**Required Resources**

**Textbook:** *Technology and Society: Building Our Sociotechnical Future*, Chapter 14  
Sociologist George Ritzer analyzed the corporate practices of McDonald’s as reshaping culture through a process he called “McDonaldization.” In his understanding of the process, control plays an essential role in ensuring an efficient and predictable experience for both employees and consumers. As you read this essay, consider the following questions:

* According to Ritzer, how does technology support the goals of McDonaldization?
* What is the value of controlling workers and consumers? Who benefits from this control?
* What is Ritzer’s suggestion for the future of technology and control? Do you agree? Why or why not?

**Textbook:** *Technology and Society: Building Our Sociotechnical Future*, Chapter 15  
In this essay, Dyer explores the photography and film technology from the nineteenth and early twentieth centuries. In so doing, he challenges standing assumptions of how the technologies developed and the impact they had on shaping perceptions of racial and ethnic differences. As you read this essay, consider the following questions:

* Dyer suggests that the technology was developed in a way that complemented white tones. What is the social impact of this technology?
* Is it possible for technology to be racist? Why or why not

**Additional Support (Optional)**

**Video:** [Connected, but Alone?](http://www.ted.com/talks/sherry_turkle_alone_together) (19:42)  
Sherry Turkle explores how the increasing use of communication technology affects both how people behave and who they are. According to Turkle, this has significant implications for how we relate to one another and how we relate to ourselves. As you view this presentation, consider the following questions:

* What is the appeal of asynchronous, technology-enabled interaction and communication? What are the limitations?
* How do social, face-to-face interactions affect individuals’ sense of self? What are the potential effects of having fewer and fewer face-to-face conversations?
* What does Turkle mean when she says we expect more from technology and less from ourselves?

[PowerPoint Tutorials](https://learn.snhu.edu/d2l/lor/viewer/view.d2l?ou=6606&loIdentId=20038)  
This document provides a list of Atomic Learning tutorials that will be useful to you when completing this module’s narrated slide. These tutorials cover core functionality and PowerPoint features as well as the elements of effective presentation design.  
  
[IDS Four General Education Lenses](https://learn.snhu.edu/d2l/lor/viewer/view.d2l?ou=6606&loIdentId=20037)  
This document provides a brief explanation of the lenses through which we will analyze technology and includes links to brief videos that explain the lenses and methods used. As you review this document and watch the videos, consider how each lens intersects when we look at technology. Further, consider the following:

* How do these lenses “talk to each other” to address various issues in technology?
* How does each lens comment on society as a whole and impact changes within our personal and professional lives?
* What is the value of analyzing technology through these varying perspectives?