

# Modernization with Media TECHS

Theorists Media-Communication-Technologies (1960s→ Present)

## 1. Daniel Lerner

- Psychological Warfare against Nazi Germany (1949)
- The Passing of Traditional Society: Modernizing the Middle East (1958)



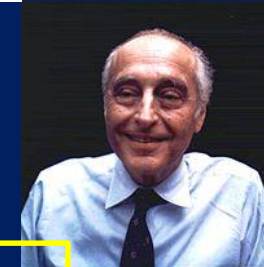
## 2. Wilbur Schramm –

- ▶ Iowa School of Journalism
- ▶ Stanford Behavioral Science Program
- ▶ Mass Media and National Development (1964)



## 3. Ithiel de Sola Pool (MIT)

- ▶ 1963 (White Paper/Article) *The role of communication in the process of modernization and technological change*
- ▶ 1984 (Book) Technologies of Freedom

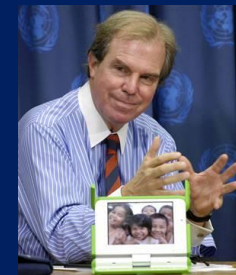


## 4. Everett Rogers -- Diffusion Theory (1980)

- ▶ University of Michigan
- ▶ Stanford
- ▶ Annenberg School of Communications USC



## 5. Nicholas Negroponte (MIT Media Lab) 1990s-2000s One Laptop Per Child



## 6. Jeff Bezos, Elon Musk, Sundar Pichai, Tim Cook, Trump...

# Technological Diffusion → Information Flows

Proponents of a "smooth" vision of social and cultural change

Everett Rogers → (Iowa → Stanford University  
Media/Technology Researcher)



Background: Rogers background was in AGRICULTURE.  
Many of his initial ideas revolved around spreading  
industrial agricultural techniques & technologies to  
increase food yields.



Then he switched to MEDIA & TECHNOLOGIES as his  
focus.



## ROGER'S FOCAL POINTS

- I. How can countries of the Global South "**leapfrog**" from "developing" nations into first world status through COMMUNICATION TECHNOLOGIES... and the
- II. DIFFUSION of mass technologies and mass media.



Idealized Information Flows: More  
Media → More Free Flow of Information → More Freedom  
(But is this really true?)



# Rogers's Underlying Approaches & Perspectives

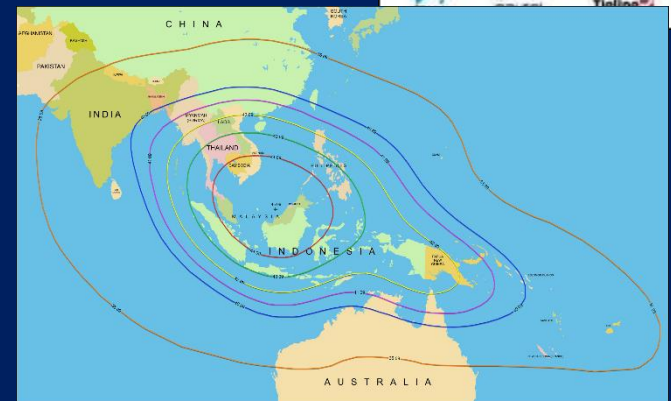
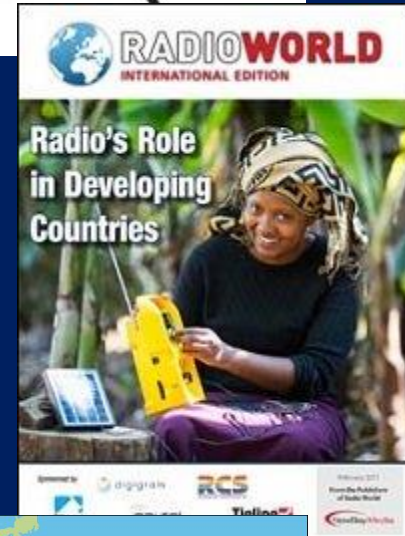
## 1. Ideological Framing

- ▶ Corporate Capitalistic Perspective
- ▶ Media Control must be in the hands of **private companies** and individuals (i.e. NOT governments).
  - ▶ IBM, ATT, Apple, Cisco, Disney, 20<sup>th</sup> Century Fox, Gannett, Intel, NBC, CBS, etc.

