

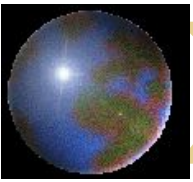
MEDIA, TECHNOLOGY and SOCIETY

An Introduction



Relasi Teknologi & Masyarakat

- Kontroversi
How far technology does or does not condition social change?
- Most popular & influential theory of the relationship between technology & society
 - Technological Determinism
 - Social Construction of Technology
(Constructivism)



Varieties of Theory

Technology is:	Autonomous	Humanly Controlled
Neutral	Determinism (traditional Marxism, fulfill natural needs)	Instrumentalism
Value-laden	Substantivism (Jacques Ellul' ends implicated in technical means)	Critical Theory (Foucault & Marcuse)



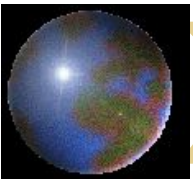
TECHNOLOGICAL DETERMINISM

- Technology
The medium of daily life in modern societies (every major technical changes reverberates at many levels, economic, political, religious, cultural) (Feenberg, 1999)
- Media Determinism
- Determinism
= essentialism (Chandler, 1995)



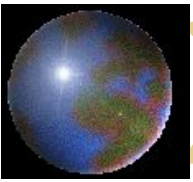
Roots

- Seeks to explain social & historical phenomena in terms of one principal or determining factor (doctrine of historical or causal primacy)
- Thorstein Veblen
 - View: technology-led theory of social change (technology is seen as “the prime mover in history”)



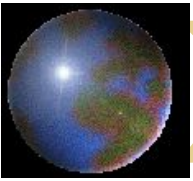
Definitions

- Technology is seen as the fundamental condition underlying the pattern of social organization
- Technology in general and communications technologies in particular as the basis of society in the past, present and the future



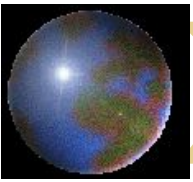
Technological Determinists

- Karl Marx
 - “the windmill gives you society with feudal lord; the steam-mill, society with the industrial capitalist”
- Harold Innis & Marshall McLuhan
 - “such inventions as the horse collar quickly led to the development of the modern world”



- Leslie White

'we may view a cultural system as a series of three horizontal strata: the technological layer on the bottom, the philosophical on the top, the sociological stratum in between



Focus

- Causality; cause and effect relationships
- Mono-causal
- Reductionism (parts are assumed to affect other parts in a linear/one-way manner)
- Technocentrism



Critics

- Strong (hard) technological determinism
a particular communication technology
is either a *sufficient* condition (sole
cause) determining social organization
and development or at least a
necessary condition (requiring
additional preconditions)

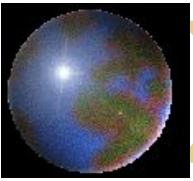


- Weak (soft) technological determinism
the presence of a particular communication technology is an enabling or facilitating factor leading to potential opportunities which may or may not be taken up in particular societies or periods (techno-economic determinism)



SOCIAL CONSTRUCTION OF TECHNOLOGY

- Technology as non-neutral/contains an ideological bias: intellectual, political, sensory, social, content biases (Neil Postman, 1979)
- Social or cultural determinism
technologies and techniques are entirely determined by social & political factors
- Determination is a real social process (Raymond Williams, 1990)



- The characteristics of a society play a major part in deciding which technologies are adopted (Mackenzie & Wajcman, 1985)