BEST PRACTICES FOR ENCOURAGING THE ADOPTION OF NEW TECHNOLOGIES
The adoption of any new technology is a multi-faceted process of discovery and acceptance within an organization. New technology or innovations are spread, or diffused, throughout the system as they become widely used. As defined in the Diffusion of Innovations (DOI) theoretical framework, “diffusion is the process in which an innovation is communicated through certain channels over time among the members of a social system” (Rogers, 2003, p. 5).

The DOI framework identifies five characteristic properties of innovations, which impact the process of adoption: “relative advantage, compatibility, complexity, trialability, and observability” (Rogers, 2003; Jebeile & Reeve, 2003). Additionally, other factors such as instructor attitudes and experience, professional development, technical support, and organizational leadership all play important roles in the uptake of innovations in education (Buabeng-Andoh, 2012).

The following best practices are organized around Rogers’ five innovation characteristics (Rogers, 2003). Strategies such as these can help promote a successful adoption campaign.

1. Relative Advantage
Faculty are more likely to welcome a new technology when they can see the advantages or improvements that it offers. In order to highlight the relative advantages of VeriCite, you might offer demonstrations or workshops that showcase features such as ease of use, speed, reliability, student previews, and interactive reporting among others. Tell your users about the benefits of the product. They will appreciate knowing how VeriCite can make it easier for them to evaluate student writing.

2. Compatibility
No one wants to re-invent the wheel. Your users want tools that integrate into the existing systems they use, without disrupting the teaching and learning processes already in place. VeriCite integrates into your LMS and the technology works seamlessly in the background, so that the focus stays where it should be — on learning. Show instructors how they can easily incorporate VeriCite into their existing courses and assignments.

3. Complexity
Ease of use is an important factor in the adoption of any technology. The lower the complexity of the innovation, the more likely people are to use it. VeriCite was built with simplicity and ease of use in mind. Once your instructors see how easy it is to use, they will be more willing to incorporate it into their courses.

4. Trialability
There is no substitute for trying something out to see how it works. VeriCite trials are free and easy to setup and can be installed in your LMS alongside other plagiarism solutions so that your end-users can compare the products side by side.
For best results in promoting adoption across the institution, we recommend giving all your faculty the option to participate in the trial. Instructors are more likely to embrace a new technology if they are part of the trial and evaluation process used to select it.

5. Observability

The concept of observability encompasses two related concepts: results demonstrability, or the extent to which the innovation is observed to have an effect, and visibility, or the overall presence of the technology within the system (Jebeile & Reeve, 2003). In order to promote widespread adoption, both types of observability are essential.

In the case of VeriCite, faculty need to be able to see the results that come from implementing a new plagiarism detection tool, such as fewer incidents of plagiarism or more opportunities for meaningful teaching moments to educate students about avoiding plagiarism. User stories and testimonials from your faculty thought leaders can be invaluable resources for informing your stakeholders about the results demonstrability of VeriCite.

Likewise, it is critical to make sure that any new technology has a visible presence at the institution. Users need to know about an innovation before they can implement it effectively. It is important to maintain clear and frequent communications informing users about how they can begin using VeriCite, and where to go for documentation, technical support or additional professional development opportunities.

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REFERENCES:

