

# A2 Sociology

## McDonaldisation

### Efficiency

Both food and customers are processed quickly and efficiently, using production line ("Global Fordist") techniques. Limited, stylised, menus and economies of scale create lower costs and higher profits.



### Calculability

All aspects of the production and consumption process are measured and evaluated rationally to produce standard products in standard settings.

George Ritzer has used the analogy of McDonalds (hence, "McDonaldisation") to illustrate the process of the rationalization of society and culture.



### Predictability

In a rationally-organised society people prefer to know exactly what to expect in all environments at all times. McDonalds' success is in delivering this predictability...

### Irrationality

Although the system of production and consumption is organised rationally, one by-product may be the production and promotion of low quality food that devalues the experience of "having a meal".



### Control

McDonald's exercises high levels of control over all aspects of the production and consumption process. Skills and autonomy are removed from individual workers (they deliver standard products in standard ways) and control over customers is also maximised. The restaurant environment is functional, but not too comfortable, to ensure people stay just long enough to eat their food.

