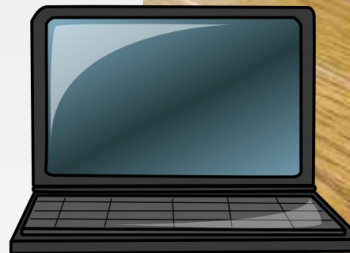
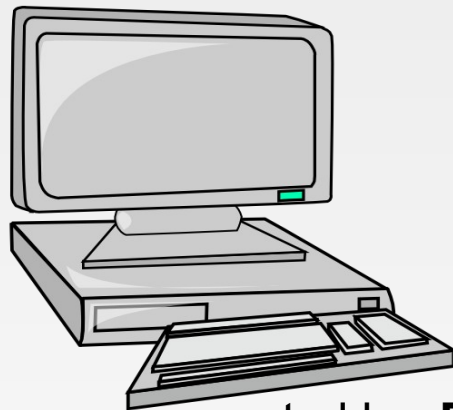
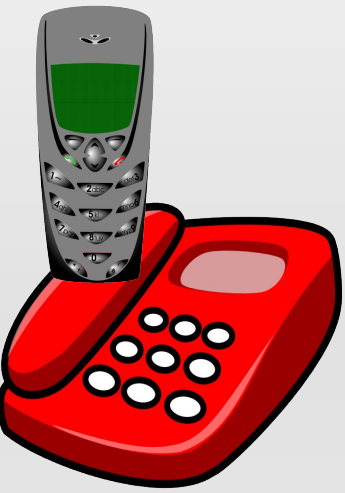


Information and Communication Technology: TECHNOLOGY (EXTENDED MEANING)

TECHNOLOGY



presented by: **Rhiza S. Sadjad**

rhiza@unhas.ac.id <http://www.unhas.ac.id/~rhiza/>

ICT = Information and Communication Technology



A “lexical approach”:

3 (three, actually 4?)

words:

(1) TECHNOLOGY

(2) INFORMATION

(3) COMMUNICATION



Information and Communication Technology:

The Meaning of TECHNOLOGY

presented by: **Rhiza S. Sadjad**

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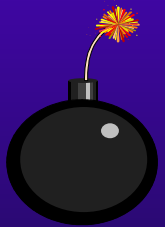
The ISOLATED
and EXTENDED
MEANING



Technology:

◆ The ISOLATED meaning

◆ The EXTENDED meaning



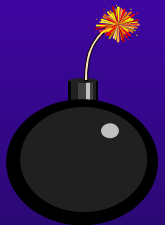
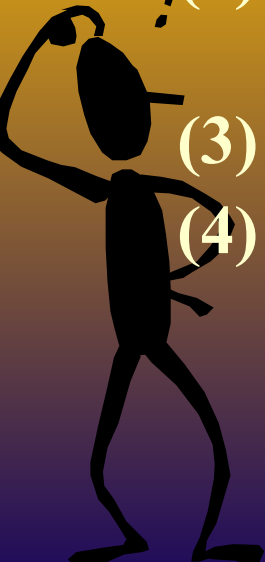
Technology:

◆ The EXTENDED meaning

■ Sources/References:

(classical books for examples)

- (1) Rogers, Everett M., [1986], “*Communication Technology, The New Media in Society*”
- (2) Goulet, Denis, [1989], “*The Uncertain Promise, Value Conflicts in Technology Transfer*”
- (3) Feenberg, Andrew, [1991], “*Critical Theory of Technology*”
- (4) Winner, Langdon, [1977], “*Autonomous Technology*”



The extended meaning of technology

- *Rogers* [1986, page 1]



Technology is a **design** for **instrumental action** that **reduces the uncertainty** in the **cause-effect relationship** involved in achieving a **desired outcome** [*Rogers*, 1983, p. 12]