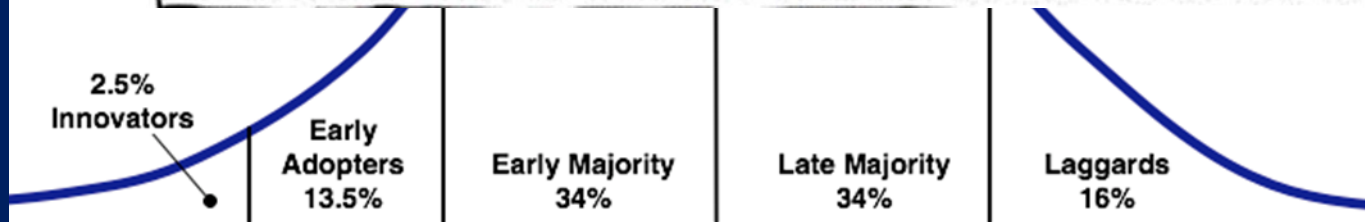
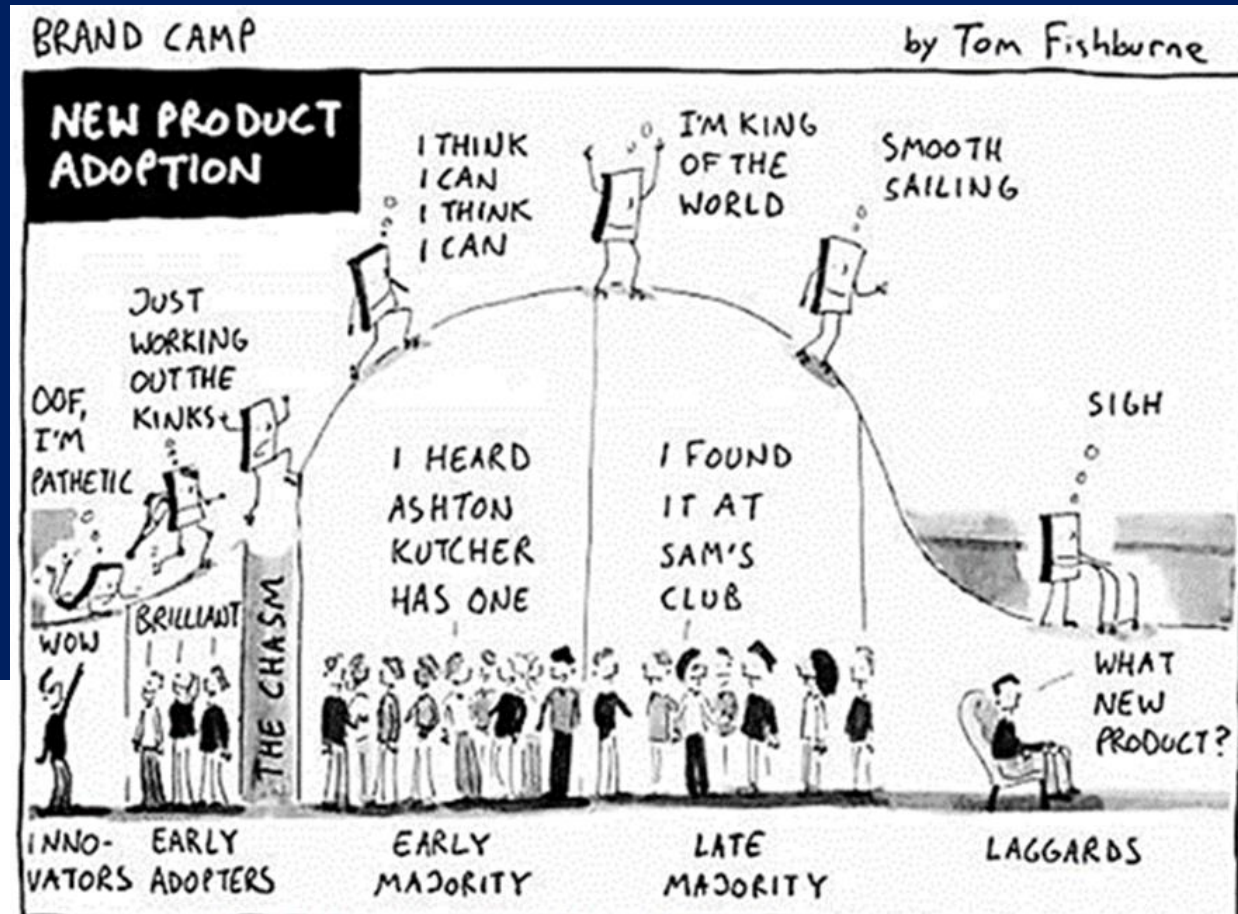


