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The first statement here asserts that the tablet computer is seeing persistent growth and that it is well on its way to attaining critical mass. The second statement introduces the premise that some are resisting the momentum of the change by creating an intermediate hybrid that preserves some aspects of the laptop. According to Rogers' analysis of the diffusion of innovations, the speed at which tablets might eclipse laptops in popularity depends on several elements, including the perceived relative advantage of tablets and the compatibility of the technology in people's lives. He would likely reconcile the two statements as indicating that there is considerable growth, but there remains a social resistance due to a deficiency in one or more of his five characteristics of innovation, leading to inefficient communication channels. Alternatively, Fischer's User Heuristic model might contrast the statements by suggesting that, despite the rapid growth, the industry may have misjudged the needs of its users if a significant portion is resisting a full transition to the tablet. This could indicate that the growth of the tablet will begin to slow as untapped users weigh the tablet against other options.

Both authors would agree that the current state of the diffusion of tablets is a natural phase of any innovation: early adopters and opinion leaders have signed on, while many others are still holding on to their familiar laptops. The fact that new products are being introduced which merge some functionalities of each device may indicate to Rogers that one or more of the typical innovation characteristics are at a less-than-optimal level for the tablet's diffusion. For instance, the public may not perceive the relative advantage of tablets over laptops because the benefits of the device are not fully apparent, perhaps due to software of uncertain quality (Rogers, 211). Additionally, the tablet's compatibility in people's lives certainly might slow its diffusion

(Rogers, 212) – for instance, many people still rely on traditional computers for data entry tasks, word processing and programming. Finally, tablets have limited trialability, which will generally lead to slower adoption rates (Rogers, 213). Rogers would likely suggest that the effectiveness of communication channels that lead to widespread adoption would be somewhat limited because of these three resistance factors.

In considering the two statements through Fischer's User Heuristic model, one can assert that the push-back introduced by the new hybrid laptop-tablets indicates that tablets themselves do not currently serve some people's needs to a sufficient degree. While Rogers would assess the emergence of the hybrid as the result of suboptimal factors along the natural progression of diffusion, the User Heuristic model would instead see it as a form of resistance - evidence that different people have different purposes in how they want to use new technologies and that social pressures to adopt tablets are not yet strong enough to warrant widespread adoption (Fischer, 84). The growth of tablet use will, then, depend in part on how quickly software developers identify the desired uses of the device and deliver apps that serve those needs. In the end, as was seen in the growth of the telephone, full diffusion will depend on the responsiveness of manufacturers and supporting industries to the needs of the users.