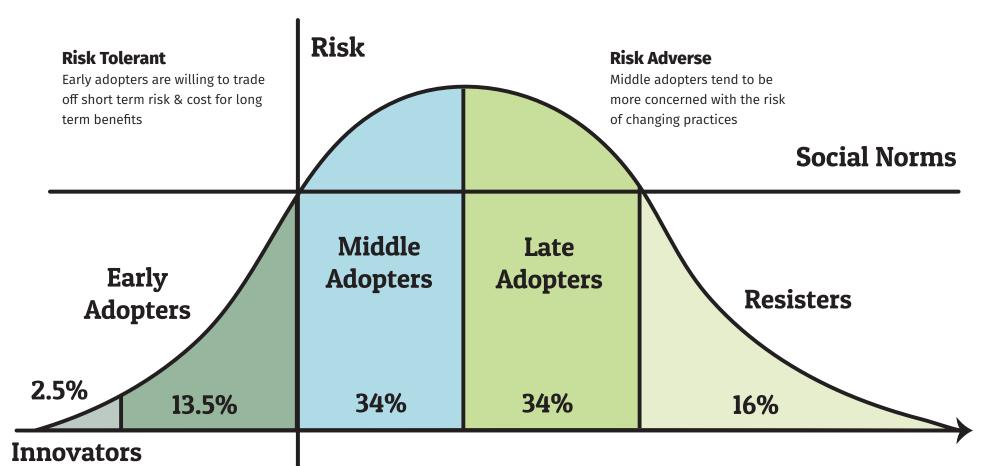
## Early Adopters vs. Middle Adopters

## **Decision-making Differences**





## Independent

Early adopters (and resisters) are less influenced by what neighbors are doing

## **Socially Aware**

Middle adopters are more influenced by social norms, especially what their fellow farmers are doing

