

Modernization Theory and Technology/Media Diffusion



The “**Soft REVOLUTIONS**” of
Neo-Colonialism
1950s-Present Day

World Population Explosion

1950--2.5 billion

1960--3.0 billion

1970--3.7 billion

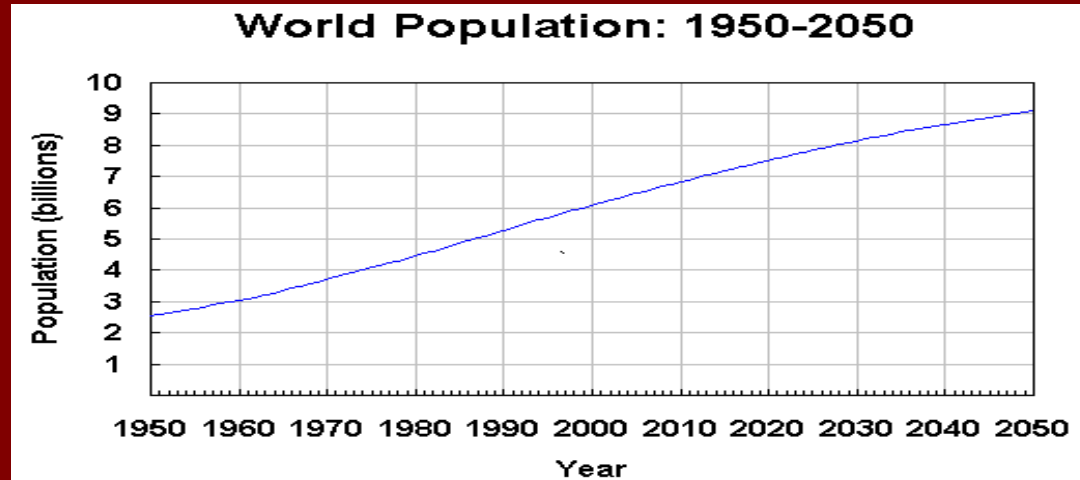
1980--4.5 billion

1990--5.3 billion

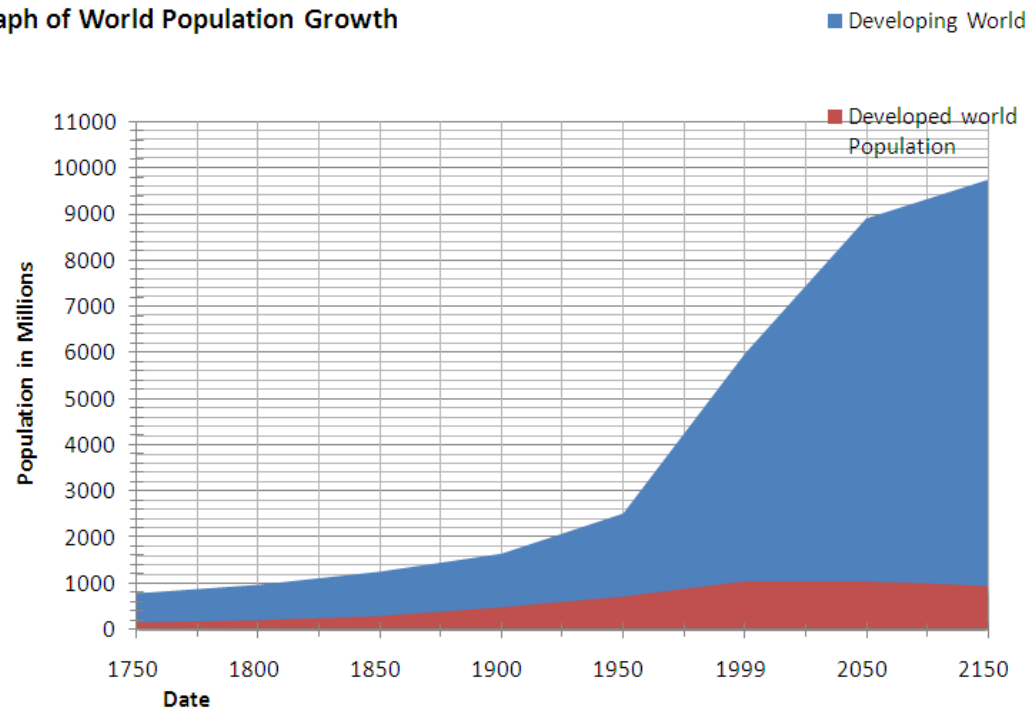
2000-- 6.0 billion

2010—7.0 billion

2018—7.6 billion



A Graph of World Population Growth



2050 ~9-10 Billion?

Day-by-Day World Population Growth

Day-by-Day World Population Growth (U.S. Census Bureau)

	<u>Births</u>	<u>Deaths</u>	<u>~Increase</u>
Year	~131 mill	~54 mill	+76 mill
Day	359,002	148,654	+210,348
Hour	14,958	6,194	+8,764
Minute	249	103	+146
Second	4.2	1.7	+2.4

