

## Summary of “The Irrationality of Rationality” from Ritzer’s *The McDonaldization of Society*

Although McDonaldization is “rational,” it has also created irrationalities that lead to inefficiency, unpredictability, incalculability, and loss of control. These costs of McDonaldization include:

- **Inefficiency:** McDonaldization isn’t efficient for everyone, including customers.
- **High cost:** Rationalization may cost extra.
- **The illusion of fun:** Fun has become a guiding principle of many McDonaldized institutions.
- **The illusion of reality:** “Many aspects of a McDonaldized society involve deceptive settings and events.” (p. 140)
- **False Friendliness:** “Because fast-food restaurants greatly restrict or even eliminate genuine fraternization, what workers and customers have left is either no human relationships or ‘false fraternization.’” (p. 141)
- **Disenchantment:** “Efficient systems have no room for anything smacking of magic and systematically seek to root it out.” (p. 143)
- **Health and environmental hazards:** Includes health risks of fast food, food poisoning, litter, environmental hazards of factory farms.
- **Homogenization:** “Anywhere you go in the United States and, increasingly, throughout the world you are likely to find the same products offered in the same way.” (p. 147)
- **Dehumanization:** McDonaldization de-humanizes customers, workers, families and students.