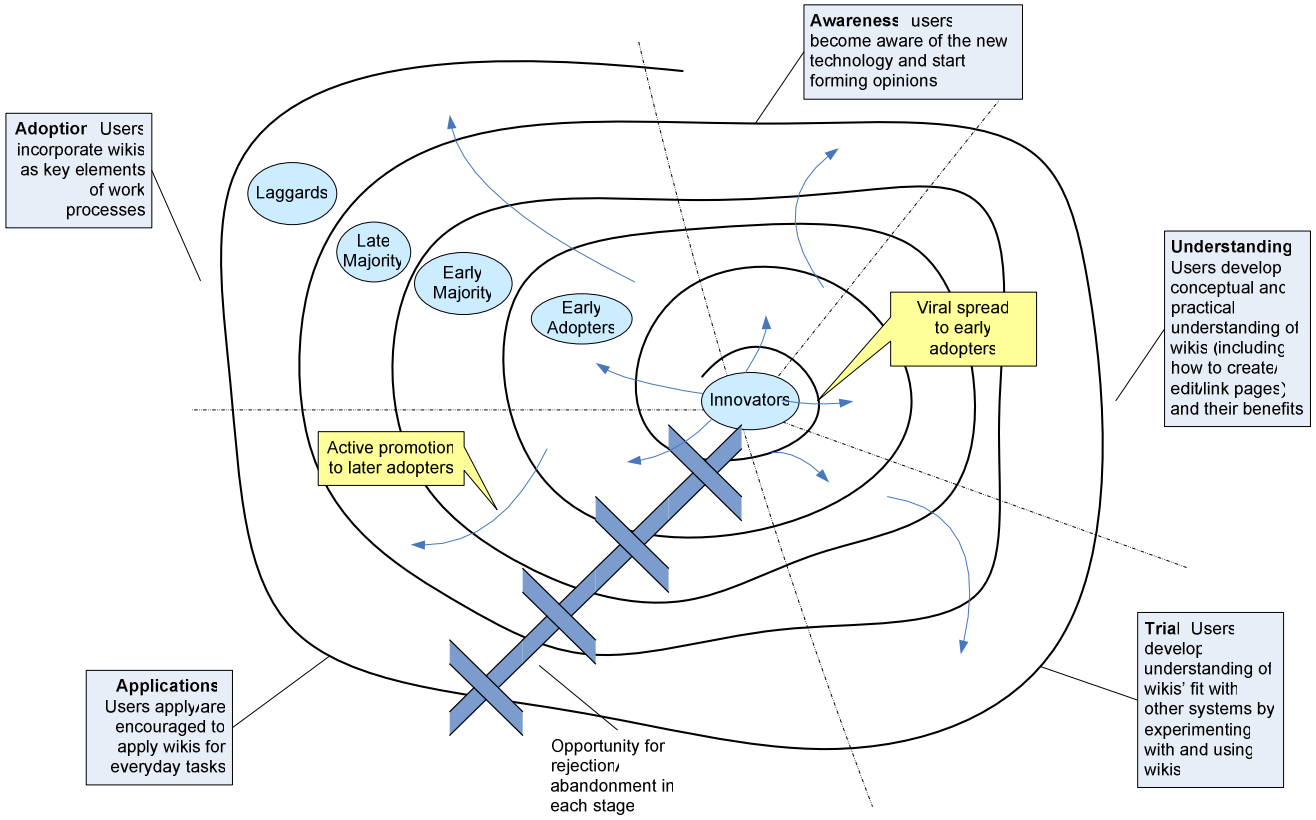
Awareness users become aware of the new technology and start forming opinions
Adoption Users incorporate wikis as key elements of work processes
Laggards
Late Majority
Early Majority
Early Adopters
Innovators
Viral spread to early adopters
Understanding Users develop conceptual and practical understanding of wikis (including how to create/edit/link pages) and their benefits
Active promotion to later adopters
Trial Users develop understanding of wikis' fit with other systems by experimenting with and using wikis
Applications Users apply/are encouraged to apply wikis for everyday tasks
Opportunity for rejection/abandonment in each stage