Technology and Culture

Allen Batteau

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Technology and Culture provides a comprehensive overview of anthropological and other theories examining the place of technology in culture, and the consequences of technology for cultural evolution. The book develops and contrasts anthropological discourse of technology and culture with humanistic and managerial views. It uses core anthropological concepts, including adaptation, evolution, totemic identity, and collective representations, to locate a broad variety of technologies, ancient and modern, in a context of shared understandings and misunderstandings. The author draws on his own experience as an auto mechanic, computer programmer, ethnographer, and aircraft pilot to demonstrate that technologies are cultural creations, encoding and accelerating the dreams and delusions of the societies that produce them.

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