

We make a reflection about the consume culture in effect in present days, and we associate it with the Science, Technology and Society (STS) theme. We try to observe this into a technopoly vision, as it was defined and introduced by Neil Postman. We try to show how the uncontrolled search of the technology by itself and the search of absolute efficiency lead to undermine old social values and introducing new ones, frequently fleeting and controversial, among that, the exaggerated consumes that generates false needs to the people. This cause serious problems, such as nature degradation and deep social differences. The most of population is leaded to live with misery, starvation, disease, prostitution, and pedophile, whereas a minority enjoys goods, facilities, comfort, well-being, and riches produced by the technology. That is the luxury, trash, and misery generation. We analyze degree of consume and productivity demands. We comment the robot use, the unemployment, the misery, and the violence. We discuss technopoly and show its main characteristics. We present and comment about reaction movements to that model, trying to put the technology development under social control and not just under the scientists and their financial backers determination. We associate exaggerated consumes with power and domination will. We suggest alternative social values that can be cultivate to do more social justice and allow accomplishing a fraternal society. Afterwards, we suggest that sociologist and pedagogue join themselves to engineers to find ways of consciousness and reflection next to engineering courses, in a plenty comprehensive language for all involved people. This collaboration would become possible a new generation of engineers, conscious of their social responsibilities and compromised with the development of correct social and ecologic technologies. Engineers are the main developers of technologic manufactured goods and have became opinion makers in present days. They can and must assume a central role in a process to reappraise the purposes of science and technology in the social environment, changing present function of user of the men to be set to work in favor of the men, to benefit all the mankind.