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New Media Technologies MEDST 255 FINAL EXAM SPRING 2018

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**Essay Question I.**

**New technologies have always produced unintended consequences. One result of this would be how UX designers and engineers face a number of new ethical challenges today with the rise of technology regarding our interaction with it and dependence on it.**

**What is the primary job of a UX designer? Discuss the principle ethical quandaries faced by UX designers. What is persuasive design? Discuss the ways you feel this positively and/or negatively affect user behavior.**

UXD –User Experience Design is a process that enhances the user satisfaction by making a product better in different aspects such as usability and accessibility. One of the main goal is to create pleasure, this pleasure is created by making the product easier and more interacting with the user. With our fast pace society having products that allows to navigate fast and efficiently has become a new a must for almost every person. Comparing people of today to people in the early 2000, We can tell how we have become extremely dependent to technology. For some people is a good thing while for others it may not be very good change. Back in the early 2000 the most popular phones were Nokia phones, the Motorola razr, and Blackberry pearl. Comparing those the cellphones to the cellphones of 2018 we will see that there are a lot of limitations but those phones allow user experiences designers to help create the technology of today. Human behavior to technology is big part of the process. Blackberry became very popular among business people because it allowed them to stay in touch and answer their emails while being away from the office and computer. As you can see here technology created a new behavior in business people around the world, which was answering emails, when they were not in office or even after working hours. Some people thought it was a good thing because it helped improve productivity and communication among the company members and to improved business with other companies. There was also negative behavior towards this technology, work abuse, many people started to feel that they were being force to work even in their time off because of this new technology. For example some people received emails from their bosses after working hours requiring to have a report ready first thing in the morning or people replying emails even after hours of work. Behaviors like such also influence designers to improve technologies like creating a feature of having your notifications being turn on and off. Those kind of behaviors did not only affected the designer to improve but also allow hour society and labor department to create new standards about when it can be consider new ways of work abuse. Persuasive Design is practice that focuses on influencing behavior via product or service. This a common Practice within user experience designers. They test and see how we as humans interact products and behave in order to launch new products and because of persuasive design many people believe that designers should have strong sense of social ethics. I personally believe that technology it self should improved more and more. That designers should have in consideration how people will behave towards technology and what will be the pros and cons to it but I also believe that the burden should not be place in the designers but instead of the big decision makers like the Government and CEO’s Of companies because they are the one that take decision when to replace a human for a technological device for example cashier teller and ATMs. Those are the people that take the decisions unfortunately for Designers now days they have to take in consideration the greediness of others and how it could affect the life of many. Which I assume many projects probably have been place in hold in order to not affect human job.

**Essay Question II.**

**The rise of digital technology has had a massive impact in the international creative community. Small digital video cameras and editing software have made it easier than ever for aspiring filmmakers to make a movie. Inexpensive recording software has done the same for musicians. Digital photography now rivals the traditional chemical process for resolution, while image manipulation is simpler and more sophisticated than ever before. Ultimately, the Internet provides a worldwide platform for artists of all stripes to share his/her work.**

**What are some of the core characteristics of the digital world? Discuss how these have impacted the arts. What are some specific developments that have impacted artists? In what ways are they unrewarding and in what ways are they beneficial?**

