

T- Balance Technology Assessment -- Television

	Pro (short term)	Con (long term)
Environment	News & documentaries teach about environmental diversity & warn of problems. Can provide a call to action.	What is done with old machines? Power requirements have environmental impact. Is there such a thing as pollution of the airwaves? What about film needs – much the same issues as those raised by the movie camera.
Human body	News & documentaries teach about your body, healthy life styles, etc.	Promulgation of one definition of beauty – harmful. Is a very passive medium, this could be viewed as harmful to the human brain. Promotes a brain that is always starved for novelty.
Social Relationships	Exposure to other races & cultures. Models a cultural expectation for social relationships (is this good?)	Watching TV instead of interacting with friends & family. TV as babysitter.
Work	New jobs & job types.	Surveillance of workplace.
Relationship with self	Affirmation of self when positive images & role models exist and are seen.	Comparing your self & life to those broadcast. Altering your lifestyle to mimic that shown.
Power Structure	News as a source of information – “informed voters”. Documentaries. TV personalities have a source of power (This can also be a con).	TV can provide biased information. There are two classes created – those who have the power to create and broadcast shows and those who can only receive the shows.
Education	Sesame street & like programs. History or biography programs. Source of continuing education for those who see it as such and seek it.	Non-educational programs. Passive interaction. “Dull-time” i.e. zone out watching TV
Other Cultures	Shows expose people to variety of cultures formally or informally.	Main culture is identified on TV & can suppress local actual culture. Replaces traditional cultural entertainment. Things like storytelling, etc. can be lost.
Future Technology	HDTV. Satellite. Cable. Conversion of TV and computer.	Many, many channels – how much is valuable. Existing flaws still there perhaps magnified.
Comments:	It’s a fact, TV has a major part in the lives of most Americans. We need to work on shoring up its strengths and finding ways to improve its weaknesses.	