



Large, slow moving events: social, economic, political, cultural, environmental

Networks & groups bound by norms and rules that become 'entrenched'

Small, informal groups of innovators who take risks and challenge norms

This diagram shows the transition from horse-drawn carriage as a primary mode of transportation to that of the automobile. Based upon a 2005 paper by F.W. Geels "The Dynamics of Transitions in Socio-Technical Systems: A Multi-Level Analysis of the Transition Pathway from Horse-Drawn Carriages to Automobiles (1860-1930).