

Introduction

It seems today that our society in this world relies heavily and maybe too much on the technology that surrounds us. Our culture has come to the point that some individuals prefer the use of technology to do our work rather than doing a chore or activity hands on. After a bit of searching, I found the world's first smart hairbrush with built in technology to provide information about your brushing style and give an analysis of your hair. Yes, manual brushing is still necessary, but with the Kerastase Hair Coach, you will be able to figure out how frizzy and dry your hair is. It will identify any split ends or breakage through the use of its microphone. The brush includes a gyroscope that analyzes the force and speed of your brushing habits as well as an accelerometer which counts the amount of brush strokes you have completed. The handle also has a vibrate feature that will guide consumer's brushing techniques. The Kerastase Hair Coach also links to an app where one's hair analysis can be found along with product recommendations through their product line. While this product may not cause society to be extremely reliant on it, it definitely can benefit the daily hairbrusher through its use. Through the ideas of Kenneth Burke's pentad, the benefits of the brush for society can be identified and how technological psychosis may be a result of the use of the Kerastase Hair Coach.

Review of Literature

Kenneth Burke's main concept of technological psychosis refers to the idea that individuals can be driven mad through the use of technology. At the point of technological psychosis, an individual cannot focus on anything except the technological element in the situation. Technology can be extremely distracting without even being in use in this circumstance. In order to understand the motives of using technology, Burke created the pentad

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of technology. The pentad's elements: act, scene, agent, agency, purpose, "help us understand what he calls the "cycles or clusters of terms" people used to attribute motives in a particular work of philosophy, literature, speech, or in more general philosophies of human motivation, such as capitalism, communism, or psychoanalysis" (Blakesley, p. 6). The act component describes the action of the situation and what happened which is considered realism. The scene component describes where the situation is and how the environment affects the situation and is considered materialism. The agent describes the who of the situation, shows what humans are capable of, and is considered idealism. The agency component describes why the situation happened and describes how to make a situation easier. Agency is most common in the idea of technological psychosis in the way that technology makes situations easier in many ways. The pentad is mainly used to analyze every situation that occurs as people often, "observe the signs around them to make interpretive statements that explain or rationalize their own actions or the actions of others" (Blakesley, p. 32). It is possible, though, that individuals may rely too heavily on the rationalization of their actions which can lead to trained incapacity. Trained incapacity refers to, "our inability to interpret such signs in any other way but the familiar or comfortable" (Blakesley, p. 34), and gets us to be trained to think a certain way without realizing what we lose. This occurs when technology is able to take the place of individuals doing their own work.

Pedantic Analysis

Comparing the smart hairbrush to Burke's pentad directly affects the agency component mainly over the other four pieces. The agency component describes how an action is completed. If someone wanted to brush their hair, the Kerastaste hair coach would be the way to do that. The hair coach will make brushing hair a better experience in the way that it provides more

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information and guides better hairbrushing technique than any other hair brush would. No other handbrush gives its user factual statistics about their hairbrushing technique. This brush is doing the job that a hairdresser could do without actually having to take a trip down to the salon. A ratio that could be privileged by the smart hair coach would be the agency-act ratio that describes the idea that tools determine how people act. This can be demonstrated through the idea that the brush has the vibrating handle in which people can be guided through hairbrushing based on the suggested techniques provided by the brush. The vibrator will signal how many more strokes they should brush and how much pressure they should be using to brush their hair. This would be beneficial for individuals in order to have better results with their hair. The fact that an app is provided with the brush also shapes the way that people will act based on if they feel they should buy the recommended products or not. This would be beneficial for the people in order to get information about their hair and techniques that could not have been previously provided. The element of agency and act would be more involved with the technology of the Kerastaste Hair Coach over the element of scene in the fact that the hairbrush can be used anywhere due to its small size and accessibility. It seems that the environment would not be a huge factor in the idea of whether the brush could function or not based on where the consumer is located setting-wise.

Discussion

Connecting Burke's ideas with the pedantic analysis cause the Kerastaste Hair Coach to seem as though it would not lead someone into a deep technological psychosis. Thinking about technological psychosis and trained incapacity seems like a more negative outlook on the idea of technology in society. Having to rely heavily on technology is definitely an unfavorable attitude in the way that it can disconnect people from society and the real world. Even though the

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Kerastaste Hair Coach is taking hairbrushing to the extreme, I do not see this leading to a negative, unattached future for its consumers. It does not seem rational that a person would solely rely on this piece of technology and lose track of what it means to brush your hair. From personal experience, hair is not too negatively affected by how hard you brush it or whether you carry out 100 strokes rather than 50. In the aspect of product recommendation, I can understand how it would be tough to lose sight of that for ourselves by using the hair coach. However, I am sure that no one has ever really had to entirely rely on themselves to find the right products for their hair with the number of hair experts that are available to our society. Wanting better looking hair and indulging in healthier hairbrushing techniques most likely would not lead a person into technological psychosis or trained incapacity where they would be completely distracted in society without a brush that allows them to have this.

Conclusion

In conclusion, it is definitely clear that trained incapacity is a problem in society through the view of Burke's pentad. Technological psychosis causes individuals to rely on the technology daily. While some reliances may be more powerful and dangerous than others, it can be noticed and should be avoided. Certain technologies affect the components of the pentad that may lead to benefits, but also disadvantages. I know that the Kerastaste Hair Coach would be beneficial for the agency component and the agency-act ratio due the fact that it ups the game of hairbrushing through advanced technologies not once used before. While these technologies cause the hairbrush to be more favorable than in the past, it does not seem probable that individuals will face trained incapacity through the use of the hair coach.

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