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SOCIO-CULTURAL FACTORS AND TECHNOLOGICAL DEVELOPMENT

A cultural system of some sought is found in all human societies. In every human society there are networks of values and attitudes, customs and behavioural patterns that define the way of life problems, secure food, and world in which men and women act, decide and solve clothing shelter and whatever goods and services they require. Every human society possesses its own distinct culture. So that the members of one society behave differently in some significant respects from members of every other society. Furthermore, human societies are also distributed over very varied regions differing markedly in climate and environment.[1] There are also large ethnic, social and cultural differences between the various human communities and their economic conditions. As Dunn[2] has pointed out, roughly one-quarter of the world's population isgenerally regarded as developed and the remaining three-quarters is described variouslyas developing, underdeveloped, emerging, low-income or third world countries. Acommon feature of these countries, however, is that they are regions in which most of the people are poor, and live largely in rural areas, have a low. Sometimes a very low quality of life with many, still returning to their traditional cultural practices. Some writers have argued that the basic problem of developing countries is that of combating poverty and particularly, poverty in the rural areas. Yet others have suggested that the choice facing developing countries is between retaining traditional cultural practices and the discontinuous jump to a modern technological society. From these arguments arise a number of questions related to culture and technological change and the role of culture in technological development: for instance. What does culture do to technological development? Is cultural development a stimulus to technological change or is technology culturally neutral? Does a society's level of cultural development have an effect on technological development? What forms of technologies are „appropriate" for developing countries? Is the „culture of maintenance" borne out of a society's level of cultural and technological awareness?[3] What lessons might we learn from the experiences of industrialized societies as well as from an examination of culture and technology in selected countries of the world? These questions probably make clear the reasons why we must address therelationship between culture and technology, especially against the background of UNESCO's World Decade for cultural Development, and the role of culture in technological development. Developments in technology have become in recent years important elements in World politics with widespread international, economic and socio-cultural ramifications. Thus by situating technology within a broader cultural, political and socio-economic context, we get the 'real' relationship between culture and technology.

What then is the relationship between culture and Technology? The culture of a society determines the nature (form and content) of technological development and the evolving technological culture. Technology is thus a cultural enterprise which exists in varying degrees in all societies. In some societies a highly specialized sub-culture, that of the scientist has grown up, although in the eye of the layman, there is no distinction between science and technology. Technology has played an ever-increasing role in people's lives. Technology certainly produces a well-defined world view and welldefined attitudes which is manifest in each society. As Claxton,[4] aptly describes it: „There is a natural inter-dependence between technology and culture which requires that the relationship be an essentially authentic one. since it exits to satisfy man's immediate and particular needs as well as to enable him to live in harmony with his very own

environment. Indeed tools are the interface between man and nature. The development of new technologies is linked to a society's evolving needs to the relative importance accorded to satisfying them, and to the application of new and different solutions to existing practical problems based on the society's creative capacity and its particular knowledge and experiences, The introduction of a new technology often creates new social needs and values, development".

It is thus accepted that technology has had in turn, creates new further technological an important influence on Western civilization for the last 300 years. But partly because of the diverse cultures found in human societies, the contribution of some cultures to the pool of technological advances has been comparatively modest. However technology has, always been too important to be measured purely in terms of the activities of technologists. Just as history is not made by historians, but by society, so technology is not developed only by technologists but the wider community.

We usually tell the story that culture creates a technology, because that explanation seems the most natural way to understand our history and it puts our choices at the forefront, but we also have to consider the ways in which technology either influences or creates culture.

The technology that powered the industrial revolution created the industrial society.

The mass production of automobiles created a culture of commuters, vacationers, and the suburbs.

Radio created a culture of listeners and spawned jazz, big band, and fireside chats.

Television created the culture of Hollywood, MTV, always-on news, and reality TV shows.

The Internet is creating a culture that's changing so fast that I'm afraid to give examples that may be dated by the time you read this.

As much as technology is created from the fabric of our culture, technology also creates the fabric of our culture. If we follow this thread to its extension, technology creates itself. It's this awareness that technology is creating itself that makes movies like The Terminator or Marvel's Avengers: Age of Ultron work. Truth is indeed stranger than fiction.

Because technologists or historians are often leading the discussion on how technology creates culture, there tends to be this sense of abstractness or extremeness to it. There's a jump from, say, cars to suburbia. Yes, I did it above, because those extremes are helpful to see. But I believe those big jumps also make the discussion seem less personal to us, because they're the story of large social changes that we're reacting to, rather than actively reinforcing or co-creating with others.

Let's take the daily personal view here:

Every time a notification pops up on your phone or desktop, that's technology influencing culture.

Every time you're at a table with your friends and are balancing interacting with them and interacting with your phone, that's technology influencing culture.

Every time you can order something from an online vendor rather than going to a local store, that's technology influencing culture.

Every time you or your kids log on to have some social time with friends rather than going over to their houses, that's technology influencing culture.

Every time a teammate or your entire team is so buried under email that they can't think straight, that's technology influencing culture.

Every time you go to a new place based on its Yelp profile and reviews, that's technology influencing culture.

Every time one of us sits down to consume our nightly on-demand entertainment, that's technology influencing culture.

The many hundreds of small ways that technology alters our individual and collective behavior on a daily basis add up to the cultural changes the technologists and historians point to. And, of course, for each of those examples, someone's personal behavior can alter the group's

behavior. It's just harder to do so because of how quickly, ubiquitously, and unconsciously so many of those norms are forming.

Though it may sound like it at times, I'm not a pessimist about where these norms are leading us because they're also enabling social change like the Arab Spring, global connectedness, new economic realities and pathways, and better government. Because of technology, we can find or create the communities and relationships that fit our version of thriving, whatever that might be. I'm eternally hopeful that we can lean into the good, minimize the bad, and consciously explore the grey areas, which exactly why I talk so much about how technology is affecting our lives, relationships, communities, and work.

Other issues related to the role of technology and the importance of the environment were also examined in order to understand the nature of cultural changes taking place in a particular societies. Especially important in this context is a reconsideration of the extent to which traditional cultural values affect the transfer of technology and the development of indigenous technology as well as how cultural factors affect the proper exercise of technological choice. and the implantation of a technological culture.

Notes and references
1. *Mervyn C., Culture and Development: A Study. UNESCO, (World Decade for Cultural Development (1988-1997) UNESCO, Paris, 1994.*
2. *Dunn P.D., Appropriate Technology: Technology with a Human Face Macmillan. London, 1978.*
3. *Evans E., Woherem „Towards a Culture of Management of Software Systems Maintenance in Africa" Information Technology for Development 6, (1995) pp. 5-14 .*
4. *Mervyn Claxton op.cit, p.26.*