Innovation is the purpose of conventions. To survive, a community must have a stable relationship to its environment in which it lives. Context is the environment in which a community exists. It is a community's ecological home. Communities are composed of individuals. They have personalities and histories. They are dynamic and unique. Their complex structures enable them to range across the variety of cultural tools that they use, even what they can think.

Misfit (pain) is a signal that something is wrong—something has changed beyond the change which created the misfit from the community that preceded it. The context, too, is likely to have changed beyond the change which created the misfit. Of course, the convention resulting from a successful innovation can be superseded by as it diffuses becomes a desired relation between a community and its context. That misfit manifests itself as pain. It exacts a cost—entropy always increases. A disturbance has variety of its own. A misfit arises when a convention no longer maintains a desired relation between a community and its context. That relationship between a community and its context is the purpose of conventions. The process begins when external pressure or internal decay destroys the relation between a community and its context, a disturbance.

The context that a community is living in is the environment in which it lives. It is the environment to which the community is a part. Context is the environment in which a community lives. People within a community have a need to sustain their conventions, but the context is not a fixed entity. Innovation is a reorganization of a convention. The ability to make innovations requires experience with change. Experience with change requires exposure to other conventions. A misfit is an indication of something that no longer matters. It can be aided. Immersion within the context is almost always necessary before a change in the context can be noticed. A misfit may lead to change. It may lead to creative destruction.

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