

# Innochat

## Understanding Diffusion

Times shown in: [Eastern Daylight Time](#) and [Coordinated Universal Time](#)

Between **2017 Jul 13 11:45** and **2017 Jul 13 13:15**  
10 people sent 98 messages containing #innochat

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11:52:56 15:52:56	<b>Ken Gordon</b> @quickmuse		Look out! Innovation! It's on the loose! #innochat <a href="https://t.co/RelkOXodxl">https://t.co/RelkOXodxl</a>
11:56:08 15:56:08	<b>John W Lewis</b> @JohnWLewis		Yet another #innochat outing is about to start! <a href="https://t.co/EFmiBkeeog">https://t.co/EFmiBkeeog</a>
12:00:08 16:00:08	<b>John W Lewis</b> @JohnWLewis		Welcome to #innochat!
12:01:01 16:01:01	<b>John W Lewis</b> @JohnWLewis		Our #innochat topic is "Understanding Diffusion". Populations are not homogeneous,... people behave differently! <a href="https://t.co/PCWVNOJ7MM">https://t.co/PCWVNOJ7MM</a>
12:01:59 16:01:59	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Hola, Carol (do we have a Spanish flavour, today?)! #innochat
12:04:13 16:04:13	<b>John W Lewis</b> @JohnWLewis		In case you haven't read the #innochat framing post, it was prompted by a reminder of an assumption commonality made about #innovation.
12:05:23 16:05:23	<b>John W Lewis</b> @JohnWLewis		Quite a lot is known about categories of adopter of innovations, yet it is often not taken into account. #innochat <a href="https://t.co/pSrcMobW7A">https://t.co/pSrcMobW7A</a>
12:06:31 16:06:31	<b>John W Lewis</b> @JohnWLewis		There are not formal questions, we're making a habit of this! ;-) so please introduce yourself and tell us what you think on this. #innochat
12:06:36 16:06:36	<b>Brenda Young</b> @4byoung		RT @JohnWLewis: On #innochat today, let's discuss "Understanding Diffusion" (yes, my old hobby horse!) <a href="https://t.co/RGWtNOKVvM">https://t.co/RGWtNOKVvM</a> Join us at 1
12:07:34 16:07:34	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Not a problem that we normally have in Devon, Carol! #innochat
12:07:37 16:07:37	<b>kim flum</b> @kimflum		RT @JohnWLewis: Yet another #innochat outing is about to start! <a href="https://t.co/EFmiBkeeog">https://t.co/EFmiBkeeog</a>
12:08:39 16:08:39	<b>John W Lewis</b> @JohnWLewis		How often do we hear about VC's assuming a "hockey stick" profile of new product? It rarely happens like that. #innochat
12:08:41 16:08:41	<b>kim flum</b> @kimflum		@Carol_Stephen @JohnWLewis Where are you at in California Carol? #innochat
12:09:04 16:09:04	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen You're right, Carol! Tell us more. #innochat
12:10:21 16:10:21	<b>John W Lewis</b> @JohnWLewis		@kimflum @Carol_Stephen Hi Kim! Great to see you! #innochat
12:11:41 16:11:41	<b>kim flum</b> @kimflum		@JohnWLewis @Carol_Stephen Likewise John! #innochat
12:12:18 16:12:18	<b>Shelly Lucas</b> @pisarose		The diffusion model helps streamline innovations to meet the needs of all categories (not move people to other categories), yes? #innochat

