Berry’s standards for technical innovation are self-contradicting and irrational. Berry says that the product should be from a small privately owned store but he also says that the rise in technological innovation is too costly, hereby contradicting himself. Anything that comes from small privately owned store is typically more costly than a large scale manufacturer. He claims he cannot afford these new products, but is unwilling to allow them to be produced in the more cost efficient way.

Berry is the one to mention his wife and the work that she does for him, however when attacked, he says that the matter is personal when he is the one to bring it up. Berry seems to be retreating on a accidental slip of the tongue that he made in his argument. He has no problem with his marriage being public until people accuse him of using his wife as a cheap labor tool, ¨Wife meets all of Barry’s uncompromising standards for technological innovation: She’s cheap, repairable near home, and good for family structure.¨ He attempts to make an adequate case opposing computers out of his publicized personal life but then says that it is impossible to adequately defend it his personal life.

Berry’s beloved typewriter, a Royal standard typewriter bought new in 1956, was manufactured by a company that was a Fortune 500. His standards for technological innovations clearly states that the item should be bought from a small privately owned shop, but obviously the typewriter, where Berry wrote this very statement, was an exception to his own rule.