



# Module 3: DIFFUSION CHANNELS

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# Module description and DUs

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## Module aim

New Psychoactive Substances (NPS) spread through user populations and become popular in the past decade.

This module presents the diffusion of NPS in the frame of Rogers' 1962 *diffusion of innovations theory* (DOI) to help better understand the spread of NPS.

The aim of the module is to provide a learning context to gain knowledge in order to make an informed decision regarding NPS consumption.

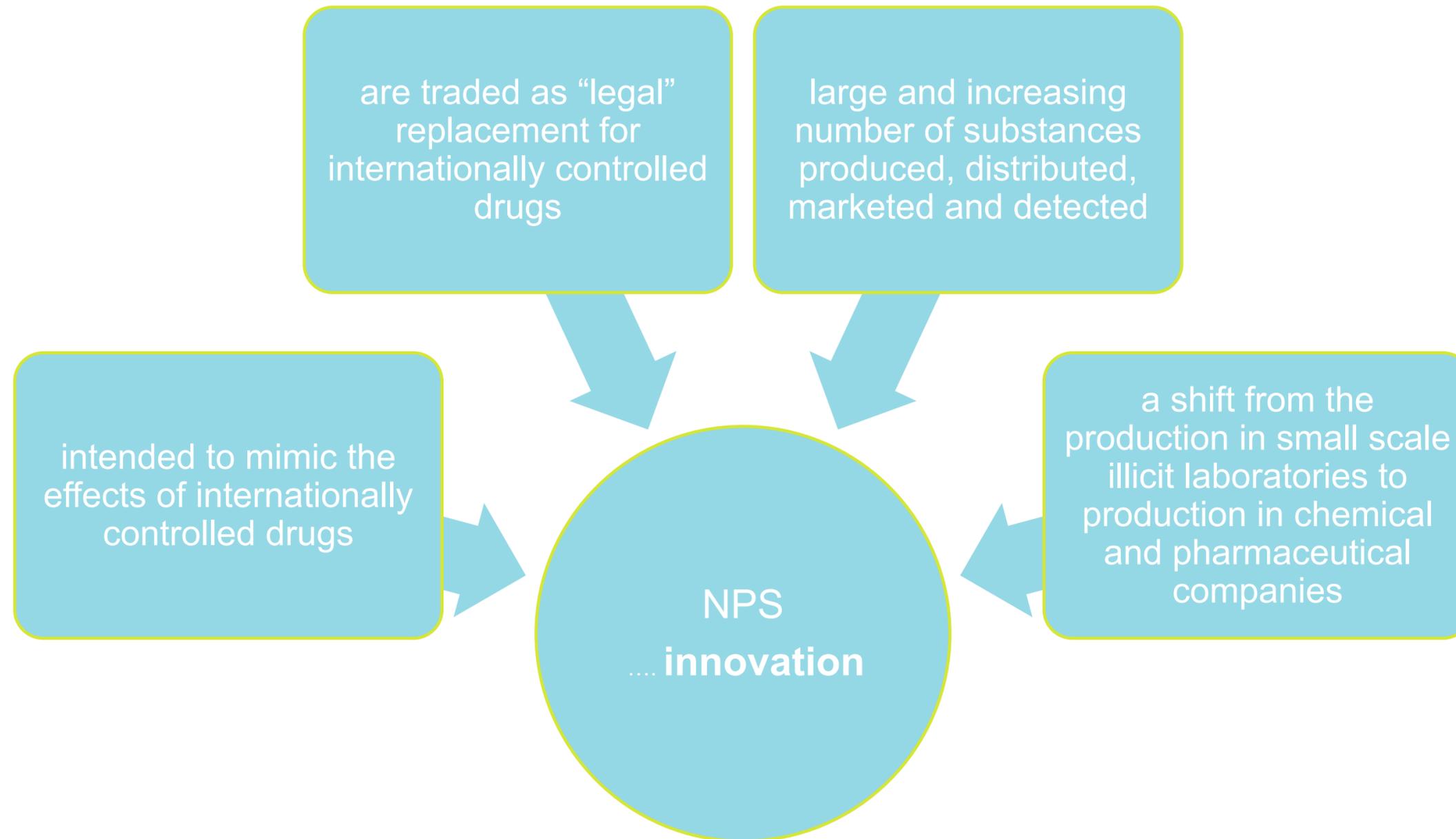
## DUs in the module

1. NPS diffusion process: ***how can NPS penetrate into a group of young people?***
2. Channels for NPS distribution: ***NPS markets - how are NPS spread/distributed?***
3. Reliable sources of information: ***where do we get valuable information about NPS from?***





# NPS and their fast-evolving nature in the drug market





# NPS as innovation

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***New products are invented, diffused, and are adopted or rejected, leading to certain consequences.***

***Innovation:*** an idea, practice or object that is perceived as new by an individual or other unit of adoption.

***Diffusion:*** the process through which an innovation is communicated through certain channels over time among the members of a social system.

***In the educational frame, understanding the characteristics of NPS (as innovation), should lead to the informed decision of adoption/rejection of NPS consumption.***





# DU1 a. Characteristics of NPS as innovation

## Relative advantages

- *Is the innovation better than what already exists or does it fill a void where nothing exists?*
- Perceived advantages of NPS: price, purity, lack of detection, legality

## Compatibility

- *Does the innovation correspond with existing societal values?*
- Marketing of the NPS

## Complexity

- *Is the innovation confusing or difficult to understand/ to use?*
- Availability and accessibility