World Population Meter/Clock : <http://www.worldometers.info/world-population/>

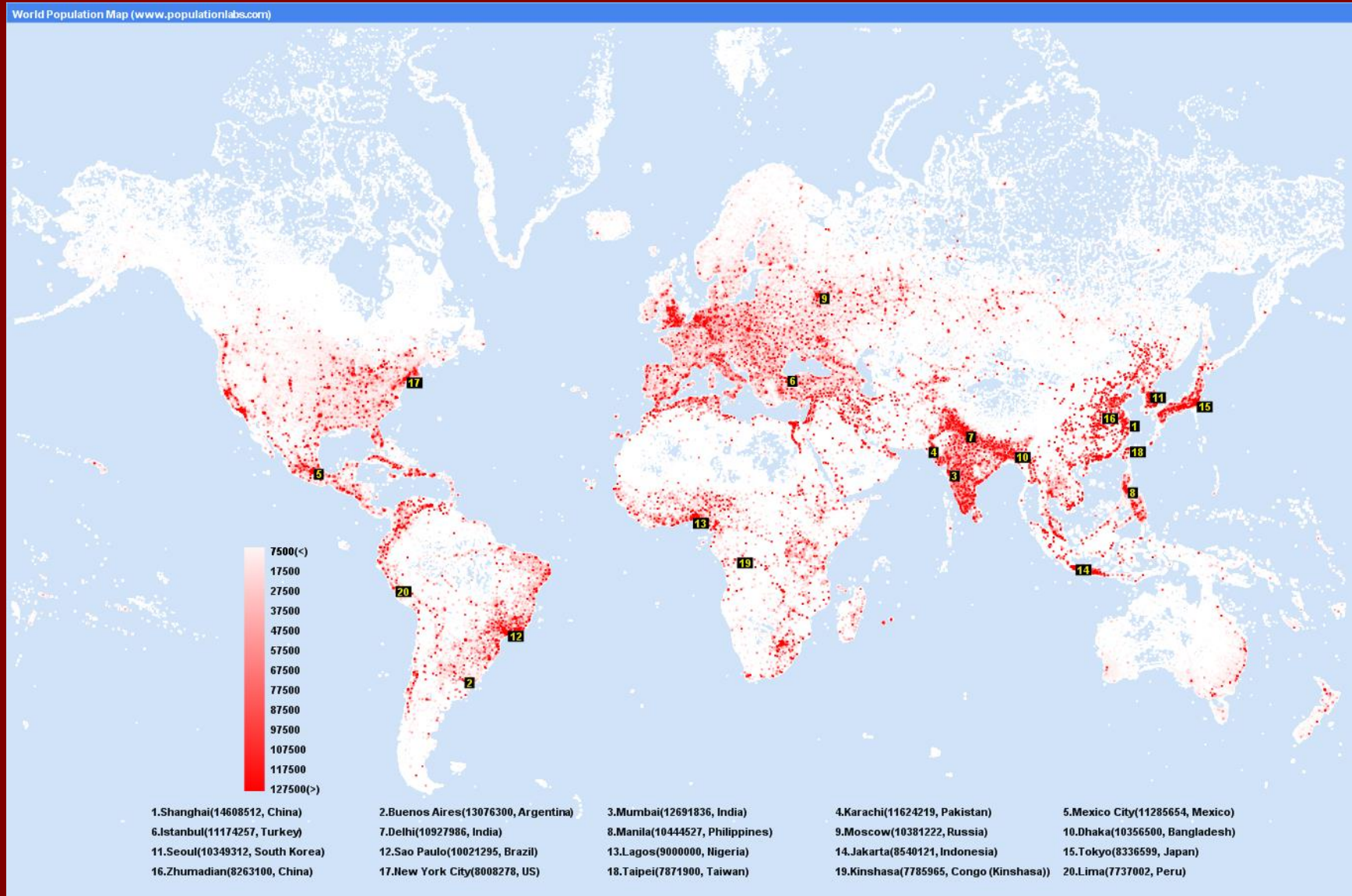
World Population (2018 and historical)

[View the complete population historical table](#)

Year (July 1)	Population	Yearly % Change	Yearly Change	Median Age	Fertility Rate	Density (P/Km ²)	Urban Pop %	Urban Population
2018	7,632,819,325	1.09 %	82,557,224	29.9	2.51	51	54.9 %	4,186,975,665
2017	7,550,262,101	1.12 %	83,297,821	29.9	2.51	51	54.4 %	4,110,778,369
2016	7,466,964,280	1.14 %	83,955,460	29.9	2.51	50	54.0 %	4,034,193,153
2015	7,383,008,820	1.19 %	84,967,932	30	2.52	50	53.6 %	3,957,285,013
2010	6,958,169,159	1.24 %	83,201,955	29	2.57	47	51.3 %	3,571,272,167
2005	6,542,159,383	1.26 %	79,430,479	27	2.63	44	48.9 %	3,199,013,076
2000	6,145,006,989	1.33 %	78,706,515	26	2.75	41	46.5 %	2,856,131,072
1995	5,751,474,416	1.53 %	84,106,191	25	3.02	39	44.7 %	2,568,062,984
1990	5,330,943,460	1.81 %	91,432,333	24	3.44	36	42.9 %	2,285,030,904
1985	4,873,781,796	1.80 %	83,074,052	23	3.60	33	41.1 %	2,003,049,795
1980	4,458,411,534	1.79 %	75,864,867	23	3.87	30	39.2 %	1,749,539,272
1975	4,079,087,198	1.97 %	75,701,910	22	4.46	27	37.6 %	1,534,721,238
1970	3,700,577,650	2.07 %	72,196,992	22	4.92	25	36.5 %	1,350,280,789
1965	3,339,592,688	1.94 %	61,276,032	23	4.96	22	N.A.	N.A.
1960	3,033,212,527	1.82 %	52,193,998	23	4.89	20	33.6 %	1,019,494,911
1955	2,772,242,535	1.80 %	47,193,563	23	4.96	19	N.A.	N.A.

World Population Concentrations

MAP: Urbanization and the Move to Cities: World Population Densities--Red Dots signify population centers over 1 million people

