## CONTENTS

Figures and exhibits ............................................. x
Acknowledgements ............................................. xi
Contributors ..................................................... xiii
Abbreviations and glossary ................................. xvi
Introduction LELIA GREEN ................................. xxviii

### PART I FRAMING THE INDIVIDUAL

1 Technological a/genders: technology, culture and class
   JUDY WAJCMAN .................................................. 3
   • The economic shaping of technology • Technology, economics and
class relations • Technology and gender relations • Technology as
masculine culture • Conclusion

2 Virtual reality fakes the future: cybersex, lies and computer games
   DAVID McKIE ................................................... 15
   • Cybersex, cyberlies and exaggerations • Contradictions in
cyberspace: from here to hypereternity • Reconstituting virtuality:
from Jurassic Park to the new biorevolution • Reframing future
agents (1): tales from the internet • Reframing future agents (2):
cyborg subjects in cybernature • Conclusion

3 The technology of television ALBERT MORAN ........ 29
   • The family of ECI technologies • The broadcasting economy
   • Cultural consequences • Political influence • The social impact
   • Conclusion

4 Anticipating tomorrow: technology and the future
   SUSAN OLIVER ................................................ 45
   • Component one: the inevitability of the future • Choosing a
future • Component two: a strategic vision • A vision for work
   • The need for society’s goals to embody a range of human values
   • Conclusion
5  Till death we do part: technology and health  DAVID MORE AND ELIZABETH MORE
• Health care delivery in industrialised societies • The inappropriate application of medical technologies • Quality and cost of health care delivery • Constructing a social understanding of a medical technology • Do medical technologies lead to better health? • Medical technology and escalating health care costs • A rational approach to the evaluation of health technology • Conclusion

PART II FRAMING THE COMMUNAL

6  Regulating technology  LEN PALMER
• The loss of certainty and objectivity in social science knowledge • The price of interestedness, uncertainty and partiality in social science • Regulating technology, the terms of the debate • Regulating technology at the national level • Regulating technology at the international level • Conclusion

7  Australia's information society: clever enough?  TREVOR BARR
• Technology and the information society • Changing assumptions in the information society • Whither—or wither—the public interest? • Politics not policies • Conclusion

8  Universal suffrage? Technology and democracy  JULIANNE SCHULTZ
• Conceptualising democracy • Interactivity and the profit motive • Media, technology and democracy • Media diversity and the public interest • Conclusion

9  Dataveillance: delivering 1984  ROGER CLARKE
• 1984 is arriving a little late • The promise of information technology • The need for information technology • Dataveillance • Risks inherent in data surveillance • Controls • Conclusion

10 Electronic neighbourhoods: communicating power in computer-based networks  LYNDA DAVIES AND WAYNE HARVEY
• Network technology • Network usage • Modelling a communications network • The human context of CBN • Power politics in CBN: a case study • Accountability in CBNs • Conclusion
PART III FRAMING THE GLOBAL

11 The multilocals: transnationals and communications technology
   DICK BRYAN
   • What are TNCs? • TNCs and communications technology
   • The economic role of TNCs • Critiques of TNCs • Conclusion
   145

12 Missing the post(modern): cores, peripheries and globalisation
   LELIA GREEN
   • Technology and society in the global village • Postmodernism,
     peasants and the proletariat • The thoroughly modern first, second
     and third world • Speaking American and the globalisation of
     culture • Conclusion
   161

13 Vectory in the Gulf: technology, communications and war
   MICHAEL GALVIN
   • War, human experience and technological change • Media
     determinism? • Globalisation • Speed and politics • Telling the
     story of the Gulf War • The future? • Conclusion
   176

14 A sustainable future: living with technology
   ADRIANNE KINNEAR
   • Ecosystems as model sustainable systems • Technosystems as
     non-sustainable systems: the agrosystem example • Environmentally
     sustainable technosystems • Directions towards sustainability
     • Conclusion
   191

Credits
   206

Index
   207
FIGURES AND EXHIBITS

Figures

Figure 3.1 Acceleration in communications development 31
Figure 10.1 Conceptualising a network 134
Figure 14.1 A generalised ecosystem 194
Figure 14.2 A generalised technosystem 197

Exhibits

Exhibit 9.1 Dataveillance techniques 123
Exhibit 9.2 Risks inherent in dataveillance 125