

THE McDONALDIZATION OF HIGHER EDUCATION

Edited by

Thomas Hargis & Robin Wiegman

Mcdonaldization Of Higher Education

George Ritzer



Mcdonaldization Of Higher Education:

The McDonaldization of Society George Ritzer, 2018-01-12 The author is a proud sponsor of the 2020 SAGE Keith Roberts Teaching Innovations Award enabling graduate students and early career faculty to attend the annual ASA pre conference teaching and learning workshop The book that made McDonaldization part of the lexicon of contemporary sociological theory read by hundreds of thousands of students is now in its Ninth Edition George Ritzer's seminal work of critical sociology *The McDonaldization of Society* continues to stand as one of the pillars of modern day sociological thought Building on the argument that the fast food restaurant has become the model for the rationalization process today this book links theory to contemporary life in a globalized world and resonates with students in a way that few other books do Ritzer opens students eyes to many current issues and shows how McDonaldization's principles apply to other settings especially in the areas of consumption and globalization This new edition has been significantly reoriented to reflect our experience of McDonaldization in the world of online consumption New to this Edition Examines how retailers like Amazon represent a new era of datafication the transformation of vast amounts of information into quantifiable data Discusses how the digital world has almost unlimited potential to turn consumers into prosumers doing volunteer work formerly done by paid employees This edition is more streamlined than previous editions to sharpen its argument and message and make it more useable as a secondary reading in a wide range of courses

Beyond McDonaldization Dennis Hayes, 2017-04-19 *Beyond McDonaldization* provides new concepts of higher education for the twenty first century in a unique manner challenging much that is written in mainstream texts This book undertakes a reassessment of the growth of McDonaldization in higher education by exploring how the application of Ritzer's four features efficiency predictability calculability and control has become commonplace This wide ranging text discusses arguments surrounding the industrialisation of higher education with case studies and contributions from a wide range of international authors Written in an accessible style *Beyond McDonaldization* examines questions such as Can we regain academic freedom whilst challenging the McDonaldization of thought and ideas Is a McDonaldization of every aspect of academic life inevitable Will the new focus on student experience damage young people Why is a McDonaldized education living on borrowed time Is it possible to recreate the university of the past or must we start anew Does this industrialisation meet the educational needs of developing economies This book brings international discussions on the changing world of higher education and the theory of McDonaldization together seeking to provide a positive future vision of higher education Analysing and situating the discussion of higher education within a wider social political and cultural context this ground breaking text will have a popular appeal with students academics and educationalists

The McDonaldization of Higher Education Dennis Hayes, Robin Wynyard, 2002-08-30 Where not so long ago professors owned the tools of scholarship controlled the labor process and certified the quality of our product the process of McDonaldization has torn this relation asunder Rapidly increasing student faculty ratios mass classes

and the use of low wage teaching assistants and adjunct faculty have changed the job of professor p 64 ff Faculty are pressured to recruit and retain students seen as customers p 67 and to compete with private for profit End Page 368 universities p 71 72 With declining government aid for higher education students increasingly see education as a form of consumption and demand control choice and edutainment p 64 and elsewhere This is seen most obviously in course evaluations which some of the authors refer to as customer satisfaction surveys p 36 132 147 At the same time faculty are relentlessly pushed to publish engage in funded research and develop new technological competencies Control over product is threatened as universities make demands on ownership of intellectual property including patents and licenses publications and courseware p 79 81 From the perspective of faculty McDonaldization represents a dramatic loss of pedagogical authority Simultaneously the state which still pays for much of the cost of education as a public good is increasing demands for accountability and standards This takes the form of schemes for standardizing promotion and tenure quantifying and measuring the product being delivered and attempting to assure quality

Beyond McDonaldization Dennis Hayes, 2017-04-19 *Beyond McDonaldization* provides new concepts of higher education for the twenty first century in a unique manner challenging much that is written in mainstream texts This book undertakes a reassessment of the growth of McDonaldization in higher education by exploring how the application of Ritzer s four features efficiency predictability calculability and control has become commonplace This wide ranging text discusses arguments surrounding the industrialisation of higher education with case studies and contributions from a wide range of international authors Written in an accessible style *Beyond McDonaldization* examines questions such as Can we regain academic freedom whilst challenging the McDonaldization of thought and ideas Is a McDonaldization of every aspect of academic life inevitable Will the new focus on student experience damage young people Why is a McDonaldized education living on borrowed time Is it possible to recreate the university of the past or must we start anew Does this industrialisation meet the educational needs of developing economies This book brings international discussions on the changing world of higher education and the theory of McDonaldization together seeking to provide a positive future vision of higher education Analysing and situating the discussion of higher education within a wider social political and cultural context this ground breaking text will have a popular appeal with students academics and educationalists