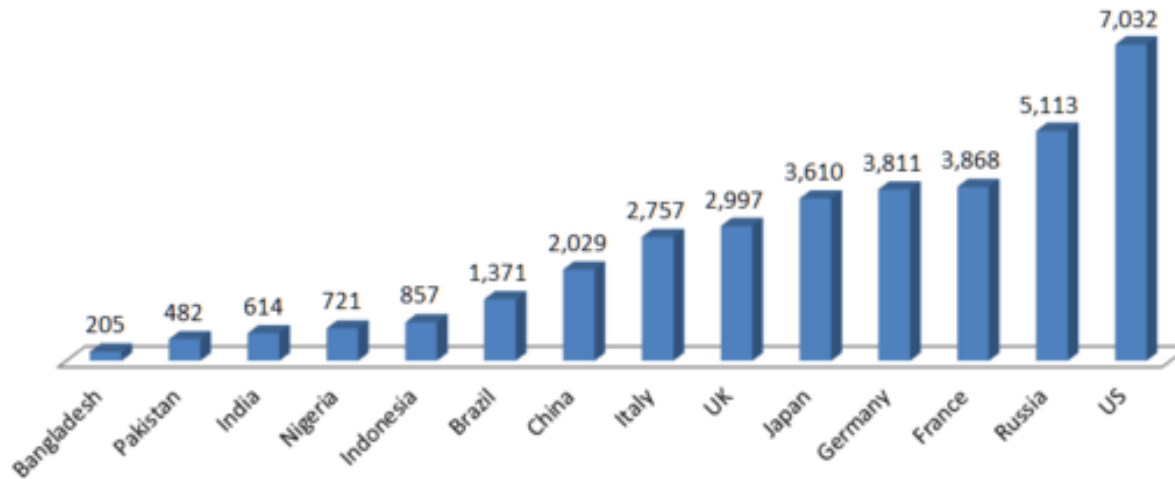


World at Night

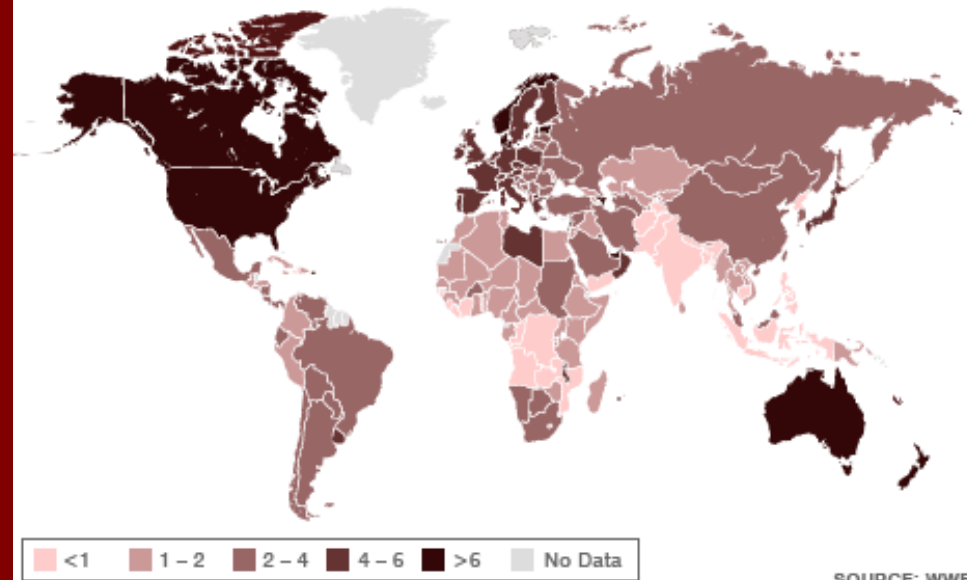


Highest consumption rates world-wide

Energy Use per Capita



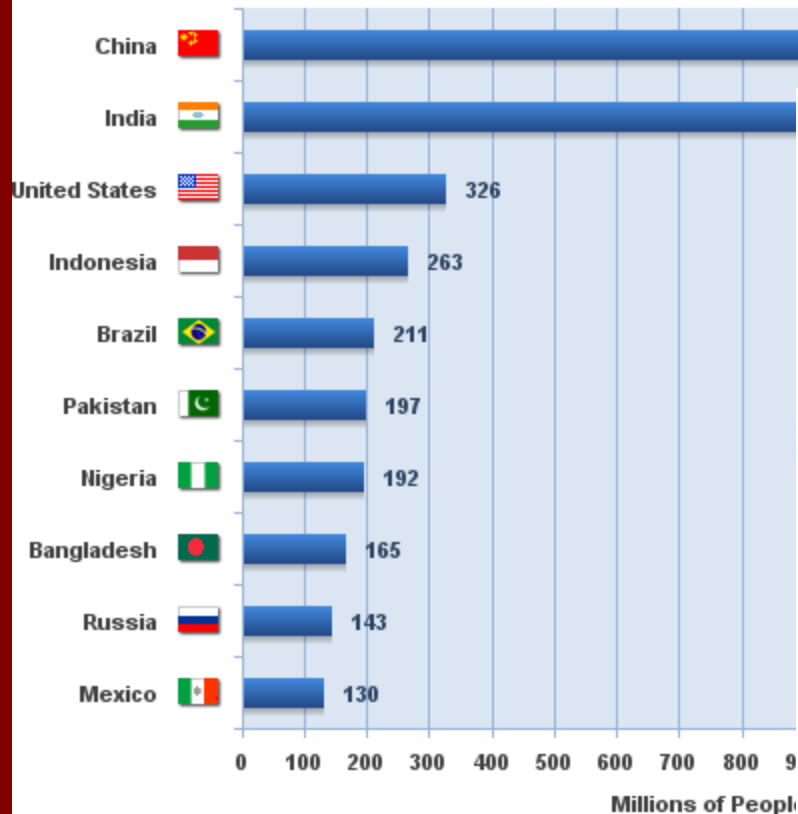
ECOLOGICAL FOOTPRINT BY COUNTRY



SOURCE: WWF

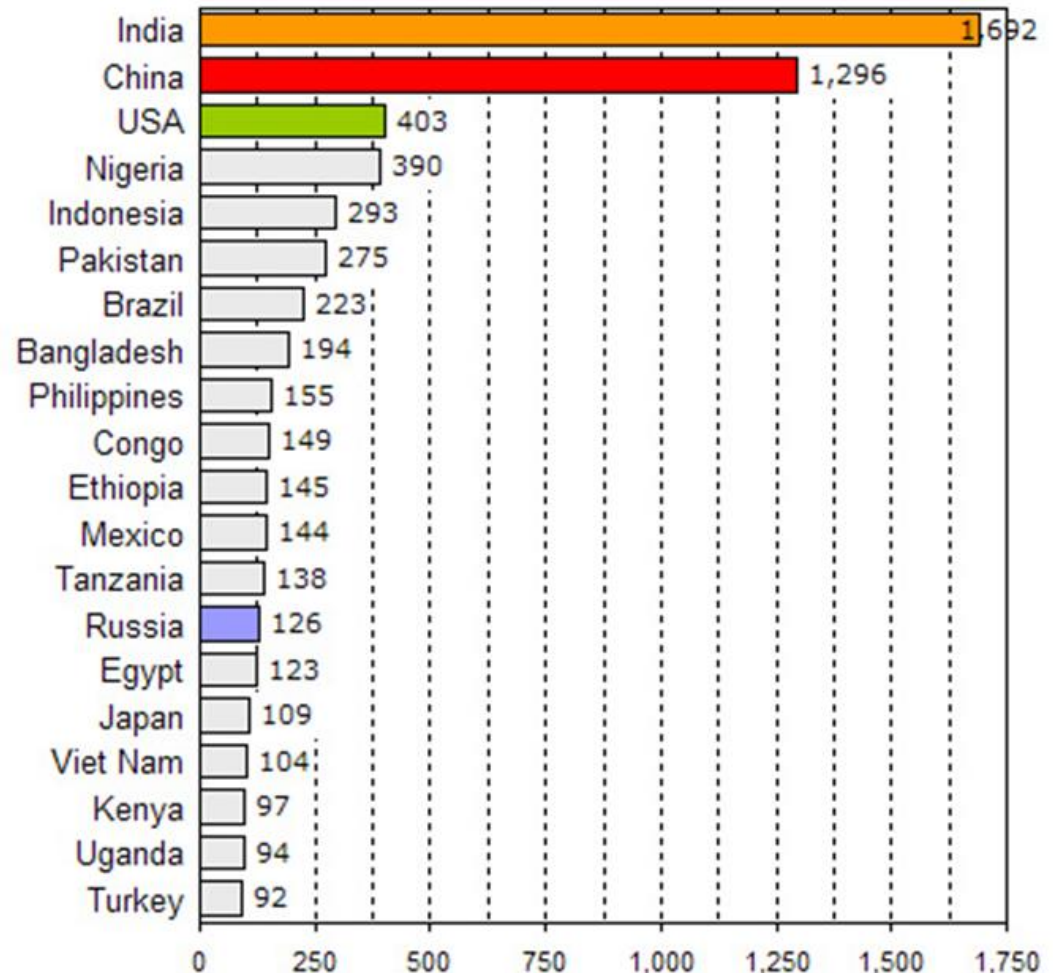
Nations with largest current populations

10 Most Populated Countries in the World
Population in Millions - June 30, 2017



Source: Internet World Stats - www.internetworldstats.com/stats8.htm

2050 Projected



WORLD

% Increase in population, 1950 - 2009

- over 900%
- 700 - 900%
- 600 - 700%
- 500 - 600%
- 400 - 500%
- 300 - 400%
- 200 - 300%
- 100% - 200%
- 50 - 100%
- 25 - 50%
- 0 - 25%
- DECLINE

Map labels include: CANADA, GREENLAND, NORWAY, ICELAND, UK, SW, PO, FR, RO, UKR, RUSSIA, KAZ, MONGOLIA, CHINA, KOREA, JAPAN, USA, MEXICO, GUATEMALA, NICARAGUA, COSTA RICA, PANAMA, HON, DOMINICAN REP, PUERTO RICO, VENEZUELA, GUYANA, SURINAM, FRENCH GUIANA, COLO, ECUADOR, PERU, BOLI, CHILE, ARGENTINA, BRAZIL, URUGUAY, FALK IS, S GEORGIA, PORTUGAL, MOROCCO, WESTERN SAHARA, CAPE VERDE, SIERRA LEONE, LIBERIA, MAUR, MALI, NIGER, CHAD, SUDAN, ETH, SOMALIA, YEMEN, OMAN, IRAN, AFG, PAK, INDIA, MYA, SRI LANKA, MALDIVES, SEYCHELLES, MAURITIUS, MADAGASCAR, COMOROS, KENYA, TANZANIA, ANGOLA, NAMIBIA, SOUTH AFRICA, LESOTHO, SWAZILAND, BOT, ZA, MOZ, SAO TOME, ALGERIA, LIBYA, EGYPT, TURKEY, KAZ, MONGOLIA, CHINA, KOREA, JAPAN, TAIWAN, HONG KONG + MACAU, PHILIPPINES, INDONESIA, AUSTRALIA, NEW CALEDONIA.

Italy set to double child benefit to combat low birth rate

🕒 15 May 2016 | Europe

🔗 Share



There were fewer births in Italy in 2015 than in any year since the modern state was founded in 1861

Italy's health minister has outlined plans to double child benefit to combat what she described as an "apocalyptic" decline in the country's birth rate.

Beatrice Lorenzin said the monthly bonus for lower income families should be twice the current €80 (£60; \$90).

