McDonaldization of Society

1. Classical Influence: Weber

1. Western society

a. historical process

b. rationalization

2. Instrumental (Formal) Rationality: most efficient means to

achieve a given end.

a. efficiency

b. predictability

c. calculability

d. control

3. Bureaucracy as Ideal Type of Instrumental Rationality

a. hierarchical

b. rule-governed

c. specialization

1. Historical changes

1. Mass production: Fordism

2. Scientific Management: Frederick Taylor

3. automation and deskilling

C. Consequences of Rationalization

1. more, faster, predictable

2. disempowers workers

3. “means” become ends and cultural values

4. dehumanization: humans must adapt to system

D. Irrationality of Rationalization: Holocaust

1. Ford and Hitler

2. from registration to organization to transportation to factories

3. most efficient means (gas chambers) to given end (mass murder)

4. human behavior determined by process: “banality of evil”

E. The Birth of McDonaldization: McDonalds

1. Dick and Mac

2. Factory Farms to Fast Foods to Suburbia to Shopping Malls to Globalization of Rationalization

3. McDonalds as Metaphor

F. Globalization of McDonaldization

1. geographic

a. “McDonaldized” Fast Food is everywhere

b. countries have own “McDonaldized” Fast Food

i. India: Nirula

ii .Lebanon: Juicy Burger

2. industry

a. retail: Wal\*Mart, Target, Starbucks

b. auto: Jiffy Lube, Aamaco, Midas

c. toys: Toys R Us

d. colleges and universities

e. newspaper: McPaper

f. books: Amazon.com

g. others: H&R Block, Lens Crafters, Jenny Craig, Home Depot,

Pet Mart, Turbo Tax, On-line Banking

3. culture

1. Icon

i. Golden Arches

ii. Ronald McDonald

b. movies, music and television

G. Four dimensions of McDonaldization

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

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

F. Consequences

1. global standardized culture

2. dehumanization: human being as consumer/worker

3. elimination of other cultures