12:12:26 16:12:26	<b>Ken Gordon</b> @quickmuse		Ken G. here. Waiting to #innochat to light the fuse.
12:12:42 16:12:42	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen The interesting thing is not along that people differ, but what is known about an innovation changes as it matures. #innochat
12:13:40 16:13:40	<b>John W Lewis</b> @JohnWLewis		@pisarose Hi Shelly! Yes, and especially to meet the needs of the category who are likely to adopt it next. #innochat
12:14:12 16:14:12	<b>John W Lewis</b> @JohnWLewis		@quickmuse Hi Ken! You have the blue touch paper? ;-) #innochat
12:14:24 16:14:24	<b>Brenda Young</b> @4byoung		@JohnWLewis Very hard to get that in med research. The first reaction to something new is probably skepticism. #innochat
12:15:24 16:15:24	<b>Ken Gordon</b> @quickmuse		@JohnWLewis Nope. Can I still be part of today's #innochat extravaganza?
12:15:56 16:15:56	<b>John W Lewis</b> @JohnWLewis		@4byoung Hi Brenda! He made that point that researchers are difficult people, and the better the researcher, the mo... <a href="https://t.co/1ZR05CtgDs">https://t.co/1ZR05CtgDs</a>
12:16:05 16:16:05	<b>Andrea Villeneuve</b> @DreaVilleneuve		@Carol_Stephen @JohnWLewis Didn't Faberge shampoo base a commercial series on that in the 80's? #innochat
12:16:18 16:16:18	<b>John W Lewis</b> @JohnWLewis		@quickmuse Sure! Just light whatever you have! ;-) #innochat
12:16:58 16:16:58	<b>John W Lewis</b> @JohnWLewis		@DreaVilleneuve @Carol_Stephen Hi Andrea! If so, how well did it work? #innochat
12:17:17 16:17:17	<b>Talented Learning</b> @TalentedLearn		RT @JohnWLewis: Thanks. Not the simplest of topics in #innovation, but one of the more fundamental! #innochat <a href="https://t.co/cov6GxFJA2">https://t.co/cov6GxFJA2</a>
12:17:52 16:17:52	<b>Brenda Young</b> @4byoung		@DreaVilleneuve @Carol_Stephen @JohnWLewis Yes. Shampoo commercial that didn't reflect reality. #innochat
12:18:01 16:18:01	<b>Ken Gordon</b> @quickmuse		@JohnWLewis Well, these people are on fire: <a href="https://t.co/rA5xOeNzXP">https://t.co/rA5xOeNzXP</a> #innochat
12:18:05 16:18:05	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Yes, within that category. But the next category, the early majority, use different criteria to deci... <a href="https://t.co/iLgOXMyoL2">https://t.co/iLgOXMyoL2</a>
12:19:32 16:19:32	<b>John W Lewis</b> @JohnWLewis		May be we need to publish numerous articles comparing and contrasting the exponential "hockey stick" and the (Gartner) hypecycle! #innochat
12:19:36 16:19:36	<b>Andrea Villeneuve</b> @DreaVilleneuve		@JohnWLewis @Carol_Stephen Commercials were 'I used it and told 2 friends, and they told 2 friends and so on....'... <a href="https://t.co/A5C5SynYv">https://t.co/A5C5SynYv</a>
12:20:08 16:20:08	<b>Brenda Young</b> @4byoung		@Carol_Stephen @JohnWLewis True. Ppl generally adopt in a context that makes sense to them not as a particular member of a group. #innochat
12:21:12 16:21:12	<b>John W Lewis</b> @JohnWLewis		Haha! How often does that happen? A lot, I think, unless the name is in the memorable part. #innochat <a href="https://t.co/cAUJyBYhdh">https://t.co/cAUJyBYhdh</a>
12:21:34 16:21:34	<b>Josh McCormack</b> @joshmccormack		@JohnWLewis Isn't it said, best not to be the first of your kind in a new space? Lots of education needed. #innochat
12:22:20 16:22:20	<b>John W Lewis</b> @JohnWLewis		@4byoung @Carol_Stephen That's true too, Brenda, although it can depend on whose advice they value. #innochat
12:22:58 16:22:58	<b>Brenda Young</b> @4byoung		Not surprising. Safer to be conservative when others might qstn validity of rsrch if using new methodology... <a href="https://t.co/9hMGXRIDZA">https://t.co/9hMGXRIDZA</a>
12:23:29 16:23:29	<b>Josh McCormack</b> @joshmccormack		@DreaVilleneuve @Carol_Stephen @JohnWLewis Am I alone in being confused that a shampoo called Faberge did not come... <a href="https://t.co/1t-H+PDeOZ6N">https://t.co/1t-H+PDeOZ6N</a>
12:23:33 16:23:33	<b>John W Lewis</b> @JohnWLewis		@joshmccormack Hi Josh! Well, most of us have a space or two in which we are happy to be first. But not in most spaces. #innochat
12:23:55 16:23:55	<b>Ken Gordon</b> @quickmuse		@DreaVilleneuve @JohnWLewis @Carol_Stephen Sell the mnemonic! #innochat