Ms Lorenzin also called for higher payments for second and subsequent children to encourage big families.

Just 488,000 babies were born in Italy in 2015, fewer than in any year since the modern state was founded in 1861.

Speaking to Italy's La Repubblica newspaper, Ms Lorenzin said: "If we carry on as we are and fail to reverse the trend, there will be fewer than 350,000 births a year in 10 years' time, 40% less than in 2010 - an apocalypse."

She added: "In five years we have lost more than 66,000 births (per year)... If we link this to the increasing number of old and chronically ill people, we have a picture of a moribund country."

The benefit payments, which were introduced last year, are available for babies born between 1 January 2015 and 31 December 2017 and payable up to their third birthdays.

Ms Lorenzin, an influential member of Prime Minister Matteo Renzi's government,

Germany passes Japan to have world's lowest birth rate - study

🕒 29 May 2015 | Europe

🔗 Share



A study says Germany's birth rate has slumped to the lowest in the world, prompting fears labour market shortages will damage the economy.

Germany has dropped below Japan to have not just the lowest birth rate across Europe but also globally, according to the report by Germany-based analysts.

Its authors warned of the effects of a shrinking working-age population.

They said women's participation in the workforce would be key to the country's economic future.

In Germany, an average of 8.2 children were born per 1,000 inhabitants over the past five years, according to the study by German auditing firm BDO with the Hamburg Institute of International Economics (HWWI).

It said Japan saw 8.4 children born per 1,000 inhabitants over the same time period.

Cold War Political Alignments/Divisions: 1945-2000

The WEST

NATO Countries (North Atlantic Treaty Organization)--U.S., Britain, Canada, France, West Germany, Italy, Turkey...

