

ADOPT

Adoption of a new technology or practice is a complex issue, involving the characteristics of the innovation itself, the land owners' preferences and the type of enterprise. ADOPT is used to assist with planning for higher and faster adoption of a new technology or practice.

Why is it important?

- ADOPT helps to understand the most important drivers that can determine adoption.
- It provides realistic estimates of peak adoption rates and the time that would take to achieve those.
- ADOPT allows groups to discuss and test strategies to improve adoption.
- It is easy to understand and use.

ADOPT link:

<https://research.csiro.au/software/adopt/>

Background to ADOPT

ADOPT (Adoption and Diffusion Outcome Prediction Tool) is the result of a research collaboration supported by the Cooperative Research Centre for Future Farming in Australia. It provides predictions of an innovation's likely speed and peak level of adoption. It builds on existing theories and evidence about adoption, with the learning process and the relative advantage of innovations playing central roles. Users of ADOPT respond to 22 questions related to: a) characteristics of the innovation that influence its relative advantage, b)

characteristics of the population influencing their perceptions of the relative advantage of the innovation, c) characteristics of the innovation influencing the ease and speed of learning about it, and d) characteristics of the potential adopters that influence their ability to learn about the innovation. ADOPT provides an estimate of the diffusion curve of the innovation and sensitivity analyses of the factors influencing the speed and peak level of adoption. As well as providing predictions, ADOPT is intended to improve people's understanding of the adoption process by making research-derived knowledge of adoption accessible and relevant to them. It is being widely used, notably by funding agencies for agricultural research and development.