

## 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