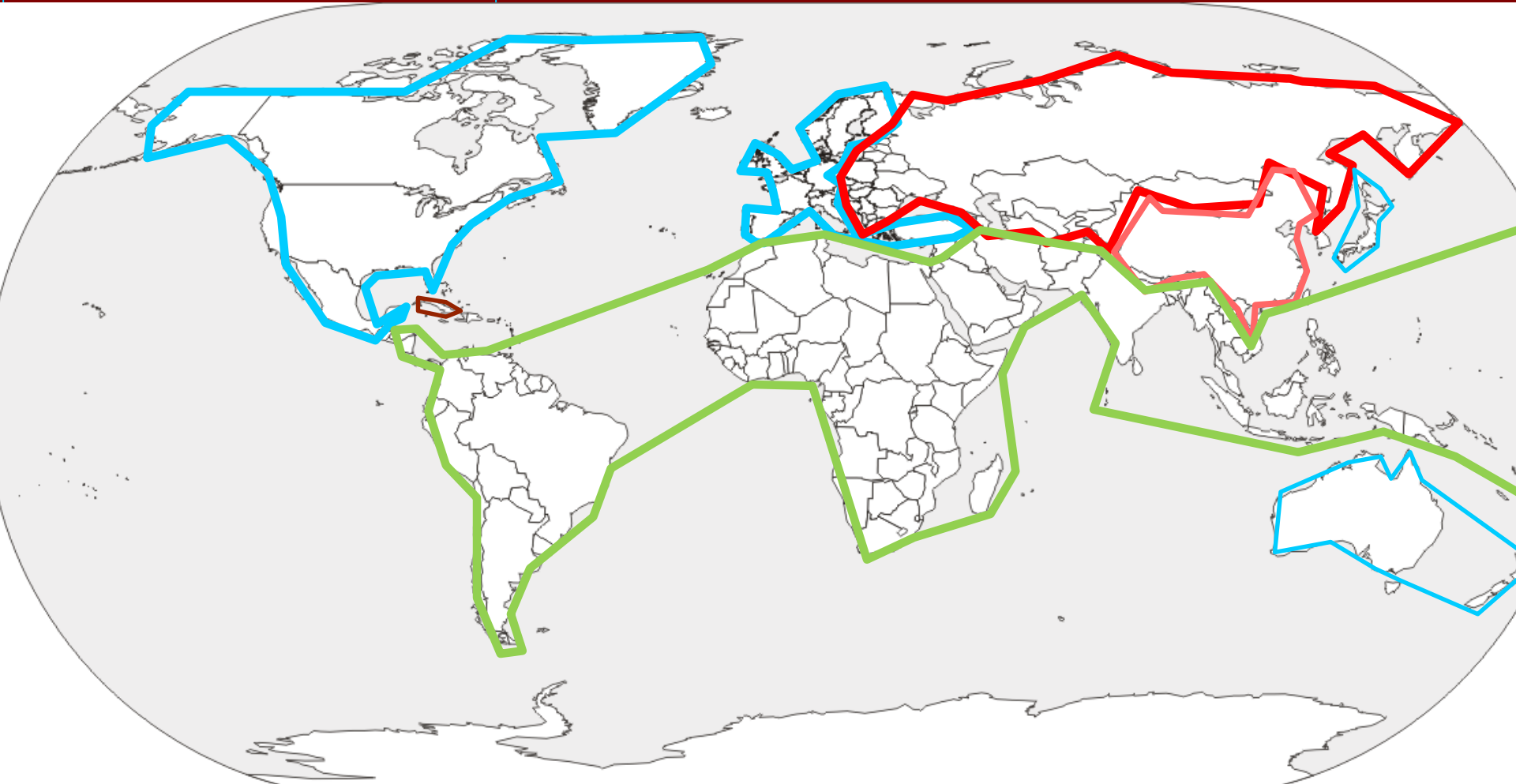
The EAST

WARSAW PACT Countries--Soviet Union, Romania, Bulgaria, Poland, East Germany, Czechoslovakia...

The NON-Aligned Nations

Non-Aligned Countries--Countries which were either not invited to be part of NATO or the WARSAW Pact or which had decided not to become affiliated with either NATO or WARSAW nations.

Non-Aligned Countries include over **80 countries** and account for nearly **70% of the world's population**. India, Indonesia, Nigeria, Colombia, Thailand, Egypt...



The Cultural Power Politics of Identity Development:

Dates of African Independence



ASIA--NATIONAL INDEPENDENCE



Daniel Lerner--



- **Books by Daniel Lerner:**

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

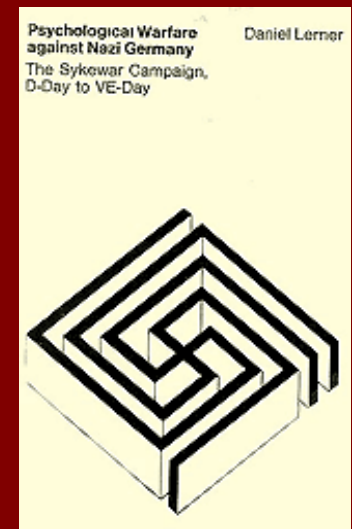
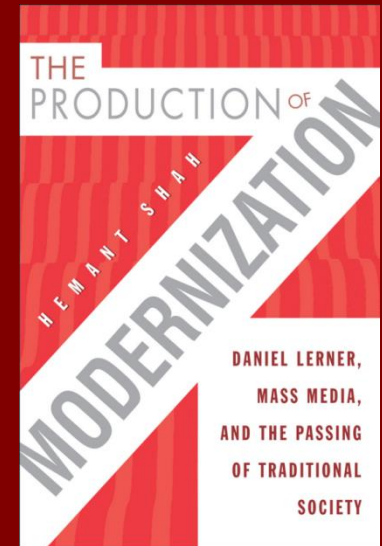
- **PRIMARY Research Concept: Defining a "Modern Man" and a "Modernized Society."**

- **QUESTION:** What are the essential criteria of "MODERN DEMOCRATIC SOCIETIES"?
- **QUESTION:** WHAT are the essential characteristics of "Traditional" societies.

