I. McDonaldization Theory

A. Theorist: George Ritzer, Work: *McDonaldization of Society*

B. Thesis: global society, its institutions and values, are being shaped by

the organizational principles and values of the Western society’s fast food industry.

C. Theoretical influences

1. Weber: rationalization

a. instrumental rationality

b. bureaucracy

2. Neo-Marxism: culture industry

a. corporate media produces standardized media products

b. corporate media produces standardized media consumers

c. consumer expectations and desires are met by standardized products

D. Historical Influences

1. Mass production

a. Fordism

b. Gospel of Mass Consumption

2. Scientific management: Frederick Taylor

3. Automation: machinery to computers

4. McDonalds

a. Dick and Mac McDonald: Fordism

b. Ray Kroc: “standardization of everything”

c. consumers for life: selling to children

E. McDonaldization: principles and values

1. efficiency

a. optimum method for getting from one point to another

b. the fastest way to complete an order

2. calculability (formula: $s and time)

a. time: production

b. money: measuring cost

c. task as time and money

3. predictability

a. standardized product

b. standardized services (incl emotional labor)

c. “creating an experience the same all over”

4. control: non-human technologies

a. technology to eliminate human workers

b. technology to control workers

i. limit autonomy

ii. control environment

F. McDonaldization of global society

1. production of goods and services has been McDonaldized

a. fast food industry

b. iphones

c. entertainment: genres

2. distribution of goods and services has been McDonaldized

a. retail: Wal\*Mart super stores

b. books etc. :Amazon

c. toys: Toys R Us

d. education: public univerisities

e. others: tax, glasses, weight loss, home furnishing

f. entertainment: film, television

3. consumption of goods and services has been McDonaldized

a. global icons: golden arches and Ronald McDonald

b. global consumerism: food to clothes to movies, music, television and advertising.

c. standardization of consumption: Starbucks

G. Successes

1. More goods and services to more people.

2. Eliminates barriers of space and time.

3. Safe, stable environment

4. Less discrimination: race, gender and class

5. Easy and quick introduction of new technologies and organizations

H. Consequences

1. global standardized culture

2. elimination of cultures: values, practices, beliefs, rituals, technologies

3. elimination of domestic industries/businesses

4. disempowerment of labor

5. Dehumanization