Routledge Handbook of the Sociology of Higher Education James E. Côté, 2016-06-03 This is the first handbook to cover the sociological approaches to higher education It is timely because of global expansions of mass higher educational systems especially as these systems come under scrutiny by a variety of stakeholders Questions are being raised about the value of traditional pedagogies along with calls for efficiency accountability and cost reduction but above all job training Within this neoliberal context each chapter examines different sociological aspects of and debates about educational institutions as status conferring organizations with myriad positional characteristics experiences and outcomes Many current debates concern the legitimacy of the statuses conferred including

the continuing debate regarding the role of universities in legitimating social class reproduction as well as more recent concerns about standards in mass systems This handbook puts these issues and debates in focus in ways that will be of interest to a variety of stakeholders within academia as well as in policy circles *Achieving Accountability in Higher Education* Joseph C. Burke, 2005 With contributions from leading experts in the field this comprehensive and timely book presents the principles and guidelines for effective accountability for states colleges and universities *Achieving Accountability in Higher Education* clarifies the concept of accountability for both public and private colleges and universities and explores its reaches and limits The book examines the most recent developments offers current models for each of the major approaches to accountability and analyzes their shortcomings **The McDonaldization of the Church** John William Drane, 2002-02 A theology which comes pre packaged and in which there are no loose ends is not true to life nor can it adequately reflect the richness of the Gospel Why are churches struggling to maintain credibility in a culture in which there are more spiritual seekers than at any time in living memory John Drane believes that churches have become stereotyped structures offering uninventive formulaic worship to a dwindling minority But there are exciting opportunities for growth he argues if only churches will rediscover their own creativity and flexibility If only they will offer something more nourishing for post modern spiritual appetites than the equivalent of fast food *The McDonaldization Thesis* George Ritzer, 1998-02-17 In this major new book the author of the bestselling *McDonaldization of Society* provides an exploration of one of the most innovative and imaginative sociological theses of the last decade of the twentieth century *McDonaldization Part One* centres on a discussion of Karl Mannheim's theory of rationalization The author also assesses the degree to which sociology in general and sociological theory in particular have been McDonaldized The second part demonstrates the empirical reach of the McDonaldization process with discussions on work credit and globalization Part Three moves beyond McDonaldization to the worlds of new means of consumption and the postmodern perspectives that best illuminate them The author

Resisting McDonaldization Barry Smart, 1999-04-28 George Ritzer's *McDonaldization* thesis argued that contemporary life is succumbing to the standardization flexibility and practicability of fast food service This book brings together specially commissioned papers by leading social and cultural analysts to engage in a critical appraisal of the thesis The contributors discuss the roots of the thesis the rationalization of late modern life the effects of increasing cultural commodification the continuing prominence of American cultural and economic imperialism and the impact of globalization on social and cultural life The strengths and weaknesses of the McDonaldization thesis are clearly evaluated and the irrational consequences of rationalization are pinpointed and critically **Tradition and Transition** Philip G. Altbach, 2007-01-01 A global and comparative perspective is central to understanding the rapidly changing world of higher education *Tradition and Transition* analyzes many of the key themes of academic change in the 21st century It brings a unique comparative approach citing examples from many national contexts to illustrate themes Among the topics considered are the logic of mass higher

education globalization and inequality the role of research universities academic freedom private higher education and the academic profession and its problems These topical chapters are accompanied by in depth discussions of Asia and Africa

Higher Education and Society Joseph L. DeVitis, Pietro A. Sasso, 2016 This book is essential for all those who study and work in today's colleges and for all those who seek a better education for their children the nation and the world It is

recommended for courses in higher education and society contemporary issues in higher education philosophy of higher education academic issues in higher education leadership and globalization and higher education *McDonaldization*

George Ritzer, 2010 Latest update of this internationally popular anthology from George Ritzer International Handbook of

Higher Education James J.F. Forest, Philip G. Altbach, 2006-04-20 This book provides a central authoritative source of reference on the most essential topics of higher education The International Handbook of Higher Education combines a rich

diversity of scholarly perspectives with a wide range of internationally derived descriptions and analyses Chapters in the first volume cover central themes in the study of higher education while contributors to the second volume focuses on

contemporary higher education issues within specific countries or regions Together these volumes provide a centralized easily accessible yet scholarly source of information *The 'McDonaldization' of Higher Education* David Hartley, 1995

