

# LEADING CHANGE TOOLKIT™

TO HELP CHANGE AGENTS AND  
CHANGE TEAMS MAKE LASTING  
IMPROVEMENTS IN HEALTH CARE

## Perceived Characteristics of Innovating (PCI)

### *Tool's Purpose*

The Perceived Characteristics of Innovating (PCI) measures knowledge users' perception of an innovation according to eight characteristics of innovations as outlined by Rogers (1983)'s Diffusion of Innovations theory (Moore & Bensabat, 1991). The PCI was initially developed to analyze individuals' perceptions of information technology innovations (Moore & Bensabat, 1991).

### *Brief Tool Description*

- 38 items scored on a 7-point Likert scale. Eight subscales:
  - Voluntariness (four items)
  - Relative Advantage (eight items)
  - Compatibility (four items)
  - Image (four items)
  - Ease of Use (six items)
  - Result Demonstrability (three items)
  - Visibility (four items)
  - Trialability (five items)

### *Knowledge to Action Framework Phase(s):*

- Assess barriers/facilitators to knowledge use
- Monitor knowledge use

*Available Languages:* English

### *Source to Access Tool:*

- [Perceived Characteristics of Innovating \(PCI\) article](#) (tool is within the article but requires access to a medical or academic library; if unable to download the full-text article, contact one of the tool developers via email)
- Dr. Izak Benbasat
  - Tool developer
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## *Development Article/ Psychometric Article*

Moore, G. C., & Benbasat, I. (1991). Development of an instrument to measure the perceptions of adopting an information technology innovation. *Information systems research*, 2(3), 192-222. <https://doi.org/10.1287/isre.2.3.192>.