



Technological Determinism and Social Change: Communication in a Tech-Mad World (Communication, Globalization, and Cultural Identity)

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The aim of this book is to shed new light on this theoretically and practically significant issue, and questions the role of technology and culture in social change. It challenges us to reconsider and rethink the impact of new information and communication technologies on civil society, participatory democracy and digital citizenship in theoretical and methodological contributions, through the analysis of specific cases in Australia, Bangladesh, Belgium, China, Colombia, Kenya, Netherlands and the United States. Access to information and communication technologies is a necessity, and the importance of access should not be trivialized, but a plea for digital literacy implies recognizing that access is the beginning of ICT policies and not the end of it. Digital literacy requires using the Internet and social media in socially and culturally useful ways aimed at the inclusion of everybody in the emerging information/knowledge society. Technology matters, but people matter more.

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Editorial Review

Review

[Jan Servaes] has edited a valuable collection of essays that oppose technological determinism and idealism, instrumentalism and quick-fix solutions to long-term problems. It should be widely read. (*European Journal Of Communication*)

The struggle to apply contextually sensitive and genuinely participatory models and practices in the challenge of ensuring that the digital technologies are responsive to a multiplicity of needs is ongoing. The contributors to this book rightly insist that access to technology is never a sufficient underpinning for sustainable social change that is consistent with democratic values. This book should be widely read and its lessons integrated within all efforts to encourage theory and practice designed to empower people through their use of information and communication technologies. (Robin Mansell, London School of Economics and Political Science)

Servaes has edited a wealth of essays about the relation of technology and social change. Most chapters debunk the popular instrumentalism and solutionism of new technologies. However, technology is both defining and enabling. The book shows that in the end social and human factors prevail. For example, digital media promise more democracy and access for all, but in practice they could also lead to control or oppression and inequality of actual benefits. (Jan A.G.M. van Dijk, University of Twente)

A strong and compelling demystification of technology that should be read widely. The contributors deserve more than 3 A's for their intelligent and persuasive discussions that challenge prevailing views of technology's role in society. (Janet Wasko, University of Oregon)

Technological determinism keeps haunting research and policy in the field of communication. This book provides—through its scholarly contents and excellent structure—essential guidance to understand how deterministic approaches stand in the way of putting people first and facilitating sustainable social change. Invaluable reading for researchers, teachers and policymakers! (Cees J. Hamelink, University of Amsterdam)

Many of us see changes following the emergence of new technologies and believe that there is a causal relationship between the two. This book shows a different picture—one with the human factor accounted for, and explains why and how *people* matters in regard to ICTs and social change. (Georgette Wang, National Chengchi University)

About the Author

Jan Servaes is chair professor and head of the Department of Media and Communication at the City University of Hong Kong.

Users Review

From reader reviews:

Samuel Tapp:

Spent a free the perfect time to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their friends. Usually they performing activity like watching television, going to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your free time/ holiday? Could be reading a book is usually option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the reserve untitled Technological Determinism and Social Change: Communication in a Tech-Mad World (Communication, Globalization, and Cultural Identity) can be fine book to read. May be it may be best activity to you.

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