

Comparing the views of kranzberg, thompson, ritzer and mckibben on the relationsh...

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Kranzberg views are mostly based upon on the notion that the technology has allowed society to evolve and develop. Kranzberg argued that through technology and industrialization, world has witnessed what is called urbanization and development. Kranzberg however, maintains that technology is neither good nor bad nor it is neutral however, he also argued that though all history is relevant but the history of technology is most relevant. Such an assertions therefore indicate that the technology has been viewed as something which has necessarily allowed the society to progress and develop. Kranzberg is however, of the view that the non technical factors play more critical role in shaping the technology policy. (Kranzberg)

The arguments of Kranzberg are critically important in the sense that he views technology as something which has no good or bad effect on the society. Rather he believes that the involvement of the non-technological factors can actually make such a process relatively benign.

E. P. Thompson's analysis is based upon describing as to how the development of machines has actually redefined the social class and status within the society. Unlike Kranzberg, Thompson discussed the advancement of technology along with the advancement in society as brought about the industrial revolution. By discussing the Luddites, he argued that early adaptation of technology did not necessarily meet with the resistance. Accordingly, Thompson argued that it was the introduction of a new economic system of free markets which was opposed by Luddites rather than the introduction of new technology itself. (Thompson)

Ritzer's work is mostly a continuation of the arguments put forward by the Weber and he argued that McDonaldization of the society has resulted into

five different themes. (Ritzer). He views society like a fast food restaurant and argues that this could happen when the society and culture experiences a shift due to technology and other related factors. He argues that efficiency required society to achieve its ends through cost effective ways whereas he also outlined quantity as a variable of quality delivered. Similarly, predictability deals with the development of an environment where surprises are easily discounted. Overall the arguments of Ritzer's are based on the assumption that the society has relatively changed owing to the changes in technology.

Bill McKibben has extensively written on the interaction of the technology with the environment and how it can actually damage it. In his book ENOUGH he has argued the dangers of the nanotechnology as well as genetic engineering. He argues that in a race to achieve superior technology, human race may not be recognizable at all and as such new technology can change the very essence of our being. (McKibben). This argument is powerful in the sense that technology has been viewed as something powerful enough to basically change the way humans are recognized and characterized now a days. The advancements in new technology has been considered as far more powerful than the technology of the past hence the new technology is viewed as a damaging to the very essence of the human race.

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