

Virtual Event Report 2

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Introduction

Over the course of this essay, we will discuss two TEDx talks, “Why you should learn to code” by Matthew Reynolds and “The power of design” by JD Hooge, exploring the main points and discussing their implications. Each talk offers some unique insights into the realms of coding and design. Matthew Reynolds emphasizes the importance of coding skills for problem-solving and automation, attempting to inspire others to do it themselves and search for problems to solve. JD Hooge discusses the immense power and responsibility that designers hold in shaping our digital and physical world.

Matthew Reynolds

Matthew Reynolds’ talk revolves around the transformative potential of learning to code. He begins with a scenario where he sought World Cup tickets, only to encounter a terrible website that released tickets at random times. His solution was to create a code-based automated program that notified him when tickets were available. This highlights the practical utility of coding in solving real-world problems.

Reynolds emphasizes the internet’s role as a valuable resource for learning, particularly mentioning platforms like Stack Overflow that provided him with answers and support during his coding journey. He encourages individuals to harness the vast information available online to create innovative solutions and automate repetitive tasks, provided they find the task interesting and useful. In doing so, coding can become a creative outlet.

JD Hooge

JD Hooge's TED talk centers on the power of design and the responsibilities that come with it. He highlights how technology has significantly impacted the world over the past two decades, emphasizing our desire for technology to empower us. However, he notes that technology often benefits some more than others, underscoring the importance of considering the impact of design choices on human lives.

Hooge draws from various sources of inspiration for his design philosophy, including skateboarding, music, and his education in design. He speaks of design as a means of creating identity and impacting culture. Moreover, he references influential figures such as the Bauhaus school and Dieter Rams, who have shaped design with their principles, focusing on simplicity and social functions.

The talk emphasizes that design is a powerful tool that shapes our future and influences every aspect of our lives. Designers have a responsibility to ensure their creations work for the benefit of humanity and do not compromise digital well-being. Hooge points out instances where technology has amplified biases and cites efforts by tech companies like Google and Apple to prioritize user well-being through features that regulate screen time and notifications.

Furthermore, he underscores that designers wield substantial influence and should embrace technology to empower human needs and champion diverse perspectives. To achieve this, he proposes the development of new design frameworks and ethical design toolkits, as well as advocating for comprehensive education for designers beyond traditional design topics. They need to understand broader subjects such as ethics, neuroscience, inclusion, cognitive bias, and systemic inequality to make informed and ethical design decisions.

Conclusion

Matthew Reynolds and JD Hooge's TED talks offer valuable insights into the worlds of development and design, respectively. Reynolds highlights the problem-solving potential and creative aspects of coding, emphasizing the importance of utilizing the internet's immense ocean of resources. On the other hand, Hooge underscores the power and responsibility of design in shaping our digital world, stressing the need for designers to consider ethics and diverse perspectives.

These talks collectively demonstrate that both coding and design have a significant impact on our lives, and individuals involved in these fields hold the key to shaping a better, more inclusive, and ethical future. Learning to code can empower problem-solving and automation, while responsible design can ensure technology serves humanity rather than divides it. As we move forward, it is essential for individuals to acquire a deep understanding of these fields and their broader implications to make meaningful contributions to our ever-evolving digital world.

References

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