

# McDonaldization of society

Sociology



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Task: McDonaldization of the Society Introduction McDonaldization de s an emerging trend among corporation. Currently, organizations are encountering numerous challenges. As such, they have to encounter various measures to ensure that they maintain their profitability. The above measures seek to ensure that an organization can survive in the current challenges in the current business environment. There are certain aspects, which have triggered the success of McDonald. These factors are core pillars of McDonaldization. These factors include efficiency, calculability, predictability and control (Ritzer).

Efficiency denotes the capability of the entity to undertake activities, which reduces its cost while increasing its revenues. This imperative aspect of businesses contributes massively to their success. The second pillar of McDonaldization was calculability, which means businesses under this concept, prefers to sell product based on depending on quantity rather than quantity. Predictability entails ensuring that the consumer has no feeling of indifference pertaining to a product. The final principle entails control.

Company acquires control by substituting human labour with non-human labour. Therefore, entities prefer to automate their system (Ritzer).

McDonaldization creates systems that have less human workforce subsequently increasing control of the entity over business activities through processes such automation. The people become reliant on the systems developed through McDonaldization. As such, employees and customers suffer more since they have to queue for long or consume substandard products. Although these systems may seem to save the general population money, but incur they have higher social costs. Individuals incur more cost since they eat unhealthy food, which trigger health conditions that are costly

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to manage. Families cannot now share a meal due to the presence of such organizations. This is a nonmonetary cost, which has resulted from rationalization. Rationalization denotes a global trend, which is largely bothered about cost implications of organizational activities. Consequently, an organization focuses on efficiency or other activities that minimize cost (Ritzer).

In the current society, there are various examples of McDonaldization. The company reduces its workforce by shifting some of the task to the consumer. There are several examples of these incidences, which include automated teller machine (ATM) and pump stations. These facilities have reduced employees that an entity employs by passing some duties to the consumer. Using an ATM requires the consumer to undertake numerous tasks of keying pin, queuing and following a lengthy procedure to access money while the organization reduces its employee levels. Additionally, it increases efficiency thus, incurring lower overheads. In pump stations, consumers pay and pump gas by themselves. In the past, there were employees who undertook those tasks. However, pump stations found it inefficient to have employees and opted to automate their operations (Ritzer).

The automobile sector was among the initial victims of this phenomenon. In the quest to increase production, automobile entities turned to robots. Robots denote mechanization, which resulted in efficiency and lower overheads. Additionally, it reduced human employment. This culminated in increased efficiency and increased production. Irrationality of this system may result in faulty production, which results in massive recall of vehicles. However, there are countless procedures, which products undergo prior to sale. Automobile companies have various inspection points, which denote <https://assignbuster.com/mcdonaldization-of-society/>

bureaucracy in such organizations to ensure the customers get quality automobiles (Ritzer).

#### Conclusion

In summary, McDonaldization is a trend in corporations that has culminated in increased efficiency, reduced human work force, calculability and predictability. However, the results of this phenomenon have unforeseeable consequences regarded as irrationalities. Additionally it also contributes to build up in bureaucratic processes (Ritzer).

#### Work Cited

Ritzer, George. the McDonaldization of the society. 2012. Web. 2012