The messages we communicate about technology are **reflective** (simultaneously revealing information about the communicators and technology) and **productive** (creating new technological **meanings**, new technological **uses** and new **technologies**).

1. **Technological Determinism:**
   “Machines Change Us”

2. **Social Construction of Technology:**
   “People Have the Power”

3. **Social Shaping:**
   “Truth Lies Somewhere In Between”

**Utopic Versus Dystopic Perspectives**

- **Utopic:** Society is improved and developed by technology
- **Dystopic:** Society is losing control with technology dependency

For more information, read Ch. 2 of *Personal Connections in the Digital Age* (Baym, 2010). Content collected and designed by Emily Linginfelter (Xavier, ’17) on Feb. 9, 2017.