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## Visiting Professor Examines the Social Engineering of Technology

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## *The University of Dayton*

VISITING PROFESSOR EXAMINES  
THE SOCIAL ENGINEERING OF TECHNOLOGY

## *News Release*

DAYTON, Ohio, March 8, 1988--Do the agricultural research policies of universities, which focus on inventing labor-saving machines and more efficient farming practices, help small family farmers or large corporate agribusinesses?

That is just one issue William H. Friedland will address in a lecture entitled "The Social Engineering of Technology" on Tuesday, March 22 from 7:30 to 9 p.m. in the Kennedy Union Ballroom at the University of Dayton. It is the final presentation in the UD-sponsored speaker series, "Whose Values Dictate Our Technology?"

Friedland, a professor of community studies and sociology at the University of California at Santa Cruz, will discuss a recent court ruling that research activities at the University of California have, contrary to law, served agribusiness rather than the public interest. The landmark case, which has implications for land-grant institutions throughout the nation, will be examined from the perspective that production technologies are the result of social choices.

Friedland will be available Wednesday, March 23 from 2 to 4 p.m. in Kennedy Union 310 for an open seminar discussion of his address. The seminar will be led by Theo Majka, an associate professor of sociology and anthropology at UD. The address and seminar are free and open to the public.

Friedland received a Ph.D. in sociology from the University of California at Berkley in 1963. He taught at Cornell University from 1961 until 1969, when he left to found the Department of Community Studies at the University of California at Santa Cruz. He is the author of Manufacturing Green Gold: Capital, Labor and Technology in the Lettuce Industry.

For information about Friedland's lecture, call Robert Marotto at 229-3324.