

COM 370, Communication Technology and Social Change
Summer 2004

MIDTERM CONCEPT SHEET

NOTE: This is intended as a study guide that will enable you to check your knowledge on key course concepts. Such study is *not* a substitute for completing the readings fully or attending class regularly. The midterm requires some depth of knowledge about all concepts—i.e., simple definitions are not enough; you have to know how to apply the concepts.

CONCEPTUAL VIEWS OF SOCIAL CHANGE

The relativity of change

*Conceptual definitions of social change—note the range

*Einstein's Theory of Relativity

The relativity of perception (overheads—three “lessons”)

First-order vs. second-order change

Paradigms and paradigm shifts

Futurists—who are they, and what methods do they assume?

*Four grand theories of social change

- Evolutionary
- Equilibrium
- Conflict
- Rise and Fall

*Four strategies for planned change (Zaltman & Duncan)

- Facilitative
- Reeducative
- Persuasive
- Power

*Typology of immanent and contact change (Rogers w/ Shoemaker)

*Resistance to change

- Central vs. peripheral beliefs; methods of changing central beliefs
- Locus of control, fatalism, anomie, individual vs system blame
- Fear appeals
- Psychological filters—selective exposure, attention, perception, retention
- Taboos—typology of communication and behavioral taboos
- Types of attitude change—conversion, reinforcement, neutralization, creation;
also, attitude defined—cognition and/or affect
- Information overload
- Expectancy theory

Male pregnancy as an example of resistance to change (optional reading on class website)

Patty Hearst; programming and deprogramming

China's Only Child video—many examples of the above

DIFFUSION OF INNOVATIONS

Innovation defined

Ch 2 of Rogers:

- Long history of diffusion research and experience

Ch. 3:

- Criticisms of diffusion research–pro-innovation bias, individual-blame bias, recall problem, issue of equality (Communication Effects gap)

Ch. 4:

- The generation of innovations (6-stage process)
- Basic vs. applied research
- Serendipity
- Technological determinism vs. social construction of technology
- Skunkworks
- Technology transfer
- Innovation gatekeeping

Ch. 5:

- The innovation-decision process (5 stages, chart on p. 170)
- Reinvention (
- Types of discontinuance (including “forced”)
- Mass media vs. interpersonal channels
- Cosmopolite vs. localite channels

Ch. 6:

- Five attributes of innovations and their affect on adoption–relative advantage, compatibility, complexity, trialability, observability)
- Overadoption

Ch. 7:

- Bell-shaped frequency curve and S-shaped cumulative curve
- * - Examples of the curves, and deviations (including Chaffee)
- Five adopter categories (innovators, early adopters, early majority, later majority, laggards) and some of their characteristics (socioeconomic, personality, communication)

Rick Pitchford’s ideas–Digital (sampling and quantizing), compression (and bandwidth, storage issues), failure of quad sound vs. Dolby 5.1 surround

Failure of laserdiscs

Examples from June 11 “Online Friday”

Dan O’Shannon’s points:

- Why are sitcoms dying?–More channels of distribution, videotape/TIVO (time shifting, commercials deleted), fragmentation of audience, Internet, reality programming
- Interactive programming–in general, and on the Internet
- Niche factions (communities of interest)