Cottrell, W. F. "Death by Dieselization: A Case Study in the Reaction to Technology Change." *American Sociological Review* 16 (June 1951): 358 – 365.

A culture's use of a technology has many implications. Those implications can be at odds with the stated beliefs of that culture. These kinds of conflicts can resolve themselves in many ways, including changes to the technology, to the culture, or to the system within which they interact.

- Do corporations have a responsibility to people who take specific actions as a result of expectations they create?
- Do we continue to have mores which are at odds with the functioning of American progress?
- Does the "American Way" consist "primarily of acceptance of the market as the final arbiter of [our] destiny"?
- How and why do the people of Caliente continue to support the American way?
- What should be done with towns like Caliente?
- What forces on the corporate cause it to do a kind of unjust bookkeeping that doesn't recognize the costs paid by the people of Caliente?
- Has capitalism since mutated to better acknowledge these systemic costs? Why and why not?

Sharp, Lauriston. "Steel Axes for Stone-Age Australians." *Human Organization* 11 (Summer 1952): 17 - 22.

This reading is about appropriate technologies. A technology is appropriate to a culture if the roles it plays in that culture are in line with its values. For reasons that surround the steel axe, but are not integral to it, the steel axe is not an appropriate technology for them. In addition to the technology of the axe, the Yir Yoront has cultural technology in its totemic conception of the universe, and it's interesting to parallel the introduction of western conceptual technology.

- How is the stone axe an appropriate technology for the Yir Yoront?
- Does the Yir Yoront's use of the stone axe fit into van Gennep's description of rites of passage?
- How do we conceive of the present, in relation to the past and the future?
- How does totemic ideology give significance to the life of a member of the Yir Yoront?
- How did the Yir Yoront respond to the progressive disintegration of their view of the universe?

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