I. McDonaldization of Society

1. Weber and Western society

1. Instrumental (Formal) Rationality

a. efficiency

b. predictability

c. calculability

d. control

2. Bureaucracy as Ideal Type

a. hierarchical

b. offices/positions

i. specialized function

ii. knowledge

iii. authority

c. rule-governed: rules and regulations

d. record keeping

1. Mass production: Fordism

C. Scientific Management: Frederick Taylor

D. Success of Rationalization

1. faster

2. more

3. predictable

E. Dystopia: Irrationality of Rationality (Iron Cage)

1. Obvious

a. red tape

b. self-perpetuating

2. dehumanization

a. eliminates the unique

b. those being processed

c. bureaucrat: small cog. . .prescribed behavior

3. authoritarian personality

a. obedience

b. respect for authority

c. eliminates critical thinking/imagination/uniqueness

d. creates passivity

4. calculability and quantification

F. Holocaust: Irrationality of Rationalization

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

2. Ford and Hitler

3. from registration to organization to transportation to factories

4. “banality of evil”

G. 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

H. 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

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

I. 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. common product

b. common 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

J. Successes

1. More goods and services to more people.

2. Eliminates barriers of space and time.

3. Safe, stable environment

4. Less discrimination for race, gender and class

5. Easy and quick introduction of new technologies and organizations

K. Unintended consequences

1. negative environmental impact

a. factory farming

b. transportation

2. health

a. children

b. adults

c. advertising

3. fast food and power

a. political power

i. subsidies

ii. deregulation

iii. competes with families

b. economic power

i. labor

ii. communities

4. global cultural homogenization

5. dehumanization

L. McDonaldization and education

1. efficiency

2. predictability

3. calculability

4. control

M. McDonaldization and work

N. McDonaldization and health care

O. McDonaldization and food