstract

The theory of diffusion of innovations was published by American sociologist Everett Rogers in 1962. His work "Diffusion of innovations" analyses implementation of innovative products on the market. This concept is still valid and can be used in almost every sector, which introduces a new product. The article presents the possibilities of application of this theory in increasing social awareness in the field of renewable energy sources.

## Keywords / Tags

Key words: diffusion of innovation, diffusion of innovation, innovation, innovation, renewable energy sources, renewable energy sources

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