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Technology and Society

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Abstract: Technology, Society and life or technology and culture refers to cyclical co-dependence, co-influence, and co-production of technology and society upon the other (technology upon culture, and vice versa). This synergistic relationship occurred from the dawn of humankind, with the invention of simple tools and continues into modern technologies such as the printing press and computers. Technology and human life cannot be separated. Society has a cyclical co-dependence on technology. We use technology; depend on technology in our daily life and our needs and demands for technology keep on rising. Humans use technology to travel, to communicate, to learn, to do business and to live in comfort. However, technology has also caused us concerns. Its poor application has resulted in the pollution of the environment and it has also caused a serious threat to our lives and society. This calls for the proper use of technology. The biggest challenge facing people is to determine the type of future we need to have and then create relevant technologies which will simplify the way we do things. It is impossible to explore how each new advanced technology has impacted our lives and how it will impact the future. Technology impacts the environment, people and the society as a whole. The way we use technology determines if its impacts are positive to the society or negative. Positive impact: we can use corn to make ethanol and this ethanol can be used as fuel. Fuel can be used to run machines and cars which will increase the output of manufacturing industries at a lower cost. Negative impact: if we decide to shift large quantities of corn to fuel production from food production, humans will be left with no food and this will cause world hunger which even is a worse situation.

Keywords: Technology, Society, Culture, Positive or Negative Impacts.

Introduction: The technological growth taking place in the world today is doing so very rapidly and there are new advancements being made with each passing day and this is possible owing to the large number of extensive programmes of technological research

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Volume 07 Issue 01
January 2019

currently being done by a large number of researchers working within non-profit research organizations, business and universities. The developments being made today are very strong and are very pervasive forces in the business environment today. Technology can easily be referred to as the scientific knowledge to the practical problems we are experiencing in the world today. There is no denying that the impact of technology in the world today is huge and can be categorized in to how it effects our society today and how it influences the business activities and operations. In the past people used technology as a tool for making survival an easier endeavour. Nowadays we are witnessing a shift in the role technology is playing in our society and may continue to play for generations to come. In the modern-day world technology is no longer a tool for survival but it turned to a means of communication and entertainment. Mass communication technology has made it easier than ever to connect with people. At the same time this raises the concern of whether technology has a good or bad influence on our society, the use of technology is destroying face-to-face interaction and communication between people. The lack of communication affects also relationships inside one family. It is quite common in today's society for a family to eat dinner completely separate from each – almost purposely avoiding face-to-face communications. On the other hand there might be an explanation for this phenomenon; husbands, wives, boyfriends and girlfriends no longer go entire days without speaking to each other on the phone, emailing each other, Facebooking each other or texting each other. The paradox of the mass communication technology is that we are growing more distant from each other when we choose to make smartphones, computers, television, and the like our primary means of communicating with each other. Technology is a wonderful tool that is supposed to help humans improve their life quality but instead of that it is preventing us from continuing to be able to form meaningful relationships with each other. It is true that the long-term social effects of modern communication are still to be seen but it doesn't seem, at least for now, like they are more beneficial than detrimental to society.

The use of social networking sites has both positive and negative consequences. It is amazing how someone can find a long-lost friend through a social networking site, enabling them to reconnect. In a society where people have become quite mobile and family and friends are often geographically separated, it is convenient to keep in touch through technology. These Web sites contributed to cheating on significant others, often leading to divorce. People have been fired from their jobs or put under pressure because they use these sites at work or

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Volume 07 Issue 01
January 2019

because something is posted on a site that undermined the person's professional standing. Although divorce and loss of employment are serious issues, perhaps they are not as common as other problems that have the potential to stem from social networking sites.

Impact of Technology on Society:

Technology has without doubt an impact on society. As a matter of fact, we experience this effect in our daily lives. It has an effect on the growth of the economy, our culture and our living standards. It is however important to note that the benefits are a double-edged sword with some being detrimental and other being beneficial. One should be very careful and get to know how the effects on society get to effect the business activities and operations.

Positive Impact of Technology:

Technology impacts on our daily lives. Our environments are all so full of technology to the point that most of the time we take it for granted and never actually notice the level of impact that it has on us until when we have no telephone, transport, water or electricity. Advancements in technology have greatly increased our living standards. Despite the fact that we are currently experiencing very high inflation rates and the rates of unemployment are very high, generally, people are feeding better, are dressing better and are as a matter of fact living more comfortable lives.

Technology also has a great impact on all the fundamental aspects of all our cultures including laws and how they are enforced, language, art, health care, mobility, education and religion. For instance the great technological improvements in health care have given a chance to doctors to treat their patients in an environment that is virtual through the use of mediums such as video conferencing which has also greatly benefited the legal environment as it allows the judges to still listen to the cases of hard core criminals who cannot be allowed to get into the court rooms due to security reasons.

Negative Impacts of Technology:

With every advancement that is made in the technological world, creative destruction results. For example, television impacts negatively on the movies and synthetic fibres impact the cotton fibres negatively. The coming in of new types of technology also results in a negative impact on the growth of the economy at times; television at times consumes all the

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Volume 07 Issue 01
January 2019

productive hours that a man has in a day. Every new form of technology gets into the market together with long term consequences that are most of the time not foreseeable.