Towards the Compassionate University Kathryn Waddington, 2021-02-26 This book makes a significant contribution to the need for compassion in the 21st century neoliberal university Compassion is a process that involves i noticing that suffering is present in an organization ii making meaning of suffering in a way that contributes to a desire to alleviate it iii feeling

empathic concern and iv taking action There is increasing recognition of the crucial role of compassion as a core concern in education health and social care and globally to ensure the future sustainability of humankind and the planet Drawing upon a

wide range of interdisciplinary theoretical and professional perspectives including social sciences modern Darwinism

intersectionality higher education policy and organization studies the book addresses the key challenges facing 21st century universities For example intersectionality and higher education staff and student health and well being and responding to

global challenges such as the coronavirus pandemic The book is relevant to university leaders policy makers educators

researchers university staff and students aspiring to develop their own understanding of the role of compassion in

professional life It is an important marker of the compassion turn in higher education and what this means for contemporary academic leadership followership and pedagogical practice **The McDonaldization of Social Work** Donna

Dustin, 2016-02-17 Based upon George Ritzer's McDonaldization of Society thesis and incorporating aspects of social theory this book examines the introduction of care management to social work practice Donna Dustin analyzes care management as

an example of the managerial application of efficiency calculability predictability and control to social work practice These principles put to good use in organizations that produce tangible outputs at a profit are being increasingly applied in non

profit public sector organizations where the outcomes require intangibles such as professional relationships The author

examines whether the McDonaldization process heightens dilemmas such as cost versus rights for professionals working in the social services Using social theory to frame her research with care managers and their managers in the UK the author examines the day to day implications of care management for social work practice and questions whether the construction of service users as customers contributes to empowering practice The book s in depth analysis of the policy background implementation and practice of care management will resonate with social workers in other national contexts such as the US where the care management model has been introduced **The Slow Professor** Maggie Berg,Barbara K.

Seeber,2016-04-06 If there is one sector of society that should be cultivating deep thought in itself and others it is academia Yet the corporatisation of the contemporary university has sped up the clock demanding increased speed and efficiency from faculty regardless of the consequences for education and scholarship In **The Slow Professor** Maggie Berg and Barbara K Seeber discuss how adopting the principles of the Slow movement in academic life can counter this erosion of humanistic education Focusing on the individual faculty member and his or her own professional practice Berg and Seeber present both an analysis of the culture of speed in the academy and ways of alleviating stress while improving teaching research and collegiality **The Slow Professor** will be a must read for anyone in academia concerned about the frantic pace of contemporary university life **The McDonaldization of Society** George Ritzer,1996 One of the most noteworthy and popular sociology books of all time **The McDonaldization of Society** demonstrates the power of the sociological imagination to today s readers in a way that few books have been able to do It is ideal for use in a wide range of undergraduate courses and will be of equal interest to anyone interested in social criticism This book links a large number of social phenomena to McDonaldization some which are directly affected by the principles of the fast food restaurant and others where the effect is more indirect

Using Shakespeare's Plays to Explore Education Policy Today Sophie Ward,2016-10-26 Shakespeare is revered as the greatest writer in the English language yet education reform in the English speaking world is informed primarily by the market order rather than the kind of humanism we might associate with Shakespeare By considering Shakespeare s dramatisation of the principles that inform neoliberalism this book makes an important contribution to the debate on the moral failure of the market mechanism in schools and higher education systems that have adopted neoliberal policy The utility of Shakespeare s plays as a means to explore our present socio economic system has long been acknowledged As a Renaissance playwright located at the junction between feudalism and capitalism Shakespeare was uniquely positioned to reflect upon the nascent market order As a result this book utilises six of his plays to assess the impact of neoliberalism on education Drawing from examples of education policy from the UK and North America it demonstrates that the alleged innovation of the market order is premised upon ideas that are rejected by Shakespeare and it advocates Shakespeare s humanism as a corrective to the failings of neoliberal education policy **Using Shakespeare s Plays to Explore Education Policy Today** will be of key interest to researchers academics and students in the fields of education policy and politics educational

reform social and economic theory English literature and Shakespeare

Explorations in Social Theory George

Ritzer, 2001-04-10 George Ritzer is one of the leading social and cultural commentators of the present day In this essential new book he considers some of the main tendencies in contemporary social theory Included here are Ritzer's latest reflections on the uses and misuses of metatheory According to Ritzer sociology is a multiparadigm science The differences and intensities of rivalries between paradigms are often very confusing for students and even for professional sociologists This book seeks to find a way out of the confusion by sketching out the lineaments of a new integrated sociological paradigm and demonstrates how this paradigm can be applied It shows the various ways in which Ritzer has developed rationalization theory to shed light on professional integration the shape of consumer culture hyperrationality and the state of sociology today

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