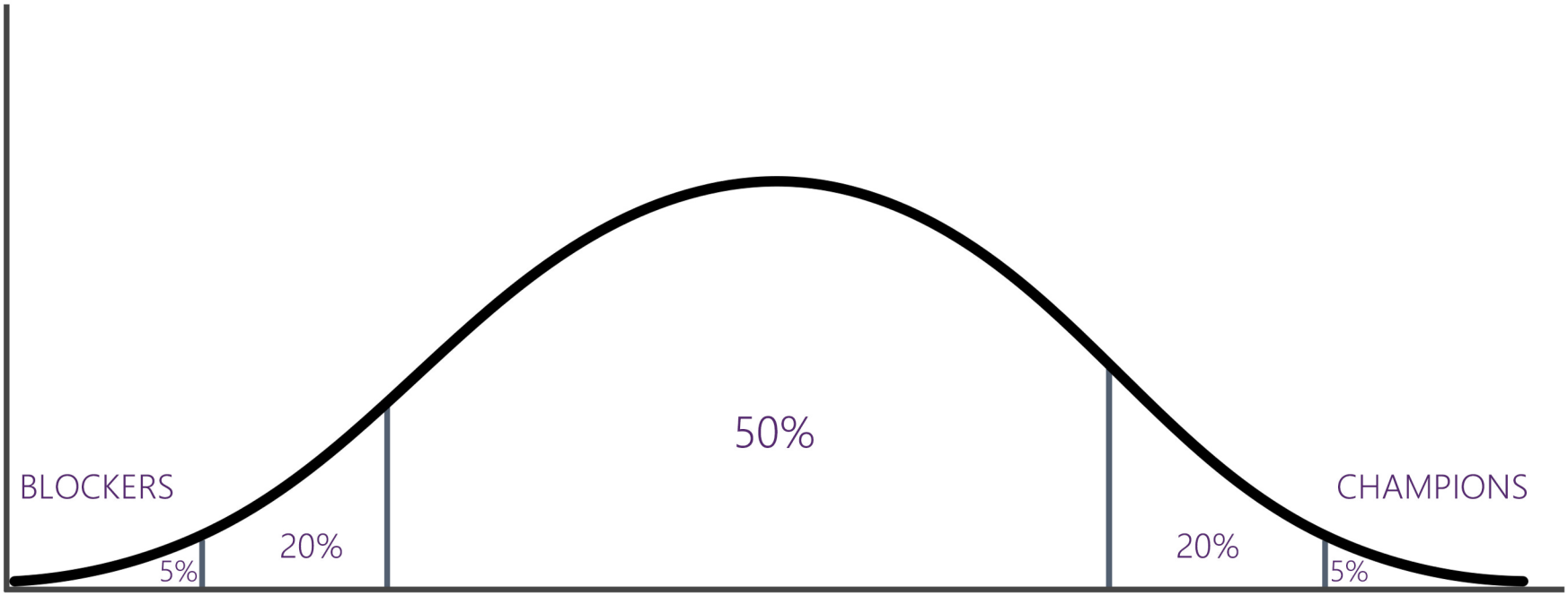
Reaction to change



Adapted from 'Diffusion of Innovations' by Everett M. Rogers

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