12:24:04 16:24:04	<b>Brenda Young</b> @4byoung		A tangential issue is that so many med breakthroughs weren't part of hypothesis of original research #innochat <a href="https://t.co/bliuAU4eE3">https://t.co/bliuAU4eE3</a>
12:24:05 16:24:05	<b>Josh McCormack</b> @joshmccormack		@4byoung @DreaVilleneuve @Carol_Stephen @JohnWLewis Was like an explanation of reach for marketing that somehow became their ad. #innochat
12:24:13 16:24:13	<b>John W Lewis</b> @JohnWLewis		Also known as "the second mouse approach"! #innochat <a href="https://t.co/VNOVJYcbth">https://t.co/VNOVJYcbth</a>
12:24:22 16:24:22	<b>Andrea Villeneuve</b> @DreaVilleneuve		@joshmccormack @JohnWLewis That can be a steep curve even if you aren't the first in your space, depending on what... <a href="https://t.co/f74yZ7wv8A">https://t.co/f74yZ7wv8A</a>
12:24:56 16:24:56	<b>Andrea Villeneuve</b> @DreaVilleneuve		@joshmccormack @Carol_Stephen @JohnWLewis Not once, and really, that would have been good marketing. #innochat
12:25:31 16:25:31	<b>John W Lewis</b> @JohnWLewis		@4byoung I can see that. In every field, the magnitude of the risk is different, and affects the distribution of pe... <a href="https://t.co/Nb9cKih22A">https://t.co/Nb9cKih22A</a>
12:25:32 16:25:32	<b>Josh McCormack</b> @joshmccormack		@JohnWLewis Definitely shoot for the "By Mennen" model. :) #innochat
12:26:04 16:26:04	<b>John W Lewis</b> @JohnWLewis		I resisted the temptation to say that, Josh !!  #innochat <a href="https://t.co/rRjHLxOzMG">https://t.co/rRjHLxOzMG</a>
12:26:15 16:26:15	<b>Josh McCormack</b> @joshmccormack		@JohnWLewis Hi John. I appreciate those on the razors edge, paying premiums to test things out before I adopt them. :) #innochat
12:26:56 16:26:56	<b>John W Lewis</b> @JohnWLewis		Haha, or a TLA? ;-) #innochat <a href="https://t.co/JfoHUOYUGi">https://t.co/JfoHUOYUGi</a>
12:27:26 16:27:26	<b>Josh McCormack</b> @joshmccormack		@DreaVilleneuve @JohnWLewis Makes me think of Sun Microsystems. Decades ahead of their time with network computing... <a href="https://t.co/Nuz100fY0z">https://t.co/Nuz100fY0z</a>
12:27:41 16:27:41	<b>Brenda Young</b> @4byoung		@joshmccormack @JohnWLewis Yes & in med rsrch may require acceptance by standards groups, insurers, fed agencies, prof orgs, etc. #innochat
12:27:43 16:27:43	<b>Ken Gordon</b> @quickmuse		@JohnWLewis #innochat <a href="https://t.co/mCwYG6AtJL">https://t.co/mCwYG6AtJL</a> Harf!
12:28:10 16:28:10	<b>John W Lewis</b> @JohnWLewis		@4byoung Interesting. What does that say about the initial hypotheses? #innochat
12:29:12 16:29:12	<b>John W Lewis</b> @JohnWLewis		That's a segue into another topic: how can this categorisation be applied to marketing and selling? #innochat <a href="https://t.co/M8BpZdeL2u">https://t.co/M8BpZdeL2u</a>
12:30:09 16:30:09	<b>Andrea Villeneuve</b> @DreaVilleneuve		@joshmccormack @JohnWLewis Me too - especially in tech. #Innochat
12:30:15 16:30:15	<b>Brenda Young</b> @4byoung		@JohnWLewis @4byoung Initial hypothesis may be true but clinicals would show stronger results for something else (e.g., Viagra) #innochat
12:30:38 16:30:38	<b>John W Lewis</b> @JohnWLewis		True. No one understood "The network is the computer" until very many years later, when everyone said "of course, i... <a href="https://t.co/oZ1VYc8hfE">https://t.co/oZ1VYc8hfE</a>
12:32:37 16:32:37	<b>John W Lewis</b> @JohnWLewis		True. What if we turn it around: instead of forcing innovation, just think .. people do change, innovation *does* h... <a href="https://t.co/WLAK4bMiIW">https://t.co/WLAK4bMiIW</a>
12:33:28 16:33:28	<b>Brenda Young</b> @4byoung		@Carol_Stephen @JohnWLewis Maybe. Would we have used Betamax v VHS if Sony had used better marketing? #innochat
12:34:04 16:34:04	<b>Josh McCormack</b> @joshmccormack		@Carol_Stephen Yes. He gets first pick of fish, and of Leopard Seals, too. #innochat
12:34:55 16:34:55	<b>John W Lewis</b> @JohnWLewis		When in IT training, and getting interested in innovation, I used to probe people's views on Betamax vs VHS!! It wa... <a href="https://t.co/lxCxNmFVc">https://t.co/lxCxNmFVc</a>
12:35:05 16:35:05	<b>Josh McCormack</b> @joshmccormack		@DreaVilleneuve @JohnWLewis I work in tech and am very conservative in adoption. No desire for that excitement. #innochat
12:35:27 16:35:27	<b>John W Lewis</b> @JohnWLewis		Unintended consequences! ;-) #innochat <a href="https://t.co/rTDycIsbtU">https://t.co/rTDycIsbtU</a>

