

## **Instances of words in a daily newspaper as an expression of technological innovation adoption**

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The purpose of this study is to examine whether and to what extent there is a match between words appearances in a daily newspaper, expressing technological innovation, and the extent of adoption of that technology innovation in practice.

The study is based on Rogers' Theory (Diffusion of Innovations - DOI) which examines the process of adoption of innovations. Due to the model of Rogers, there are five stages since the appearance of the innovation until it's fully adopted among the population. Innovators - are 2.5% of all adopters, early adopters - are 13.5%, the early majority - 34%, the late majority - 34%, and laggards - constitute 16% of all adopters.

Exploring the relative match between appearance (of a word in the newspaper), and the degree of actual adoption (of the innovation represented by that word), will be carried out by comparison of the collected data against official databases, such as the Central Bureau of Statistics (CBS) and the Ministry of Industry, Trade and Employment.

A selection of 20 words was constructed through a questionnaire containing words representing technological innovations, from different periods of time. Preliminary data obtained from 45 respondents indicated that the most popular words are: telephone, airplane, microscope, car, radio, TV, computer, satellite, pacemakers, Nuclear reactor, Internet, Heart transplant, Google, Mobile phone, Laser, Smartphone, Cloud computing, GPS, Social Networking, Unmanned aerial vehicle (UAV).

The unique contribution of this research is in its contribution for the study of "Diffusion of innovation" theory (DOI) as it will be based on Israeli newspaper's Big-Data. It also may help build additional tool for measuring the adoption of innovation in large populations.