## Trialability

- *Can the innovation occur on a trial basis?*
- Curiosity and experimentation

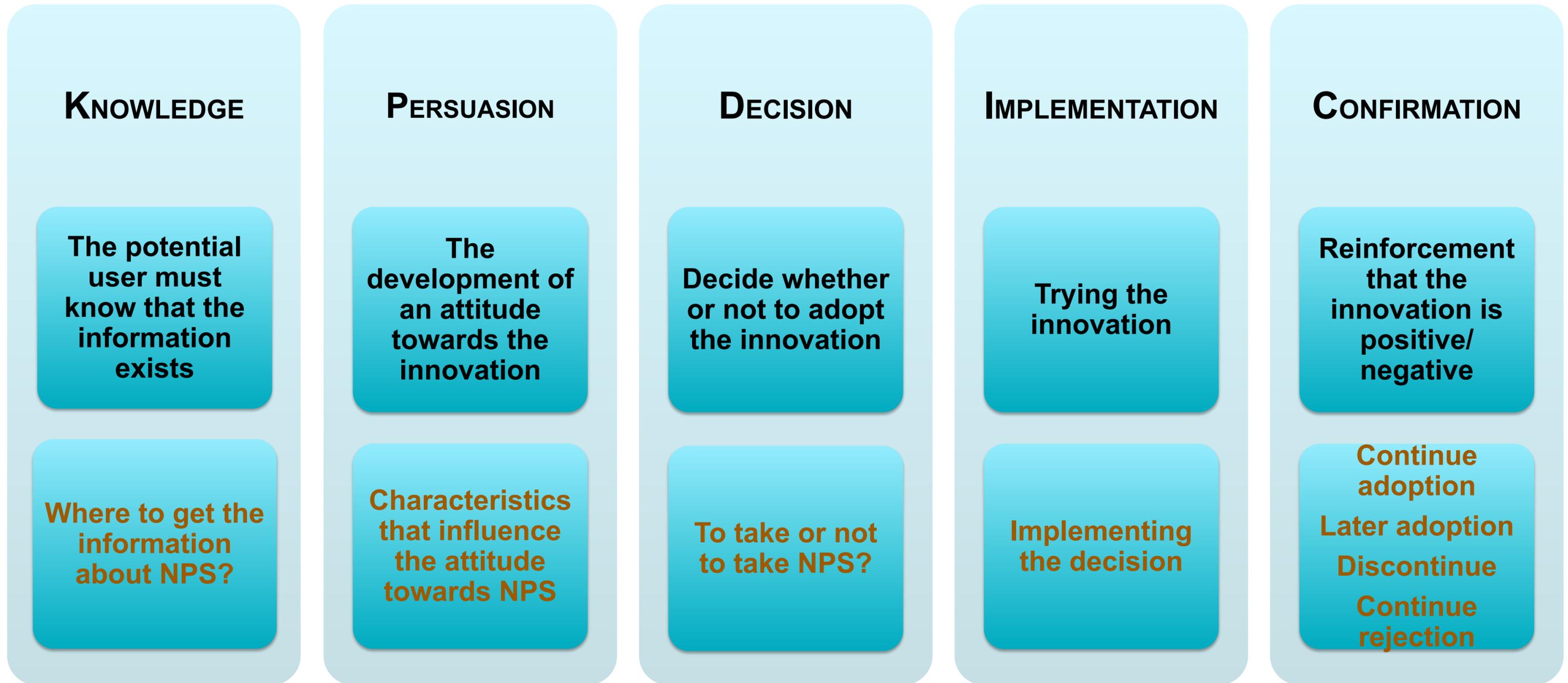
## Observability

- *Will the innovation have results visible for the society/ group?*