## 2. Approaches:

- **INSTILL THE NOTION THAT MEDIA = PERSONAL and/or INDIVIDUAL FREEDOMS**
- Persuade/Make people use mass media technologies across an entire population (Family → School → Business)
- **FREE Access to PRIVATELY owned major broadcast media: Radio, Television, Web**



# Media/Technology Adoption :



# Innovation/Technology Adoption

## 6 Stages of Innovation Adoption

1. **Awareness** → Initial interest
2. **Pre-Evaluation** → Self Needs-Expectations
3. **Purchase** → Trial-Learning Curve
4. **EVALUATION-Adoption (?)**
5. **Habitual Life Ritual**
6. **Communication/Influence others**

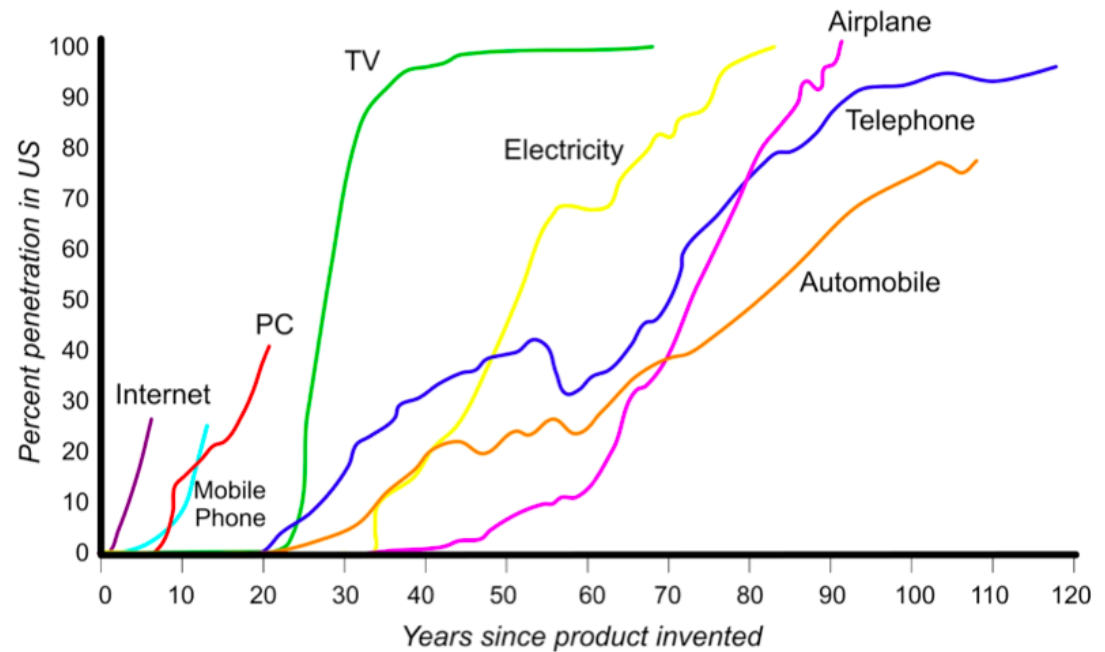
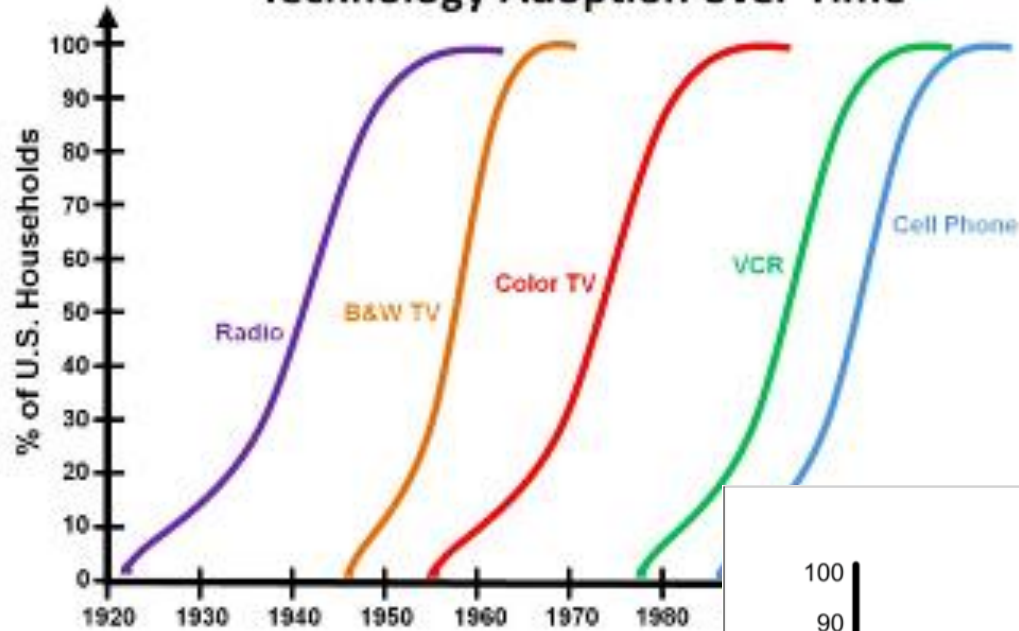
## *Perceived characteristics of innovations.*

How likely those potential adopters are to move from *awareness* to *adoption*.

1. **relative advantage** (the 'degree to which an innovation is perceived as being **better** than the idea it supersedes);  
↓
2. **compatibility** (the degree to which an innovation is perceived to be consistent with the existing values, past experiences and needs of potential adopters);  
↓
3. **complexity** ('the degree to which an innovation is perceived as difficult to use');  
↓
4. **trialability** ('the opportunity to experiment with the innovation on a limited basis'); and  
↓
5. **observability** ('the degree to which the results of an innovation are visible to others').