Positive Impacts of Technology on Society:

Technology has Mechanized Agriculture: Technology has mechanized agriculture: Modern agricultural technology allows a small number of people to grow vast quantities of food in a short period of time with less input which results into high yields and RIO "return on investment". Through government subsidies, small and medium-sized farmers have managed to acquire ploughing, sowing, watering and harvesting machines. The use of technology in agriculture has also resulted in the manufacturing of genetic crops which can grow fast and they can be resistant to many pests and diseases. Also, farmers have access to artificial fertilizers which add value to the soil and boost the growth of their crops and enable them to produce high-quality yields. Farmers in dry areas have been in a position to grow healthy crops, they use advanced water pumps and sprinklers which derive water from rivers to the farms, the all process can be automated to save time. A good example is Egypt, this is a desert country which receives little rain, but small and big farmers have used automated sprinklers to irrigate their farms. In Egypt, they grow a lot of rice, yet this crop needs sufficient water to grow well. The water is pumped from River Nile to the rice fields on a daily basis.

Technology has Improved Transportation: Transportation is one of the basic areas of technological activity. Both society and businesses have benefited from the new transpiration methods. Transportation provides mobility for people and goods. Transportation, like all other technologies, can be viewed as a system. It is a series of parts that are interrelated. These parts all work together to meet a certain goal. Transportation uses vehicles, trains, airplanes, motorbikes, people, roads, energy, information, materials, finance and time. Technology has helped in advancing all the four types of transportation and these include

- Road transport used by automobiles ,
- Air transport which is used by airplanes ,
- Water transportation which is used by ships and speed boats and
- Space transportation used to go to the moon. The most used of all these is Road transportation, this one facilitates the movement of goods and people. Technologies

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Volume 07 Issue 01
January 2019

like automobiles, buses, and trucks have improved the way humans move and how they transport their goods from place to another. Also, developing countries are getting funds from wealthy countries to improve their road transport which has resulted in the development of rural remote areas.

Technology has Improved Communication: Technology has improved communication: Communication is used for a number of purposes. Both society and organizations depend on communication to transfer information. People use technology to communicate with each other. Electronic media like radios, televisions, internet, and social media have improved the way we exchange ideas which can develop our societies. In many countries, radios and televisions are used to voice the concerns of the society, they organize live forums where the community can contribute through mobile phones or text service systems like tweeter. During political elections, leaders use radio, television and internet media to reach the people they want to serve. A good example is the recent presidential election in the USA,"President Barak Obama" has embraced the communication technology to reach and voice out his concerns towards the development of America. Communication technologies like Televisions, radios, and internet can be used to persuade, entertain and inform the society. Small businesses have also used the internet and mobile communication technology to grow and improve their customer service.

Technology has Improved Education and Learning Process: Technology has improved education and learning process: Education is the backbone of every economy. People need well and organized educational infrastructures so that they can learn how to interpret information. Many schools have started integrating educational technologies in their schools with a great aim of improving the way students learn. Technologies like smart whiteboards, computers, mobile phones, iPads, projectors, and internet are being used in classrooms to boost students' moral to learn. Visual education is becoming more popular and it has proved to be the best method of learning in many subjects like mathematics, physics, biology, geography, economics and much more. The business community has invested money in various educational technologies which can be used by both teachers and their students. For example, on iTunes, we will find many educational applications which can allow students and teachers exchange academic information at any time, this has made learning mobile. Also, programs like Long distance learning have opened boundaries too so many scholars around the world.

ISSN: 2235-767X
Volume 07 Issue 01
January 2019

Negative Impacts of Technology on Society:

Resource Depletion: The more demand for new technologies and advancement of current technologies, the more pressure we put on earth's natural resources. Look at the total number of mobile phones and computers being manufactured today, our population is increasing every day and all these billion consumers demand either a mobile phone or a computer in their homes or offices. This is good news for the manufactures, like Apple or Samsung, the demand for their gadgets is high, but to sustain this demand, they have to exploit Mother Nature for resources like aluminium, once these resources are extracted from the earth plates, they will never return back because it took those a billion years to mature. That means that at one time, we shall be left with no natural resource which can be a problem to the future generation and economy. Likewise, the intensive farming practices will deplete the soil. This makes heavy applications of commercial fertilizers necessary to yield healthy harvests, but also these fertilizers have chemicals which are dangerous to the soil and human lives.

Increased Population: Technology has helped us live longer by improving health facilities and aiding in the research for solutions for most health problems which affect humans. This is good news for developed countries but is bad news for developing countries which have not been in a position to access these health care benefits brought by technology. In developed countries population growth is controlled by advanced birth control methods, this has helped them balance their population in relation to natural resources and other opportunities which come with a planned population. This is different in developing countries, the rate at which people produce is very high, the mortality rate is high, food is scarce and health care is poor.

Increased Pollution: Pollution affects the land we grow crops on, the water we drink and the air we breathe. The increased demand for new technologies and advancement of technologies has resulted in many manufacturing and processing factories. As they work so hard to create the best technologies for both society and business, they release harmful chemicals and gasses which have polluted our environment and this has resulted in climate changes (global warming). So the more technology we enjoy, the more we harm our environment. Experts have tried to implement ways of reducing this impact by encouraging factories to go green, to a small extent, this has been achieved through the development of green technologies like; green cars, green computers, but a great effort is still needed to reduce the pollution of the air and the earth.

ISSN: 2235-767X
Volume 07 Issue 01
January 2019

Conclusion: Despite the fact that we village which has in turn helped people to more easily overcome their cultural, racial and continental barriers cannot really ignore that there are a number of ways in which technology negatively impacts our society, for the better part it has greatly helped to make out lives better. Technology has greatly helped us to become more efficient thus increasing our productivity. It has also helped us a great deal to be able to save on many resources such as time and money and these are great benefits that cannot be ignored. It has also worked well in bringing unity into the world by turning it into a global.

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Volume 07 Issue 01
January 2019

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