

# The hammer



The Hammer Randall Schreck June 14, 2013 Grantham University PhD Sclove does have a point to be made in his writings titled "Id hammer out freedom". The process of technological innovation has benefitted the world greatly, but I believe, Mr. Sclove was attempting to influence us, the readers, to understand technologys influence on society; How it effects our everyday lives, even though we may not see or comprehend it.

Even though you may not see it, we do have a relationship with technology, (sclove, 1995) and in my opinion, have somewhat become dependent on the rewards of it. i. e. be able to learn from this class.

Of course, not only can this positive, it can also be negative, as I will explain later. The true definition of polypotency, is being " potent in many ways". (definitions.

net, 2013) Within the reading , this terms is used to describe technologys role with our society. Again all Mr. Sclove was attempting to was inform people they should understand how technology effects our lives. I also understand Mr. Scloves article as wanting us to understand the social structure and how complex it can be. Technology can have a positive or negative effect. For example, we might meet a new friend on the internet and grow a healthy long distance communication relationship.

This same technology could be the avenue by which the same people dont communicate anymore because of a " parting of the ways". Mr. Sclove uses an ordinary hammer as his example. The hammer can do many things.

Not only does it “ drive nails”, it can also pull them out. Technology is becoming more effective and efficient due to consumer demands. There is also a device on the market, that drives the nails for you, with little or no effort. Technology upgrades could, one day, make it so 1 device does all the work of 7. A video game player is another example. Not only does it run video games, they can access the internet and also play movies. Mr.

Sclove also speaks of the Opportunities and constraints of technology. Computer software, email and streamlined shipping of a companys product, has created a lean logistics system that has proven to save money and time, again and again. What does this do for the face to face relationship that has also been effective for return buyers within the same business Email is not the same as face to face. With the discovery of “ skype” and “ facetime”, it has made the customer/client relationship better with these new technologies. I believe we still have the capability of understanding which technology may or may not benefit us the most. Some people dont make informed decisions on which technologies to invest in and rely on the power of media sources to do it for them.

The marketing processes of companies wanting to sell technology, are becoming effective on sales also. Marketing is very powerful and I too, have been victim of the media. I did not really need a new desktop computer, but because of the influence, along with awesome commercials, we decided to buy one. I have used it once in the last month, and because I am a creature of habit, I surf and do homework on my laptop.

I didnt really need a new one in the first place. I do agree that we should understand how technology plays a role in our lives, and how it does affect many aspects of it, but, I also understand that many wont ever think about it, because it is so far infused in the life they lead, and perhaps take it for granite. Why understand it, when you can “ google” it

REFERENCES  
Edelbach, Ralph and Winston, Morton, Society, Ethics and Technology, 4th Edition, pg 75-113, Wadsworth Publishing Sclove, Richard E., Democracy and Technology, 1995, Also used in reference above, Page 81 <http://www.definitions.net/definition/polypotent>, 2013