12:36:36 16:36:36	<b>Brenda Young</b> @4byoung		@JohnWLEwis Happens often in tech, as well. Original use of innovation isn't the final popular use. (e.g., telephone) #innochat
12:36:55 16:36:55	<b>John W Lewis</b> @JohnWLEwis		I would challenge you on that, Josh! We are not in one category for everything, but in different categories for dif... <a href="https://t.co/TSqrr2GjGM">https://t.co/TSqrr2GjGM</a>
12:37:44 16:37:44	<b>Andrea Villeneuve</b> @DreaVilleneuve		@joshmccormack @JohnWLEwis I wait for the hype to end, bugs to be worked out - not an early adapter for most, in an... <a href="https://t.co/sIVjgKZAvC">https://t.co/sIVjgKZAvC</a>
12:38:36 16:38:36	<b>John W Lewis</b> @JohnWLEwis		@4byoung Often true, Brenda. E.g. SMS text was originally for test engineers, become popular, gave rise to Twitter,... <a href="https://t.co/FMwppwKlrsq">https://t.co/FMwppwKlrsq</a>
12:38:43 16:38:43	<b>Brenda Young</b> @4byoung		@JohnWLEwis Too funny! Starting a flame war in an IT training session. Prob always had someone to take the challenge. #innochat
12:39:22 16:39:22	<b>Josh McCormack</b> @joshmccormack		@JohnWLEwis I'm going to think on that. I bet you're right! #innochat
12:39:35 16:39:35	<b>John W Lewis</b> @JohnWLEwis		@4byoung I used to wind them up, by describing how VHS was better than Betamax, which shocked some of them a little!! #innochat
12:40:31 16:40:31	<b>John W Lewis</b> @JohnWLEwis		@joshmccormack A wonderful example in Everett Rogers original book (the bible!) on diffusion, about his father. #innochat
12:40:41 16:40:41	<b>Josh McCormack</b> @joshmccormack		@JohnWLEwis Betamax was still used in ad agencies up until maybe 10 years ago. There was a similar fight over the D... <a href="https://t.co/O86V5H9C8k">https://t.co/O86V5H9C8k</a>
12:41:25 16:41:25	<b>Josh McCormack</b> @joshmccormack		@JohnWLEwis @4byoung Incredible! #innochat
12:42:26 16:42:26	<b>John W Lewis</b> @JohnWLEwis		@joshmccormack Yes, the Betamax technology was used in Betacam for "electronic news gathering" (funny old name) whi... <a href="https://t.co/wD9CvXMTvN">https://t.co/wD9CvXMTvN</a>
12:43:44 16:43:44	<b>John W Lewis</b> @JohnWLEwis		That's also a great example, Josh, where different innovations succeed in different markets due to different criter... <a href="https://t.co/au9lcDCL6T">https://t.co/au9lcDCL6T</a>
12:45:14 16:45:14	<b>TwitLiveEvents</b> @TwitLiveEvents		July 13, 2017 at 01:00PM Twitter Chat - #InnoChat #TwitterChat Visit <a href="https://t.co/52cTeoQ3Zw">https://t.co/52cTeoQ3Zw</a> for more events.
12:45:25 16:45:25	<b>John W Lewis</b> @JohnWLEwis		Sorry to harp on but it seems to me that a better understanding of some of these fundamentals would be very useful... <a href="https://t.co/qxrCN3BhB8">https://t.co/qxrCN3BhB8</a>
12:46:25 16:46:25	<b>John W Lewis</b> @JohnWLEwis		We're into the last quarter, #innochat! Any other angles on this topic?
12:47:18 16:47:18	<b>Brenda Young</b> @4byoung		Diffusion also happens faster when it solves a problem better (e.,g., cell phone in car v stopping to find a pay phone) #innochat
12:48:29 16:48:29	<b>John W Lewis</b> @JohnWLEwis		@4byoung Yes, and (unlike many people's apparent view) often innovation cannot be forced, it's all about timing. #innochat
12:49:28 16:49:28	<b>Brenda Young</b> @4byoung		@JohnWLEwis Always wondered how fast cold fusion would be adopted if someone actually created it. #innochat
12:49:55 16:49:55	<b>John W Lewis</b> @JohnWLEwis		There's a TEDx talk somewhere, about the factors that affect that success of startups. Timing was the main factor. #innochat
12:50:30 16:50:30	<b>Brenda Young</b> @4byoung		@JohnWLEwis @4byoung Timing and having enough experience w/ prior innovations to understand the utility of something new. #innochat
12:51:52 16:51:52	<b>John W Lewis</b> @JohnWLEwis		@4byoung Definitely, Brenda, both are necessary. But some people think that they control whether the timing is righ... <a href="https://t.co/6hmUFINoId">https://t.co/6hmUFINoId</a>
12:53:33 16:53:33	<b>John W Lewis</b> @JohnWLEwis		@4byoung I'd also suggest that if the timing is right, slightly less experience is needed, as the thing is easier to start. #innochat
12:53:53 16:53:53	<b>Andrea Villeneuve</b> @DreaVilleneuve		@JohnWLEwis Whether your idea is first out the door or a later improvement - timing is always a factor. #innochat
12:54:44 16:54:44	<b>John W Lewis</b> @JohnWLEwis		In what form, would most innovators digest knowledge about diffusion, do you think? #innochat #CouldBeMarketResearch