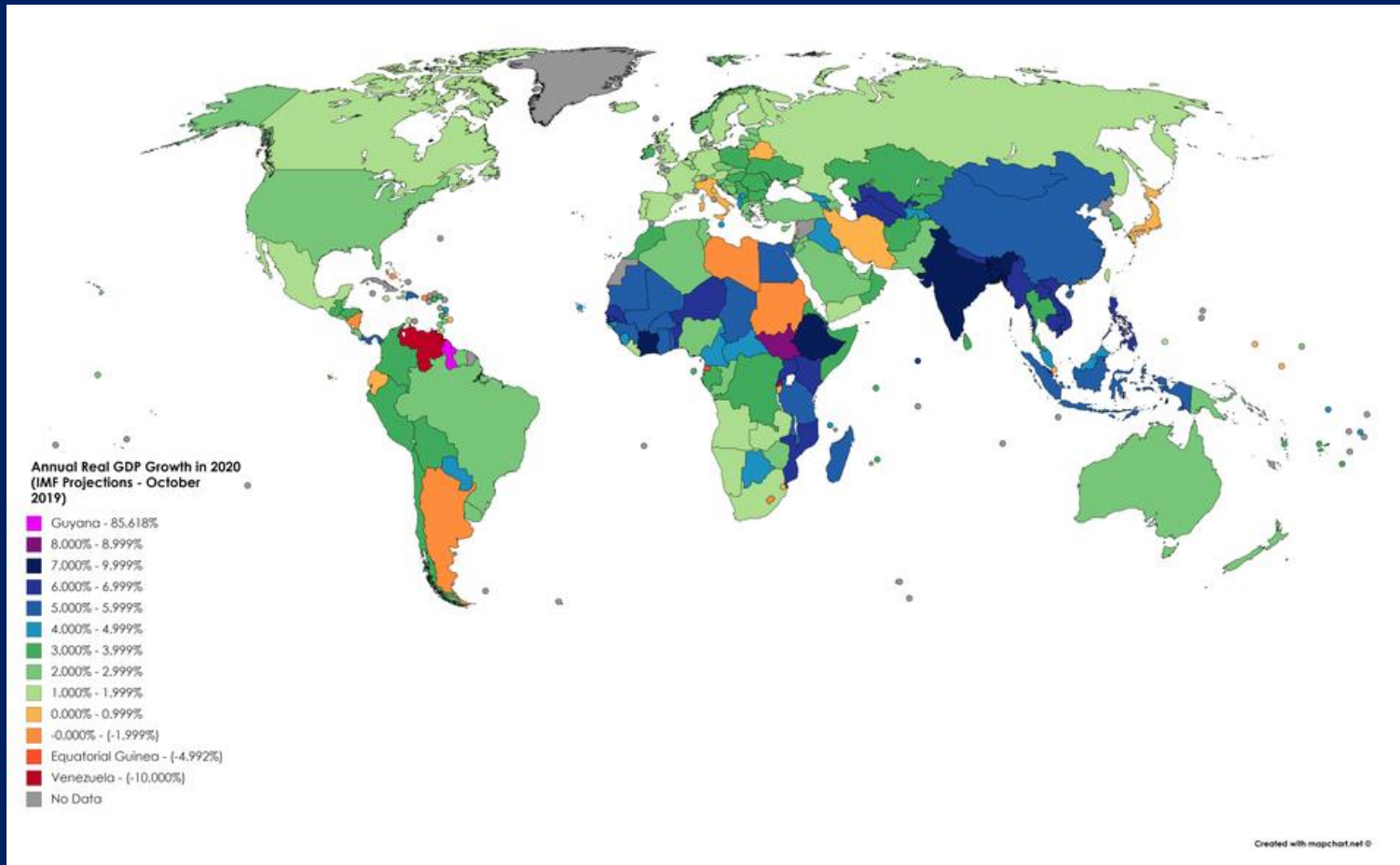
# U.S. Tech Adoption of Different Media

## Technology Adoption over Time

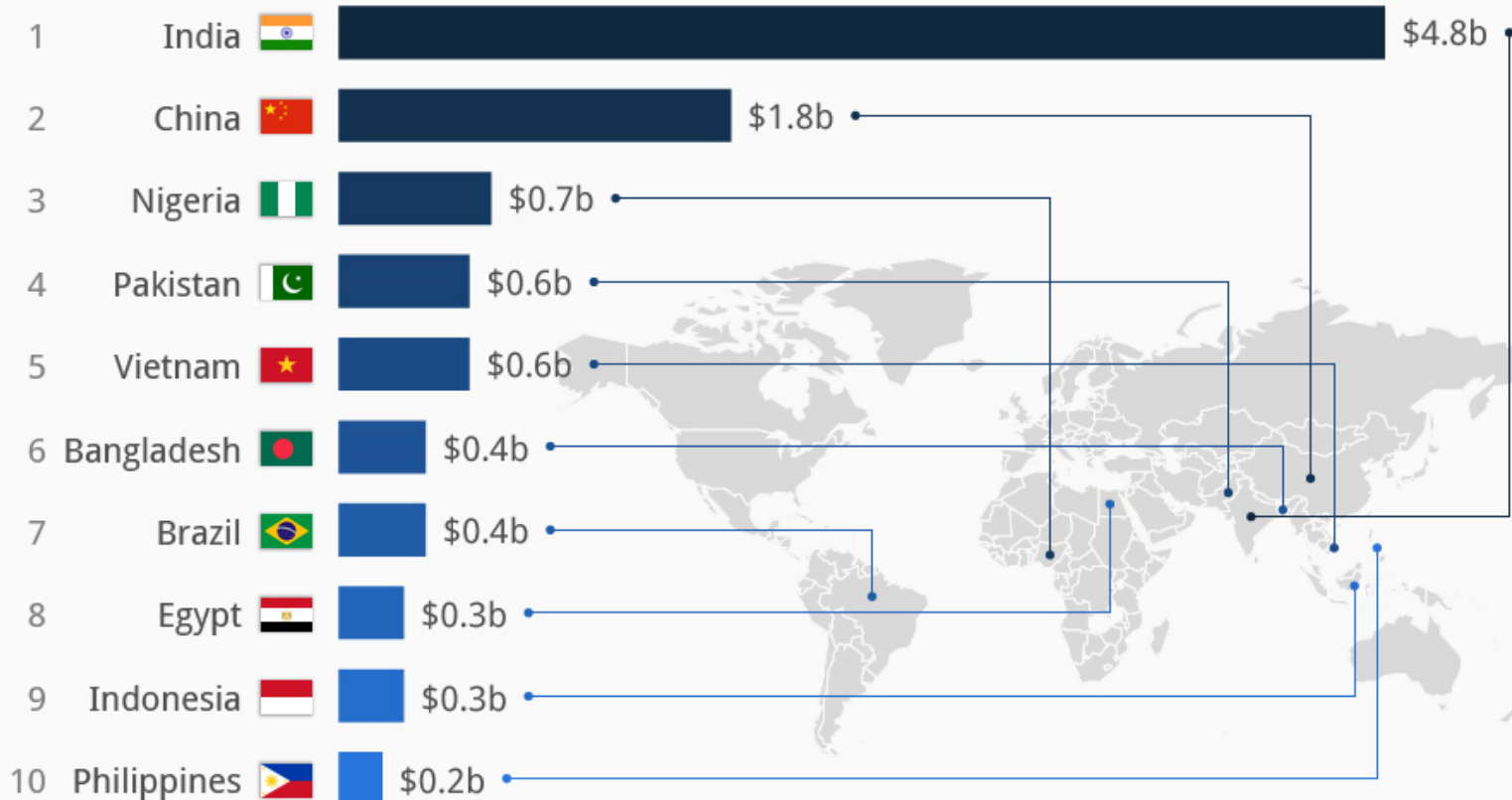


# Emerging Markets 2020+

## GDP Economic growth rates



# Global Media Technology Growth



\* includes audio products and multimedia, headsets, mobile handsets, PCs, tablets, netbooks, cameras, camcorders, printing, TVs, video products

# Technological Norming and Ecological Change

## Getting “Chipped”

- Chip Implants in Sweden

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Technology

### Office puts chips under staff's skin

 **Rory Cellan-Jones**  
Technology correspondent

🕒 29 January 2015 | Technology | 📄

