

ABSTRACT

The purpose of this study was to examine the diffusion of the sewing machine into society from 1860 to 1875. Using Rogers (1983) diffusion model, three women's magazines were analyzed for sewing machine references. These references were categorized into themes using product characteristics (relative advantage, reliability). It was concluded that there was an increase in frequency of both advertisements and articles for all three magazines starting in 1870. The number of references and their themes varied due to the different magazine adopter (innovator, early majority) categories.