

McDonaldization

Sociology

Ritzer's four principles, and the irrationality he says they produce.

Weber's rationalisation, extended to consumption and services.

Four principles

Efficiency: the fastest route to the outcome.

Calculability: quantity used as a proxy for quality.

Predictability: the same result at every branch.

Control: by script, by layout, by technology.

The irrationality

Dehumanised work reduced to a script.

Choice narrowed by the standard offer.

Cost shifted to the customer's own labour.

Queues produced by efficiency measures.

Skill designed out of the job.

Deskilled staff cannot handle exceptions.

Educational reference. Criticised for reading firms from their design rather than from how staff and customers actually use them.