- **Secondary Focus:** Evaluating the EFFECTIVENESS of AMERICAN "MESSAGES" ABROAD.

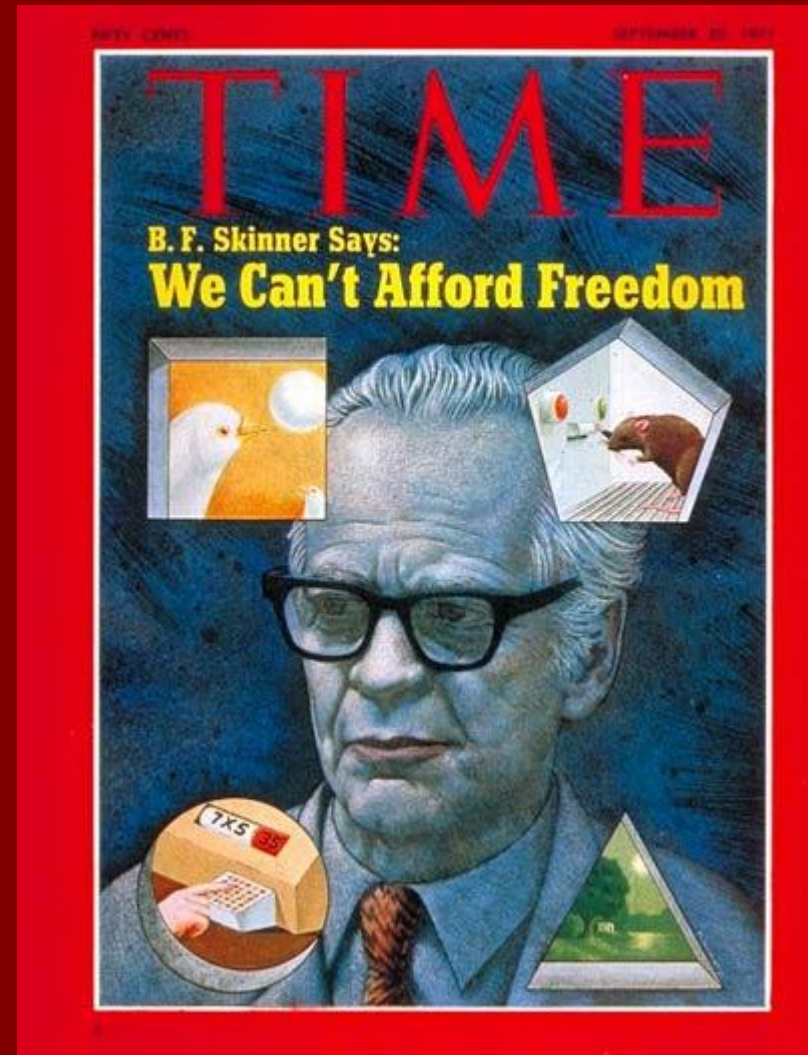
- Conducted over 1,000 Audience Surveys related to "popular" opinions about radio broadcasts in Turkey, Lebanon, Egypt, Syria, Jordan, Iran, and Iraq (The oil consortium)

- **OVERARCHING GOAL:** MODERNIZE ("westernize") global culture



B.F. SKINNER

- Modern Social Psychology
- Behaviorism
- Complex Behavior can be controlled and manufactured
- Operant Conditioning
- Media



Daniel Learner

The Necessities of Modernization

Major Arguments: Modern ("westernized")

1. Time allocation and TIME management

- Efficiency trumps all other concerns
- Busy-Doing-Working-Playing HARD
- FUTURE DIRECTED. Ultimate belief in upward mobility and PROGRESS!
- Time = \$\$\$

2. Individualistic within a "TEAM PLAYER" → EGO driven/Optimistic

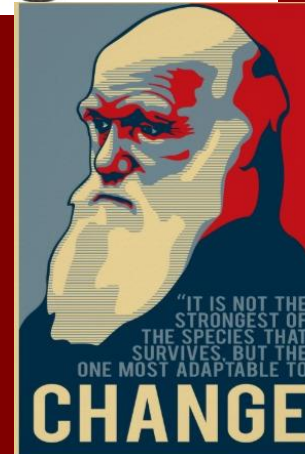
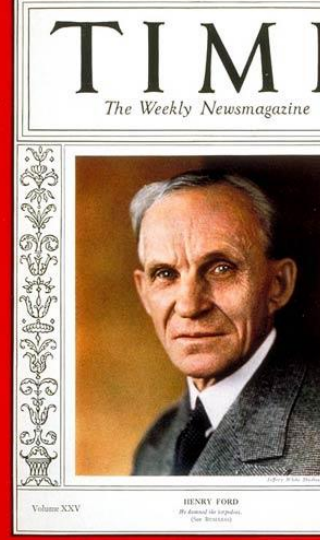
- Entrepreneurial/Promotional
- COMPETITIVE!

3. CORPORATE → Industrial → Urban → TECHNOLOGICAL

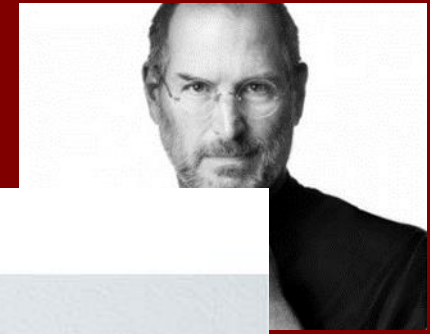
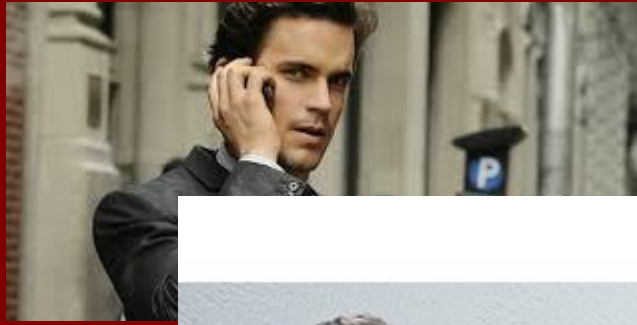
4. Rational-Scientific-Technical-Education (quantitative, math, science, and linear logic)

5. "Psychic Mobility"

- > Empathy--Psychological Projection of one's self onto another
- > Urban, Industrialized, and Cosmopolitan--
- > Future Looking
- > UPWARD Linear Passage from traditional to modernized



What the Media IMPLICITLY tells us about being a "MODERN MAN"



THE F MODE for the r

Shoulders

A good suit should hug your shoulders. Let it hold you firmly, in a friendly way.

