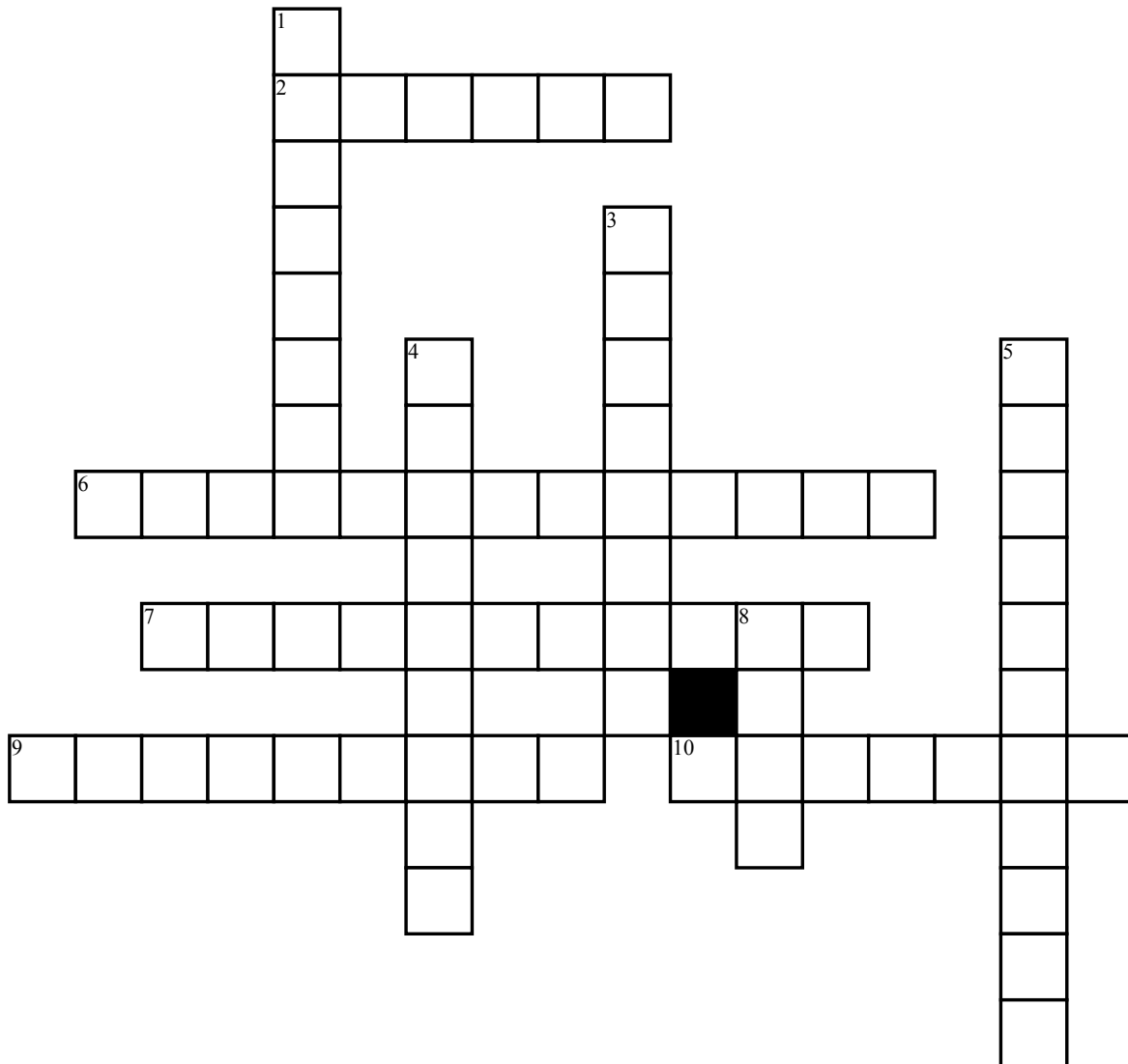


CH. 7: Theories of Networks and Communities



Across

- 2. assigned to participants in a social network
- 6. active process of using planned strategies to spread information to promote adoption
- 7. refers to whether social support and resources move both ways between actors in a network
- 9. process by which an innovation moves through channels of a social system

- 10. influences the extent to which actors are acquainted and interact

Down

- 1. the last 16% of individuals in a system to adopt the innovation
- 3. space between actors in a network
- 4. Members share similar attributes
- 5. ideas, practices, or objects that are perceived as new by an individual or other unit of adoption
- 8. represent the relationships between people