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Technological Determinism – as a framework – argues that our social and cultural values are shaped by the advances in technology. These developments are largely independent of current political events and accumulated social and cultural *baggage*. Technology is assumed to be autonomous and it has it's own drive. We, as the people who use those technologies have no choice but to adapt and develop them further, into their next logical phase. It can be observed that many technologies have shaped the societies they were introduced to such as the printing press, the clock, the internet etc. However the question remains, is technological development driving the change in society or is the other way around?

Cultural Materialism suggests that the technological advances are driven by our new-found needs based on our cultural and social life as well as political influence and economic gain. Williams gives the example of te radio: as the population became more mobile, the need to mass-communicate and broadcast was born which led to the deployment of radios in civillian dwellings. Even the political and economic choice of using one-way radios have an effect on the technology. Even in some cases, the technology developed never surfaces to have any effect on society, it might be repressed or stopped entirely because of political or other reasons (alternative fuel, electric cars, cure for cancer [speculating] etc.)

Barry Jones believes that technology is neutral – it can be used to better or worsen the subject it is exposed to (1988). The inevitibility of technological development and inevitable consequences of developed technologies are not inevitable, not even predictable. A technology can be used in many ways, so it is what one does with it that matters according to Jones. McLuhan believes that this argument is a *petty distraction* to isolate the way a technology may or may not be used. Andrew Feenberg argues that technology can not be neutral as it *embodies the values of a particular industrialized civlization* (1991).

No one framework, in my opinion provides enough convincing arguments to eliminate the other. I believe the technological developments and cultural & social change go hand in hand, it is an intertwined process.

During the recent years, sharing what is on one's mind -even when it is trivial- whenever they felt like it become acceptable and even popular – dare I say expected in some cases. Social platforms such as Facebook and Twitter are now used widely. The users informally publish what is it that they want to communicate and can reach their intended audience. A Technological Determinist approach would suggest that because internet technologies like Facebook and Twitter become widespread and popular, the users have a way of expressing their thoughts quickly and with ease and it was expected that these technologies would be developed based on e-mail technology and wide use of SMS via personal cellphones so it was the logical next step and the users adapted to this new technologies.

An approach based on Cultural Materialism would argue that those internet technologies were developed for people's need and will to express their thoughts to many people at once in the first place. As the world became smaller and smaller with the global use of internet, the need and want to *follow* someone and be *watched* by others was born. The next step in technological development was therefore, the introduction of such platforms where people could publish their thoughts quickly and easily for whatever audience they intend to reach.

The intertwined process – which I feel more at home with – favors none of the frameworks over the other and would explain the issue to a much more satisfactory degree. With the rise of the need for communicationg quick, short *blurbs* to others, such instant publishing platforms were developed and introduced to our lives. This need however is based on previous technological advances which allowed us to communicated to smaller amounts of people with less ease, with less swiftness – such as text messaging. Then again, this technology was introduced because we needed to communicate. *(Unfortunately I have choosen an example which I can not base my arguments on personal experience since I neither use text messaging or twitter)*