Torso

Your jacket should fit the silhouette of your frame. Have a better sense of it or at the sales to highlight shoulders.

Sleeves

Have good width. Having sleeves to fit them of a wider fabric make a mean figure.

Ticket pockets

Channel your inner dandy.

Flap pockets

Classic. End of story.

Cuff

It's the frame on a painting, let a little more show through as a finishing touch. It also lengthens the look of your arms.

Belt

Yes, it should match your shoes and no, you don't have to wear one if your pants fit well.

Pants

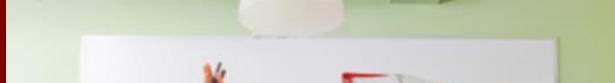
Black, flat-front, and quilting at the tops of your shoes, end of story.

Shoes

The one thing every man should own is a black lace-up. Black shoes have better value. Take care of your shoes. Tap on the heels and toes, under shoes when you're not wearing them. Big man, solid shoe. Choose a substantial sole to anchor your weight. Your shoes should be as confident as your suit. Say no to square toes. Black lace-ups are the most indispensable and versatile shoes you can own.

Nelson, J. (2010). GQ Style manual 2010. Grafton-Smith Quarterly. Conde Nash Special.





A close-up portrait of a woman with dark hair, smiling broadly. She is wearing large, dark-rimmed sunglasses. In her right hand, she holds a white mug, and in her left hand, she holds a silver smartphone to her ear. She is wearing a dark-colored top. The background is a solid, vibrant red.



Comics site The Mary Sue **welcomed the announcement**. "Wonder Woman is a



Traditional People/Society

1. Entrenched in Past/Tradition
2. Conservative/dogmatic
3. Unchanging → fatalistic
4. Value Nature over Technology
5. Inefficient (Time/approach) → Slow
6. Non-scientific → non-technical/rational “Backward”
7. Irrational → FEARFUL





MT'S Political-Economic FORMULA

Modernization (Tech/Ideological)



Economic “Free Market” Capitalism



Social/Cultural Progress



American Democratic Practices



Stable & Sustainable National Development

The POWER BROKERS

Institutions of “Modernization” & Supporting Soft POWER WAR for Hearts and Minds

1. The USA Government

**Massive Foreign Aid: LOAN\$→
For TECHNOLOGICAL
DEVELOPMENT**

Marshall Plann (Pres. Truman) Ties to the
State Department (U.S. Foreign Policy)

- **US State Dept.**
 - USAID
 - USIA--United States Information Agency
 - The Peace Corps
 - Embassies, Consulates, American Organizations/Unions
- **Department of Defense (DOD)**
- **Intelligence Community:**
CIA, NSA, FBI
Voice of America



2. World Banking Trinity

i. World Bank

ii. *International Monetary Fund*

iii. World Trade Organization



3. The United Nations and associated I-NGOs

- UNICEF
- UNDP
- (UNESCO)--Internationalized Efforts for World-wide Development

4. Educational Institutions

Research Universities: MIT, Harvard, Oxford, Cambridge, Princeton, Yale, UPenn, Stanford, CalTech

5. Private CORPORATIONS- Media-PR-Marketing CorpS & Lobbying Groups

General Electric, IBM, AT&T, Facebook, Google, Coke/Pepsi, Procter and Gamble, Exxon/Mobil/Gulf Oil, Ford, GM, Chrysler, Microsoft, Dow Chemical, Monsanto, The World Press Freedom Committee, The Inter-American Press Assoc., Brookings Inst., The Heritage Foundation, The McArthur Foundation, The Ford Foundation, etc.

Modernization and Media-Communication-Technology

The Primary Practitioners/Theorists: (1960s→Present (After Lerner))

1. Wilbur Schramm –

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



2. Ithiel de Sola Pool (MIT) "The role of communication in the process of modernization and technological change." (1963); Technologies of Freedom (1984)

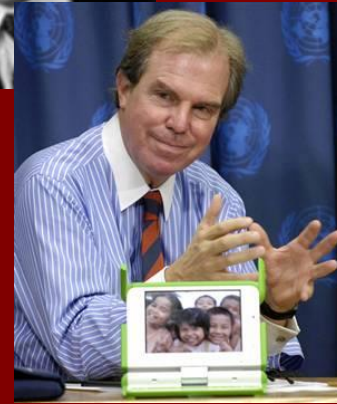


3. Everett Rogers -- Diffusion Theory (1980)

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



4. Nicholas Negroponte (MIT Media Lab) One Laptop Per Child



I-NGOs and Glocal SOCIAL Politics

Global + Local = **GLOcal**

- 60 Minutes Piece on Basel Action Network (**BAN**)



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.

Evolution of Focus:

- 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.



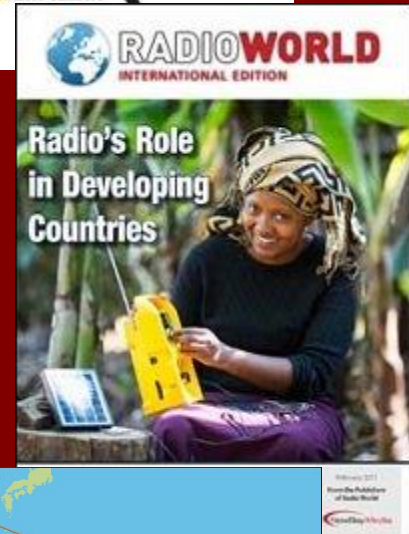
Idealized Information Flows: More Media → More Free Flow of Information → More Freedom (But is this really true?)



