Media Studies 255

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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.**

A UX designer’s role is directly concerned within the method of assembling a product helpful, usable and gratifying for its users. A UX designer’s responsibilities will vary dramatically from company to company and typically even from project to project inside one company. Despite the variability the role offers, there are some general functions a UX designer is expected to perform no matter the corporation they work for.

Product research which naturally includes user and market research is start line for an UX design project. It provides the deliberate style because it permits designers to avoid assumptions and build information-driven choices.

Based on the merchandise analysis results, consecutive step for UX designer is to spot key user teams and build representative personas. A persona could be a fictitious identity that reflects one in all the user teams for whom they're planning.

UX Designer Responsibilities include conducting user analysis and testing, developing wireframes and task flows supported as user wants. Along with collaborating with Designers and Developers to make intuitive and easy software package which is achieved by optimizing system style. They also play a role in augmenting human ability, and automation, particularly because it eliminated dangerous, repetitive, or tedious work.

There are some styles of automation return at price of decreasing the work’s intellectual and emotional value as taken into account the degree of automation found in fast-food restaurants or warehouse fulfillment centers, wherever work is de-humanized, employee growth is diminished, and also the worth of pleasing work is stripped away.

Persuasive style is a vicinity of style apply that focuses on influencing human behavior through a product’s or service’s characteristics. supported psychological and social theories, persuasive style is usually employed in e-commerce, structure management, and public health. However, designers additionally tend to use it in any field requiring a target group’s semi-permanent engagement by encouraging continuing customs.

The characteristics of services and products attributes that influenced human behavior is a design practice for persuasive design (Lockton et al., 2016). In 1955 the first study in HCI as Human Computer Interface was the aesthetic effect of usability.

In order to evaluation of underlying functionality of system, strongly emphasize is by the aesthetics as concluded by Kashimura and Kurosu.

A pretty design can make users more forgiving of *minor* usability problems, but not of larger ones. (As the first law of e-commerce states, if the user can’t *find* the product, the user can’t *buy* the product. Even great-looking sites will have no revenue if they suffer from poor findability.)

Human behavior is influenced by specific evaluations of behavior. Personally I feel, that persuasive design has had an ongoing effect on people. According to BJ Fogg, “the results are undeniable. Computer could indeed be designed to influence people, to change their thoughts and behaviors. Computing technologies are not only changing us individually, but are changing our culture. So in twenty years, we have come a very long way from computers being seen as machines to store and manipulate and crunch data, to machines that are part of our everyday lives—machines that influence our thoughts and actions, our friendships, and even the relationships between countries.”

Fogg, BJ. “PERSUASIVE TECHNOLOGY LAB.” ARTICLE: THOUGHTS ON PERSUASIVE TECHNOLOGY – PersuasiveTech,2010,captology.stanford.edu/resources/thoughts-on-persuasive-technology.html.

**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 and new tech developments have impacted the arts and creative culture. What are some specific developments that have impacted artists? In what ways are they unrewarding, and in what ways are they beneficial?**

For centuries art has been created. Whether it be in the form of music, literature or the fairly new form, filmmaking. As technology advances it has helped artist all over the world create a modern content unbeknownst to the world. From well-known directors to an aspiring filmmaker, anyone, can publish their content for the world to see. Programs and software’s have been so conveniently attainable, most computers come equipped with them. If not equipped within a computer it’s become an inexpensive purchase to get the program and download it immediately. Artist have not only had the advantage of using programs, software’s or equipment but by the use of social media and other sharing platforms. Artist can use Facebook, SoundCloud and even YouTube to promote themselves and their talent without the help of anyone but a computer and some software.

Think back to when computers were the hot commodity. Newly released only a few could dream of owning the chunk of metal. Now there’s so many forms that have come from the computer it’s hard to keep up. From tablets to laptops, to the classic desktop, the sleek designs have not only made the weight lighter but the speed faster as well. With terabytes of storage available, artist and content creators have unlimited space to practice and create. Recording artist can buy a simple microphone, some attachments and soundproof the area around them to create their personal recording studio. Many upcoming stars did exactly that and now they have multi-million dollar deals, all from a short video they made at home. The same applies for filmmakers who use cameras and editing software’s. While the equipment may be expensive to obtain, it’s not impossible for the masses.