- The sense of belonging to a specific group





# DU1 b. The diffusion process





## educational objectives

to prevent young people from initiating drug use

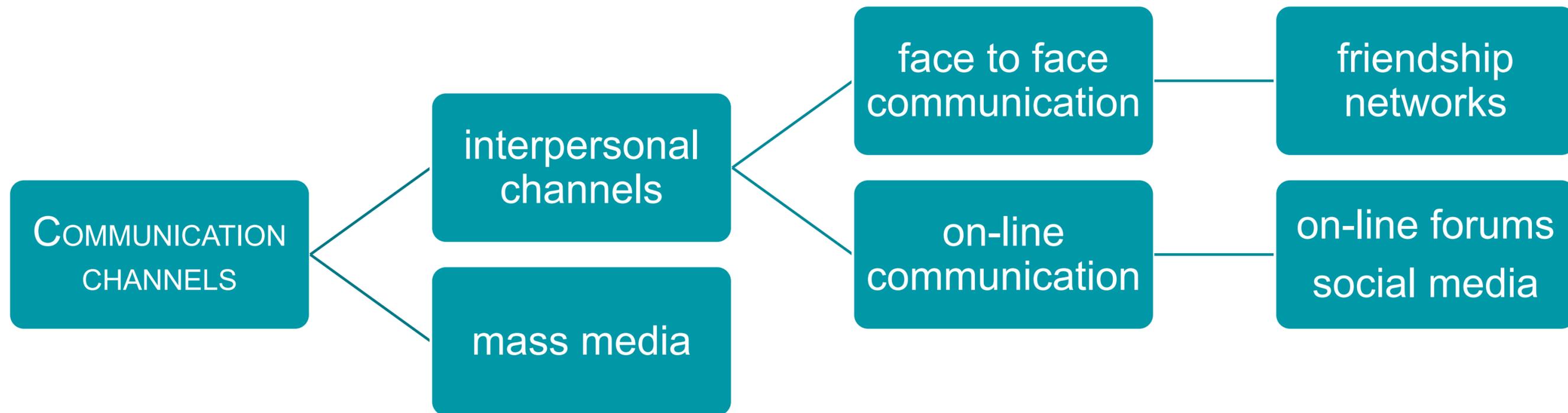
to prevent experimental drug use from becoming regular use

