**Adopter Categories:( Classifiction)**

In Roger's adopter categories, he acknowledges that not everyone possesses the same motivation to adopt new technologies.

* Innovators: These individuals adopt new technology or ideas simply because they are new. Innovators tend to take risks more readily and are the most venturesome.
* Early adopters: This group tends to create opinions, which propel trends. They are not unlike innovators in how quickly they take on new technologies and ideas but are more concerned about their reputation as being ahead of the curve.
* Early majority: If an idea or other innovation enters this group, it tends to be widely adopted before long. This group makes decisions based on utility and practical benefits over coolness.
* Late majority: The late majority shares some traits with the early majority but is more cautious before committing, needing more hand-holding as they adopt.
* Laggards: This group is slow to adapt to new ideas or technology. They tend to adopt only when they are forced to or because everyone else has already.

### Characteristics of adopters

Like innovations, adopters have been determined to have traits that affect their likelihood to adopt an innovation. A bevy of individual personality traits have been explored for their impacts on adoption, but with little agreement. Ability and motivation, which vary on situation unlike personality traits, have a large impact on a potential adopter's likelihood to adopt an innovation. Unsurprisingly, potential adopters who are motivated to adopt an innovation are likely to make the adjustments needed to adopt it. Motivation can be impacted by the meaning that an innovation holds; innovations can have symbolic value that encourage (or discourage) adoption. First proposed by Ryan and Gross (1943), the overall connectedness of a potential adopter to the broad community represented by a city. Potential adopters who frequent metropolitan areas are more likely to adopt an innovation. Finally, potential adopters who have the power or agency to create change, particularly in organizations, are more likely to adopt an innovation than someone with less power over his choices.