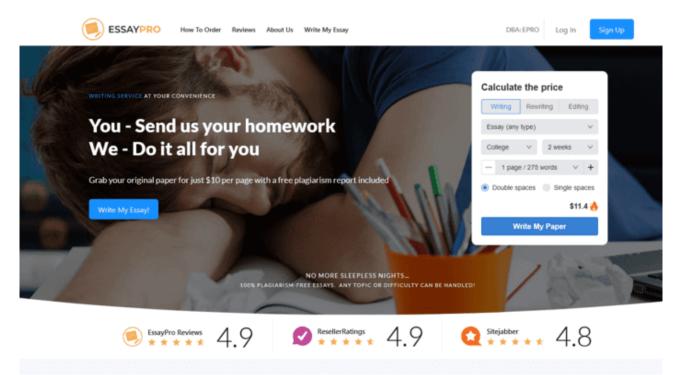
## **Technology and the American Gospel of Consumption**



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Technology and the American Gospel of Consumption

Inherent in the study of technology is the notion of "mass consumption" and its relationship to American society, the global perspective, and the potential effect of technology on American consumption. Although Americans currently live in what is known as a "consumer culture," it has yet to be seen what exactly this means and what potential effects may result from our participation. While approximately half the world still lives in poverty and the destruction of the world's environment is quickly becoming a reality, the problems and consequences of America's massive reliance on consumption is certainly a topic that demands our attention.

<u>Technology</u> has given birth to a wave of consumption unseen in American history. Never before has consumption been so widespread, and so vastly available to the masses. Jeremy Rifkin discusses this phenomena in his book, The End of Work, "Today the Average American is consuming twice as much as he or she did at the end of World War II. The Metamorphosis of consumption from vice to virtue is on... Other Arcticles:

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