to help people stop using drugs



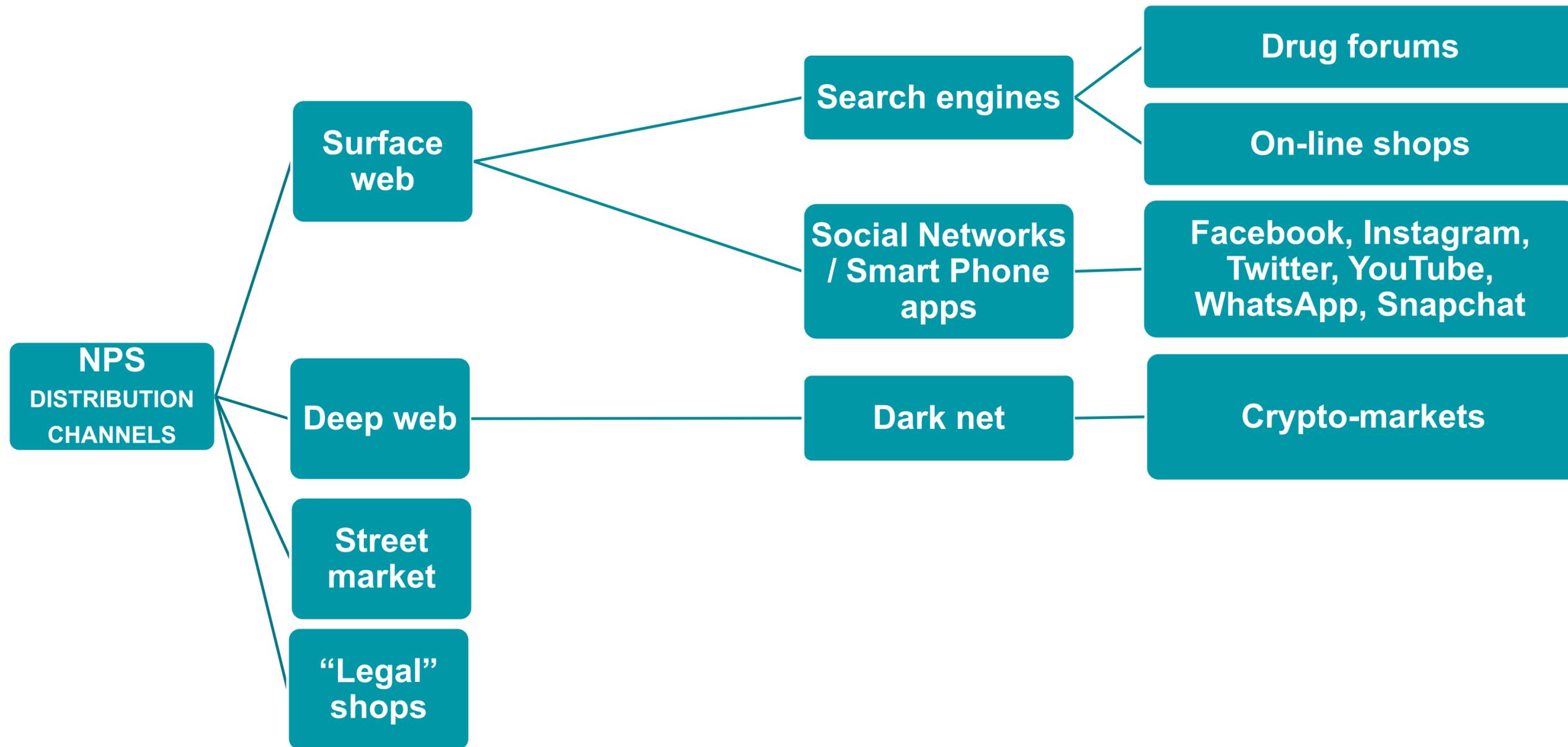
# DU1 c. Communication channels

**Communication:** the process by which participants create and share information with one another in order to reach a mutual understanding.

