COM 370
TYPOLOGY OF PLANNED CHANGE
(Rogers with Shoemaker)

<table>
<thead>
<tr>
<th>Origin of new idea (innovation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal to Social System</td>
</tr>
<tr>
<td>External to Social System</td>
</tr>
<tr>
<td>(Immanent change)</td>
</tr>
<tr>
<td>(Contact change)</td>
</tr>
</tbody>
</table>

- **Internal:**
  - 1: Immanent change
  - 2: Selective contact change

- **External:**
  - 3: Induced immanent change
  - 4: Directed contact change