The extended meaning of technology

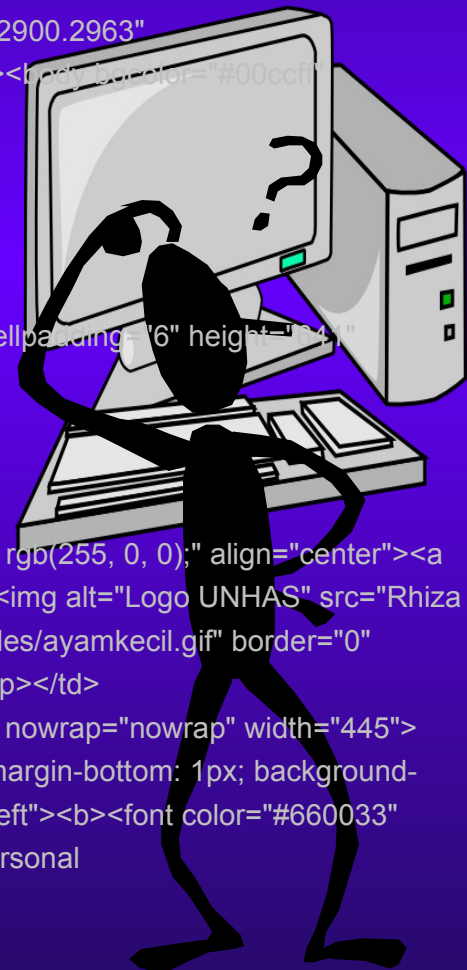
- **Rogers [1986, page 1]**

A technology usually has both:

- a hardware aspect
- a software aspect

andhumanware !

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url=(0030)http://www.unhas.ac.id/~rhiza/ --><title>Rhiza's Personal
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href="http://www.unhas.ac.id/"></a></p></td>
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color: rgb(255, 255, 0);" align="left"><b><font color="#660033"
face="Tahoma" size="6">My Personal
Notes</font></b></p>
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The extended meaning of technology

- Another example:

(in Bahasa Indonesia)

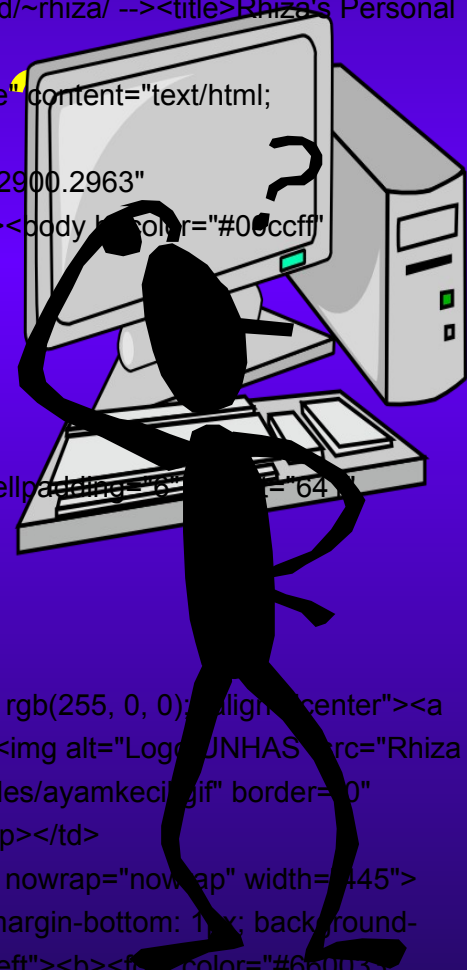
“PENGUASAAN TEKNOLOGI”

What's the meaning of the word “*menguasai*”? Is

“*menguasai*” = to be able

- to own?
- to use?
- to make?
- to understand how it works?
- to repair, to troubleshoot.....?

```
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<p style="margin-top: 0px; margin-bottom: 1px; background-
color: rgb(255, 255, 0); align="left"><b><font color="#660033"
face="Tahoma" size="6">My Personal
Notes</font></b></p></td></tr>
```



The extended meaning of technology

- Other examples:

The "level" of technology????

- HIGH TECH --> SOPHISTICATED**
- LOW TECH --> SIMPLE**
- APPROPRIATE TECHNOLOGY**

Economic issue :

EXPENSIVE (CAPITAL INTENSIVE) vs CHEAP

Labor issue:

AUTOMATIC vs MANUAL (LABOR INTENSIVE)

```
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color: rgb(255, 255, 0);" align="left"><b><font color="#660033"  
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Notes</font></b></p>
```



next

next

next

NEXT

INFORMATION