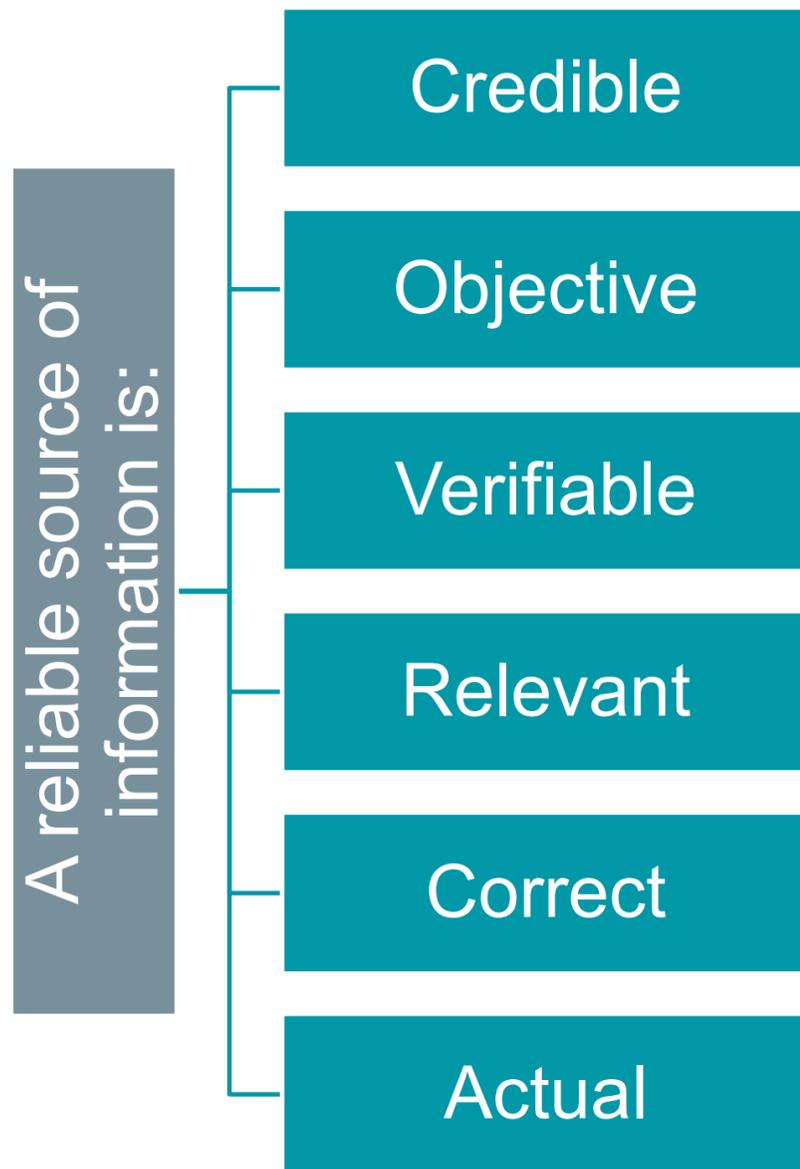




# DU2. Channels for NPS distribution



# DU3. Where do we get information about NPS from?



## European Monitoring Center for Drugs and Drug Addiction (EMCDDA)

<https://www.emcdda.europa.eu/>



European Monitoring Centre for Drugs and Drug Addiction

## National legislation

## European Union Legislation and Strategy

<https://eur-lex.europa.eu>

- EU Drugs Strategy 2021-2025
- EU Drugs Action Plan 2021-2025
- Anti-drug strategies combined with security: COMMUNICATION on the Third Progress Report on the implementation of the EU Security Union Strategy

## United Nations Conference for the Adoption of a Single Convention on Narcotic Drugs

<https://www.un.org/en/conferences/drug>



United Nations





# The «big question»

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***HOW DO PEOPLE MAKE  
THE INFORMED DECISION  
TO TAKE OR NOT TO TAKE  
NPS?***





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