



U.S. Government Initiatives in Afghanistan: An Application of Diffusion of Innovations Theory (Paperback)

By Michael S Titus

Biblioscholar, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This work applies the diffusion of innovations theory in the analysis of the USG s governance and development efforts in Afghanistan to determine if the key elements of diffusion of innovations are present. This study further examines if, when present, these elements correlate with the Afghans ; increased adoption of the programs. Where the positive elements of diffusion of innovations are found in USG governance and development efforts, those efforts should be more successful. Diffusion of innovations is a multi-disciplinary theory conceptualized by Communication Professor, Everett Rogers. Diffusion of innovations is widely accepted in academia. In the past, scholars used the theory in Cultural Geography, Communication, Anthropology and Rural Sociology, among other disciplines. This monograph employs a case study methodology examining USG programs in Afghanistan, their effects on the Afghan people and the Afghan people s use of these programs. An important source for this analysis is the Afghanistan Survey 2010, which provides recent survey data of the Afghan s perceptions on a wide range of topics. Evidence from the survey and other research suggests Afghans are not fully adopting USG initiatives and...



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