

Instrument Title: Individual Innovativeness (II)
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Directions: People respond to their environment in different ways. The statements below refer to some of the ways people can respond. Please indicate the degree to which each statement applies to you by marking whether you: **Strongly Disagree = 1; Disagree = 2; are Neutral = 3; Agree = 4; Strongly Disagree = 5** Please work quickly, there are no right or wrong answers, just record your first impression.

- _____ 1. My peers often ask me for advice or information.
- _____ 2. I enjoy trying new ideas.
- _____ 3. I seek out new ways to do things.
- _____ 4. I am generally cautious about accepting new ideas.
- _____ 5. I frequently improvise methods for solving a problem when an answer is not apparent.
- _____ 6. I am suspicious of new inventions and new ways of thinking.
- _____ 7. I rarely trust new ideas until I can see whether the vast majority of people around me accept them.
- _____ 8. I feel that I am an influential member of my peer group.
- _____ 9. I consider myself to be creative and original in my thinking and behavior.
- _____ 10. I am aware that I am usually one of the last people in my group to accept something new.
- _____ 11. I am an inventive kind of person.
- _____ 12. I enjoy taking part in the leadership responsibilities of the group I belong to.
- _____ 13. I am reluctant about adopting new ways of doing things until I see them working for people around me.
- _____ 14. I find it stimulating to be original in my thinking and behavior.
- _____ 15. I tend to feel that the old way of living and doing things is the best way.
- _____ 16. I am challenged by ambiguities and unsolved problems.

_____17. I must see other people using new innovations before I will consider them.

_____18. I am receptive to new ideas.

_____19. I am challenged by unanswered questions.

_____20. I often find myself skeptical of new ideas.

Scoring:

Step 1: Add the scores for items 4, 6, 7, 10, 13, 15, 17, and 20.

Step 2: Add the scores for items 1, 2, 3, 5, 8, 9, 11, 12, 14, 16, 18, and 19.

Step 3: Complete the following formula: $\Pi = 42 + \text{total score for Step 2} - \text{total score for Step 1}$.

Scores above 80 are classified as Innovators.

Scores between 69 and 80 are classified as Early Adopters.

Scores between 57 and 68 are classified as Early Majority.

Scores between 46 and 56 are classified as Late Majority.

Scores below 46 are classified as Laggards/Traditionalists.

In general people who score above 68 and considered highly innovative, and people who score below 64 are considered low in innovativeness.