

## Factors of development

### Technological factors:

The technological factors represent the conditions created by man which have a profound influence on his life. In the attempt to satisfy his wants, fulfill his needs and to make his life more comfortable man creates civilization. Technology is a byproduct of civilization. When the scientific knowledge is applied to the problems in life it becomes technology. Technology is a systematic knowledge which is put into practice that is to use tools and run machines to serve human purpose. Science and technology go together. In utilizing the products of technology man brings social change. The social effects of technology are far-reaching. According to Karl Marx even the formation of social relations and mental conceptions and attitudes are dependent upon technology. He has regarded technology as a sole explanation of social change. W.F Ogburn says technology changes society by changing our environment to which we in turn adapt. These changes are usually in the material environment and the adjustment that we make with these changes often modifies customs and social institutions. A single invention may have innumerable social effects. The development of mass media, from Radio to internet for example have made a rapid change and global cultural integration possible.