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1. Persuasive design is the psychological structure for the way a lot of UX designers work to understand how to design their products. Persuasive design works to making tasks for the consumer easier by having their product easy to understand and easy to use. In a twisted way, it trains the consumer to work and think in a certain way that’s easy for them without sacrificing the result, and even getting people to react a certain way based on how the information is presented. Visual tricks, easy-to-digest information such as graphs, and other practices are common among doing so. Bj Fogg breaks down the practice in three parts, to understand how it shapes people’s behavior. Motivation, ability, and triggers are the three parts that make up what the target needs to feel in order for the designs succeed. Not only do they need to be present, they need to be present at the same time. The combinations creates an effect that persuades the consumer to agree with the design agenda. The motivation creates a reason for the consumer to care or for the creators to get their attention. The ability shows the accessibility for the consumer to partake in the agenda even without them having to do much. It isn’t them having the ability to do anything so much as doing something, usually a simple task, benefiting the design. Trigger is usually the design creating an effect that tricks the consumer into doing said action through hooky tricks, for example, a notification that entices the consumer. Knowing this, this leaves the ethical question will UX designers do the right things? Will they lead their consumer down the right path? Make them partake in something that can harm others? Harm themselves? Sell products that are unhealthy, partake in a movement that will hurt the environment? When does the design become manipulative instead of persuasive? Is there a difference? Many of these are questions one can ask UX designers based on how UX designs are made. Personally, I feel UX design is an argument that has founded a structure that is easily perverted into manipulating the consumer. It can use fear or insecurities as a motivator, lack of partaking disguised as partaking, and triggers as a simple way to make people do things. It can be a furthering of simple thinking, an exploit of basic human emotions, and it wires people into a program for the design to use. While this isn’t always the case, I feel it happens more often than not with conglomerates and it’s created a pattern imbedded into normal behavior, even outside of the UX design.
2. Most technological advancements start as a luxury due to their expensive, innovative creation. Cameras are among these that have had such a start. Today, cameras are everywhere and easily obtainable. They even come with phones in a sharp quality that creates a gorgeous shot in each frame. Audio equipment and animation have also become mainstreamed and normalized by artists, rich and poor and in-between. Digital art has been known for its portable, easy access that can be minimized and shrunk to an easy-to-use size. They have been overlapped with other technology, creating a converging technological progression in which people can record image, sound, and share with the world all in the wiring of one device. We are able to do multiple things at once even the most wealthy couldn’t do without needing multiple inventions working together. That is strong advancement for today’s age and its cheapness in price has helped artists get their name out there in the public eye. No longer has art been a form for only the wealthy, a style only for the privileged, but everyone can share their vision with the world. All of these have benefited the artists that we watch and support, creating an exciting world. The options to view, listen, experience art is endless. That being said, saturation is a problem due to how easy it is to create art. It is easy to support one artist, it is also easy to forget about one artists. The digital age has taken something novel and made it average, something we do not choose to experience when we want to see something new, rather something when we choose to experience when we are bored. When we are bored, we look at YouTube, go on Netflix, go to Spotify. Doing those things use to be an event. Concerts, theaters, galleries were active participation but now we do not have to make it a communal venue. It is a private, isolating activity and the options make it hard for people to know what sticks out. Everything continues to feel normal and at this point, finding artists is relatively easy, good ones mixed with the not so-good who can still put their stuff out there in a free space. It’s accessible and easy for people to partake in art for the digital age, but what does it mean for consumer and what does it mean for art as a source of living? It’s harder for people to make money when so much attention spreads to everyone with the digital objects needed to make art.
3. Human enhancement technology is one of the most medically-integrated technological advancements in new technologies. They work towards progressing human lives, given to the disabled and less-fortunate in both physical and mental areas. The technology comes in biotechnology, nanotechnology, and computer-dependent to help make lives for the consumer easier. Limbs replaced with cybernetics, cameras inserted in eyes, etc. all work with science to replace what was taken. With all technological ideas, though, the progress is taken further. Scientists work in making these advancements move to abled people as well, giving away the motivation of assisting and instead swapping it for adding. People don’t need to run faster but machines can do it, and evolution is now man-made and not natural. Disrupting natural order and enhancing human biology to make us stronger feels unnecessary since humans are the apex predator. This can lead to more environmental destruction, damage to others if we are stronger, easier at hurting people, and less private with computers inside us or helping us with simple actions. One of the technological advancements I read in Michu Kaku’s writing, The Physics of the Future for the presentation, is the mind-reading fantasy becoming fact. Scientists are evolving the idea to a doable cause and possibly normal function in interaction. If we are able to read minds, where is privacy? The technology was made to assist people with mental impairments, and instead they are making those with no issues equipped with something that changes the wiring of the human body. Is it necessary or is it stepping boundaries? I think the latter. I think playing God is possible if we continues to improve the human body, and I say improve loosely, to a stronger, more talented creature.

Fogg, Edward, “A Behavior Model For Persuasive Design” https://www.mebook.se/images/page\_file/38/Fogg%20Behavior%20Model.pdf