12:54:54 16:54:54	<b>Brenda Young</b> @4byoung	 @JohnWLewis @4byoung interesting to see the conversion of gas powered vehicles over to electric as more infrastructure is available #innochat
12:57:12 16:57:12	<b>John W Lewis</b> @JohnWLewis	 Definitely! #innochat <a href="https://t.co/8MlkfvhpoP">https://t.co/8MlkfvhpoP</a>
12:57:28 16:57:28	<b>Brenda Young</b> @4byoung	 @JohnWLewis Prob wouldn't think of it as diffusion v what is size of market & what factors would help develop it. #innochat
12:59:24 16:59:24	<b>John W Lewis</b> @JohnWLewis	 Brenda, see also this great interview on Tesla and the GM history of electric cars <a href="https://t.co/lIGscZqJWI">https://t.co/lIGscZqJWI</a> #innochat <a href="https://t.co/8MlkfvhpoP">https://t.co/8MlkfvhpoP</a>
12:59:42 16:59:42	<b>Brenda Young</b> @4byoung	 @Carol_Stephen Is state gov't providing any assistance for electric vehicle infrastructure? #innochat
13:00:01 17:00:01	<b>Brenda Young</b> @4byoung	 RT @JohnWLewis: Brenda, see also this great interview on Tesla and the GM history of electric cars <a href="https://t.co/lIGscZqJWI">https://t.co/lIGscZqJWI</a> #innochat https:...
13:02:29 17:02:29	<b>John W Lewis</b> @JohnWLewis	 Thank you very much all innocats for discussing my pet (/peeve) subject 📌📌 #innochat
13:05:14 17:05:14	<b>Michael Irvin</b> @mirvin1129	 RT @Brainzooming: 3 Questions When Your Innovation ROI Doesn't Satisfy the Boss <a href="https://t.co/E7NAUHdKcC">https://t.co/E7NAUHdKcC</a> #innochat #innovation #CEO
13:06:54 17:06:54	<b>John W Lewis</b> @JohnWLewis	 @4byoung Thanks, Brenda. Very good point: put it in terms that matter the them, the sizzle rather than the sausage. #innochat