The development of the Internet has allowed many multiple aspects of our daily lives to change drastically. For some in a very positive way and for others those have been affected by these changes not in positive way. One of the greatest changes of digital technology is modifying the way things are being produce, for example pictures, film is not necessary anymore and for some people that shoot in film is more like a luxury or way to maintain a set of skills from the past than a need like in previous years because in the past if you wanted to take a picture you definitely needed film. Unlike today, one has way more options. Another aspect of the digital world is that it has been modifying creativeness and business because the relationship between producers and consumers has change. Back in the days people will produce music, movies, tv shows and video content in studios. Then they will have Distribution Company and content will be release for consumers. While now days we have applications that helps us produce all the above even from the comfort of our own homes. This is a major change because artist no longer need to rent a studio to produce their content, aspiring artist can share their art with the world and be able to obtain recognition from it by sharing it online with others, some people upload videos of themselves online and they have good luck of getting sign by a label company. One of the biggest examples of somebody uploading a video online and getting famous is Canadian singer Justin Bieber. The Canadian singer is like fairy tell story and very simple. He was discovered online because he was posting videos of himself singing in YouTube. His discovery was not part of the traditional way to the discover talent at the time. The more traditional way to be discover was via a talent agency for people that were aspiring to be actors, models and singers. This people were signed to a talent agency and the agency will be in charge of exposing them to the people in the industry. This exposure is what gave to many people the opportunity to be discovered. This practice still is in place. On the other hand some other people actually produce and distribute their content online for example You-tubers to the point that many of the you-tubers have become celebrities and public figures. This phenomenon not only happens in the United States of America but it happens all around the world. I follow some of their channels because I enjoy watching their content one example is Argentina you-tuber “El mono Mario” he created a cartoon series about a the ultimate Argentinian Player, makes the animation , videos and uploads his content in YouTube. Making accessible not only in Argentina but also in Different parts of the world. Another aspect that the digital world has change is cooperation, now more than ever it’s easier to artist and producers to cooperate when creating material because they can share digital files with each other. Cooperation can be done locally but also internationally in cases of outsourcing as well.

**Essay Question III.**

**Human enhancement technology converges nanotechnology, biotechnology, information technology and cognitive science to improve human performance, attempting to temporarily or permanently overcome the current limitations of the human body through natural or artificial means.**

**Discuss some specific developments in human enhancement technology. Do you have trouble with the idea of these technologies making us stronger, faster, better? Do these advancements come at any cost? Such as privacy issues or a question of morals? What technological innovation do you think we need most and why?**

Human enhancement Technology in my personal opinion is very beneficial for cases where people are lacking of any our senses as human. For example that person that is blind. If technology can help the blind see again it will be great technological advancement and the lives of many people around the world could be improve and for the people that became blind but now can see because of technological enhancements will allow them fight something like depression. It could help people that are depress because the lost their sight and by restoring in it they will not be depress anymore. Another great improvement of technology is organ transplants to develop technology that eventually could replace an organ for example replacing the heart, lungs, liver and kidneys but not affecting the functionality of the body. At the same time technology and medicine need to develop together because if somebody gets their heart replace and the gadget that is working distributing blood to the body does not works as a pump then medical staff can be confuse because of the lack of heart beats in the individual. That could be problematic. Also we further research I think the new technologies are great for the advancement of humanity yet many people are afraid of the loss of organic matter within the human body. Many people have thoughts that all the advancement in technology will makes us less human and more machine. In to an extent I believe in that yet I think is necessary to keep researching towards human enhancement technology in order to help the people in need. In cases such as exoskeletons I think they are necessary because it would help us fulfill many task for example with would help have person that can not walk to walk again meaning they will be able to do more for themselves. One of the biggest issues is what people could do with technology and how it can be manipulated. For many people around the world this causes fear and they would prefer that human enhancements technologies be limited to certain extent because their privacy and safety can be at risk. Their talks about technology that can read your dreams are thoughts. These kind technological advancements will be great in case were people are being interrogated for a crime but it will be very intrusive in case were an abusive boyfriend is interrogating his girlfriend because he has doubts about their relationship and how faithful she is to him. The danger is not limited only to people we know but also to total strangers with the possibilities a stranger being able to hack the technological device that helps human enhancement. For example lets think Nano technology is so advance that doctors could use to destroy cancer cells in the human body. But this kind of technology in the wrong hands can possible kill a human for example a criminal group of people that uses nanotechnology to clog the arteries and cause heart attacks in their victims.

In conclusion technology it will be always beneficial to humans but it always have the capacity harm us. For example cars can take us to places but not knowing how to drive a car can potentially get you kill while driving one or can potentially hurt another person. I believe with every technological advancement is our responsibility to use wisely.

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