Rogers's Underlying Approaches & Perspectives

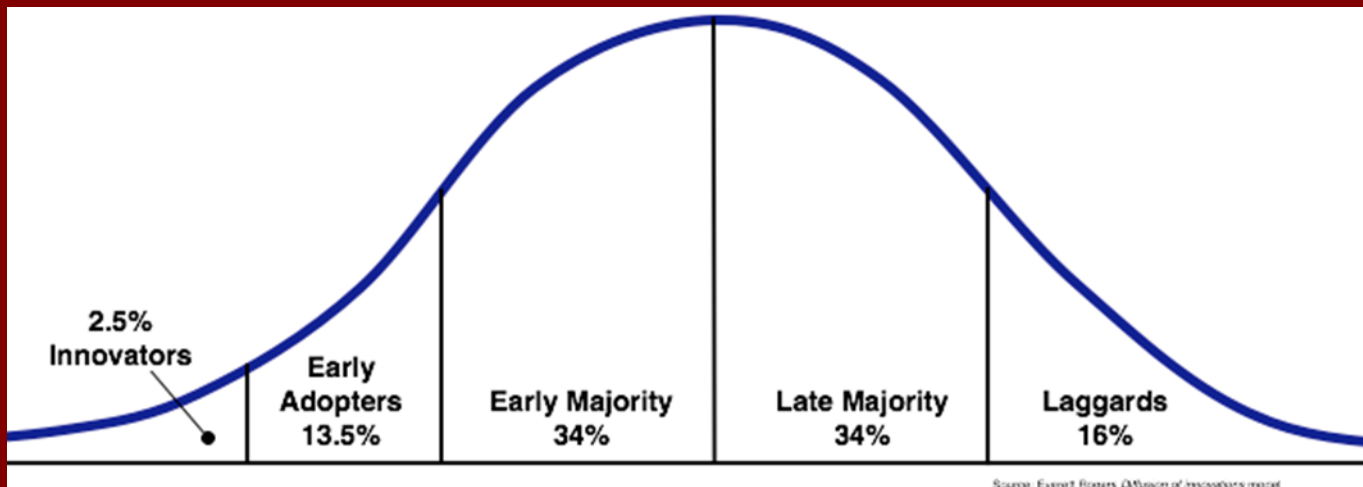
- ▶ Ideological Corporate Capitalistic Perspective: Media Control must be in the hands of **private companies** and individuals (i.e. NOT collective communities or governments).
 - ▶ IBM, Apple, Cisco, Disney, 20th Century Fox, Gannett, Intel, NBC, CBS, etc.
- ▶ Approach: Persuade/Make people use mass media technologies across an entire population!
INSTALL THE NOTION THAT MEDIA = PERSONAL or INDIVIDUAL FREEDOMS.

Major media: Radio, Television, Phones, Newspapers, Film

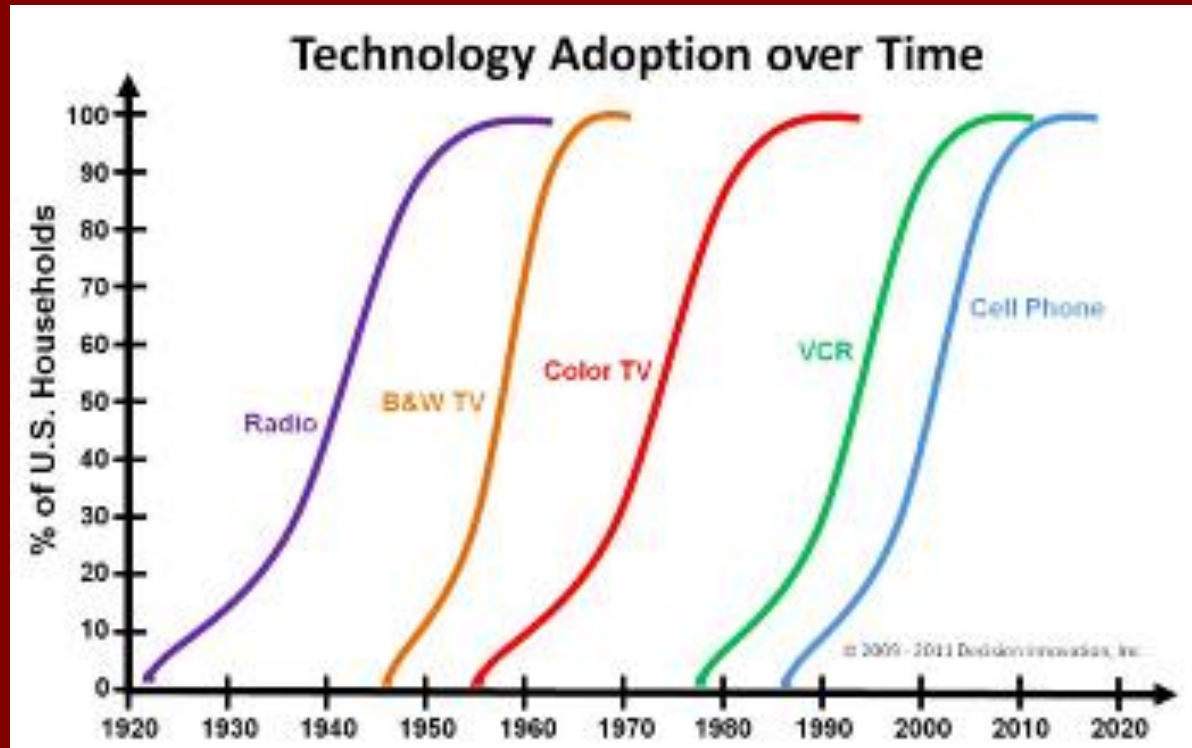


Media/Technology Adoption :

- Media Adoption Cycle/Formula:
 - (1) Innovators →
 - (2) Early Adopters →
 - (3) Opinion Leaders →
 - (4) Mass Adopters →
 - (5) Late Adopters →
 - (6) Laggards/Non conformists →



U.S. Tech Adoption of Different Media



Innovation/Technology Adoption

5 Stages of Innovation Adoption

1. Awareness → Initial interest
2. Evaluation → Self Needs/Expectations
3. Purchase → Trial/Learning Curve
4. Adoption
5. Habitual Life Ritual

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').

Another Way of Looking at it...

