

Reiter, Ester. "Modern Times in the Hamburger Business." Chapter 6 in *Making Fast Food: From the Frying Pan into the Fryer*. Montreal, Canada: McGill-Queen's University Press, 1996. ISBN: 9780773513877. pp. 111 - 129.

The modern food industry is built on models of humans, and actual humans are expected to conform to these models. But doing so takes advanced social technology. For example, the whole idea of efficiency is related to the concept of under-work and the necessity of patterned behaviors, which are difficult to produce.

- What pressures cause minimum-wage-earning young people to work so hard?
- What does efficiency in the food industry mean?
- How was the idea that "social problems could be reduced to problems in applied physics" succeeded, and how has it failed?
- What are the effects of separating planning work from "doing" work?
- Is the argument valid that American work habits need to change for American products to compete on a world market sufficiently to maintain America's standard of living?
- Defend or refute the claim that "technology has not been used to create new skills, but to fragment and deskill jobs."
- Defend or refute the claim that "as the advances of modern household and service industries lighten the family labor, they increase the futility of family life."
- What technologies were needed to make Taylorism functional?
- What techniques (technologies) are used to minimize "soldiering"?
- What areas of food production are (or can be) made scientific, and which not?
- What role does Burger King, Inc. play in the lives of its workers (as distinct from the role of their managers)?

Witzel, Michael Karl. "Birthplace of the Hamburger." "Hamburger Architecture." "Splendor of the Soda Fountains." "Immoral Sodas and Sundaes." "Bob's Big Boy Burger." "The Trouble with French Fries." "From Fish Brine to Ketchup." "Story of the Coca-Cola Classic." and "The Story of Carbonated Water." In *The American Drive-In*. Osceola, WI: Motorbooks International, 1994. ISBN: 978-0879389192.

The cultural aspects that surround the car come from many different places, but are all distinctly American. In part, they came from grassroots reflections of the cultural revolutions of the 1890's. However, the rise of the car fundamentally refined and changed them. These have become American institutions because they are appropriate technologies in the world of the car.

- What elements do most of these stories have in common?
- Why did these inventions cause such a sensation?
- How did the hamburger and soda respond to changing aesthetics and culture?
- Why were so many of these created in the 1890's and have their height in the 1950's?
- What new inventions are changing fast-food today?

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