

Ritzer's McDonaldization

McDonaldization: “the process by which the principles of the fast-food restaurant are coming to dominate more and more sectors of American society as well as the rest of the world.” (p. 1)

“As you can see, McDonaldization is an amplification and an extension of Weber's theory of rationalization. For Weber, the model of rationalization was the bureaucracy; for me, the fast-food restaurant is the paradigm of McDonaldization” (p. 25)

Components of McDonaldization:

Efficiency: the search for the optimum means to a given end. Includes streamlining processes, simplifying goods and services, and using customers to perform work.

Calculability: emphasis on things that can be calculated, counted, quantified. Quantity, or illusion of quantity, becomes a surrogate for quality.

Predictability: emphasis on things such as discipline, systematization and routine so that things are the same from one time or place to another. Achieved through replications of settings, use of employee scripts, routinization of employee behaviors, and offering uniform products.

Control: replacement of human with nonhuman technology, including machines, materials, skills, knowledge, rules, regulations, procedures and techniques.