

C O N T E N T S

About the Author xi

Preface xiii

PART ONE **Defining Technology 1**

Chapter 1 **The Nature of Technology 3**

Defining Technology 4

Technological Advance and the Image of Progress 8

Technology as a Metaphor 11

Technology and Rationality 13

Technological Determinism 16

Living in a Technological Society 18

Questions for Discussion 19

Notes 19

Chapter 2 **Winners and Losers: The Differential Effects of Technological Change 21**

Technology as a Subversive Force 22

The Luddites 26

Neo-Luddism 27

Whose Technology? 28

What Technology Can Do—And What It Cannot Do 29

Questions for Discussion 36

Notes 37

PART TWO The Process of Technological Change 39

Chapter 3 The Sources of Technological Change 41

Technological Change as a Social Process 41

The Great Breakthrough 42

The "D" in R&D 44

Putting It All Together 45

Clearing Bottlenecks through Technology Transfer 47

Supply and Demand: The "Push" and the "Pull" 48

Belated Demand: The Question of Market Timing 51

How Market Economies Drive Technological Innovation 52

Obstacles to Innovation in Centrally Planned Economies 53

Noneconomic Sources of Technological Advance 54

Questions for Discussion 58

Notes 58

Chapter 4 Scientific Knowledge and Technological Advance 61

The Historical Separation of Science and Technology 61

Studies of Contemporary Science–Technology Relationships 63

How Technology Differs from Science 64

How Technology Facilitates Scientific Discovery 67

Legitimizing Science through Technology 70

The Translation of Science into Technology 72

The Commonalities of Science and Technology 74

Questions for Discussion 77

Notes 77

Chapter 5 The Diffusion of Technology 81

Technology on the Move 81

Clever Copyists 86

Adaptation and Adoption 87

Learning to Make Steel in Old Japan 88

Appropriate Technology	89
Organizations and Technological Diffusion	92
A Risky Business	93
The NIH Syndrome	94
Efforts to Restrict the Diffusion of Technology	95
Patents and the Diffusion of Technology	96
Questions for Discussion	98
Notes	99

PART THREE How Technology Affects the Health of Earth and Its Inhabitants 103

Chapter 6 Technology, Energy, and the Environment 105

Fossil Fuels, Air Pollution, and Climate Change	106
A Planet under Stress	109
Is Technology the Problem or the Solution?	110
Some Technological Fixes of the Past	111
Alternatives to Fossil Fuels	113
Doing More with Less	117
More Miles to the Gallon	118
Economic Systems, Government Policies, and the Environment	120
Questions for Discussion	122
Notes	123

Chapter 7 Medical Technologies 127

New Medical Technologies: Choices and Trade-offs	129
The Case of Kidney Dialysis	130
Replacing Broken Hearts	133
Diagnostic Technologies	137
Medical Technologies and Medical Ethics	140
New Ways of Making and Sustaining Babies	140
When Does Life End? When Should It?	142
Halfway Technologies	143
Questions for Discussion	143
Notes	144

How Technology Creates Jobs	191
The Indirect Effects of New Technologies on Employment	192
The Machines Aren't Ready to Take Over	193
Technology, Jobs, and the Changing Structure of the Economy	195
Technology and the Distribution of Income	198
Technology, Globalization, and Jobs	201
Rebounding from Job Losses	202
Benefits, but Disruption Too	204
Questions for Discussion	205
Notes	205

Chapter 11 **Technological Change and Life on the Job 209**

Industrial Production	209
Machine-Paced Labor	211
Is Technology to Blame?	213
Industrial Technology and the Division of Labor	215
Scientific Management Once Again	217
Industrial Work and Recent Technological Developments	219
Technological Change and White-Collar Work	220
Telework	222
The "Gig Economy"	224
Smart Technologies and Dumb Jobs?	225
Questions for Discussion	227
Notes	227

PART FIVE **Communication 231**

Chapter 12 **Printing 233**

The Printing Revolution	234
Printing and the Expansion of Knowledge	236
Printing and the Rise of Protestantism	237

Printing, Literacy, and Social Change 238

Psychological Effects of Printing 240

Newspapers 241

Digitizing the News 245

Reading Digitally 247

Questions for Discussion 249

Notes 249

Chapter 13 The Electronic Media: From the Telegraph to Television 253

The Invention of Radio 253

The Origins of Commercial Radio 255

The Rise of Television 257

The Federal Government Steps In 259

The Television-Viewing Public 261

Violence on Television and Its Consequences 262

Delivering the News 265

Television and Politics 267

Television and Thought 268

Questions for Discussion 270

Notes 271

Chapter 14 The Internet Age 275

The Birth and Growth of the Internet 275

Social Media and the Network Effect 277

Mobile Communications 279

Social Media and Social Movements 281

The Digital Divide 284

Video Games 285

Intellectual Property 287

Privacy in the Digital Age 290

The Electronic Media in Modern Society 291

Questions for Discussion 292

Notes 293

PART SIX The Tools of Destruction 297

Chapter 15 Weapons and Their Consequences 299

Military Technology in the Ancient World 299

Military Technology and the Feudal Order 301

New Weapons and the Decline of Feudalism 302

The Gunpowder Revolution 305

War and the Centralized State 308

Technological Change and Naval Culture in the Era of the Battleship 309

Weapons and the Making of the Modern World 310

Questions for Discussion 315

Notes 315

Chapter 16 The Era of Smart Weapons 319

Cruise Missiles 319

Smart Bombs 321

High-Tech Surveillance 322

Drones 323

The Cost of Technological Sophistication 325

Asymmetrical Warfare 326

Cyberterrorism and Cyberattacks 330

Military Technologies in a Changing World 332

Questions for Discussion 334

Notes 334

Chapter 17 How New Weapons Emerge—And How They May Be Contained 337

Action and Reaction 337

Social Structure and the Development of Military Technologies 338

Expanding the Scale and Scope of War 345

Industrial Technology in the Service of War 347

Controlling Military Technologies 350

The Perils of Proliferation 357

Questions for Discussion 358

Notes 359

PART SEVEN The Shaping and Control of Technology 361

Chapter 18 Technology and Its Creators: Who's in Charge of Whom? 363

Technological Advance and Cultural Lag 363

Technology, Globalization, and Cultural Convergence 365

Experts, Expertise, and the Shaping of Technology 369

Engineers and the Control of Technology 373

Questions for Discussion 378

Notes 378

Chapter 19 Organizations and Technological Change 381

Technology as a Cause of Organizational Structure 381

Technology as a Consequence of Organizational Structure 386

Organizational Size and Technological Innovation 390

Organizations and New Information Technologies 392

Interorganizational Relations and Technological Development 395

Entrepreneurs and Organizations 396

Questions for Discussion 398

Notes 399

Chapter 20 Governing Technology 401

Government Actions and the Shaping of Technology 401

Paying for Science and Technology 404

But Is It Really Necessary? 405

Government Institutions for the Guidance of Technology 407

How Government Policies Shape Technological Change 409

The Democratic Control of Technology 413

The Challenges of the Future 417

Questions for Discussion 418

Notes 418

Index 421