The use of social media and other sharing platforms have thus allowed the content to be mass produced and shared, instantly. Let’s say a young kid wants to write a song. He record it in his room. Edits the track on his laptop. Then begins the process of uploading, within minutes his content is now accessible globally. Something that was a dream not too many years ago for upcoming artists. For many creators, YouTube had become their safe space. With the freedom to control and have ownership of your own content many creators find it the best platform for themselves. Another outlet that has been climbing the charts in popularity lately is SoundCloud, a music sharing and streaming application. New artist have been emerging every day and finding the walk of fame is much different than it used to be. They no longer have to sell CD’s but rather gain views, likes, shares, all the things that determine if they will make it in the music industry.

While it may seem like things have become easier for content creators, technology bares an ugly side as well. Copywriting material has become harder as hackers have come up with ways to share others content without giving them the profits. For example, there are millions of illegal downloads on movies, music and videos every day. The illegal downloads take away profits from not only the artist but the producing and sharing companies. Companies such as Warner Brothers, Sony and more have been greatly impacted by the loss of sales. Companies that once controlled the market try harder than ever now to protect their content. With movies available illegally online, movie ticket sales drop. Being able to download the songs you hear on the radio for free means a drop in downloads for the artist. The music may be shared and the creators would get the undeniable credit, however at what cost? Losing the earnings they are rightfully owed?

As the rate of new technology increases so do the creative minds. Equipment and software’s have become household items for most and thus makes the process a lot easier. Any young adjourning creator can save some money and fund their own projects. Rather than waiting a year for a new movie, they’re being shoveled out by the boatload. Music is available on so many platforms it’s hard to keep a track of them all. While content creators have increased in numbers over the years, it has hurt the industry as well. Sharing without the permission of the creators has caused a drastic decrease in sales. While the entertainment industry is hurting, young hopefuls are being given a chance they once would never have. It begs the question the age old question, is the new era of technology bad after all, or is the start of something good?

**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 are your thoughts on the premise of these technologies making us (humans) more connected to technology? What technological innovation do you think we need most and why?**

James Watson and Thomas Crick’s discovery of the double helix of DNA in the 1950’s was integral in the science community’s understanding of human enhancement technology and modern medicine. Human enhancement technologies are defined as alterations of the human body intended for the enhancement of physical or mental capabilities. Practices under human enhancement technologies include: cosmetics, drug-induced, medical implantation, organ replacement/3D organ printing, and genome editing.

Cosmetics are a practice in human enhancement technology in which physical appearance is altered through procedures such as liposuction, surgical implantation, laser eye surgery, Botox injections, and facial construction. Cosmetic enhancements are extremely common and readily available in most countries around the world. Drug-induced technologies employ enhancing humans via the application of steroids to improve strength, healing or muscle growth or nootropics to improve cognitive functions, such as memory, creativity or focus. Organ replacement/3D printing utilizes cells, bioorganic materials and three-dimensional printing technologies to artificially reconstruct organs to be used for medical transplantation. Major organs such as the heart, kidney and liver have been constructed via 3D printing, none of which have been suitable for human transplantation.

Genome editing is a prominent discipline among human enhancement technologies. Practices within gene editing include: Zinc-Finger nucleases, Talens, cloning and most notably clustered regularly interspaced short palindromic repeats, also known as CRISPR. Genome editing allows scientists the ability to alter an organism’s DNA sequence. Genome editing is based on the principle of the central dogma of DNA and through technologies like CRISPR, researchers identify designated segments of DNA and employ proteins or molecules to cut the DNA at the targeted location. Once the DNA segment is excised, researchers use DNA repair machinery replaces the removed sequence. By editing genomes, researchers can dictate which genes can be transcribed and ultimately control what proteins can be manufactured.

The idea of human enhancement technology making humans “stronger, better, faster” is ideal for society. Emerging human enhancement technologies has contributed considerably more benefit than harm. These practices have allowed humans to live longer and improve the quality of life in participating regions. Steroids are used to treat children who suffer with growth failure while antidepressant drugs have been used to combat depression and anxiety. There are several risks with human enhancement technologies, most of which stem from questioning the ethics of most practices. A recurring question is whether there will be long-term health complications for most of these novel practices since there is not enough retrospective data from which to confidently assess risks. Another ethical issue surrounding human enhancement is how to effectively govern such procedures; policy makers and bureaucrats will need to dictate if practices are appropriate. Human achievement in enhancement technology becomes an issue and presents the question, does access to certain human enhancement practices yield unfair advantages and widen the gap between socioeconomic classes? These scientific advancements do not make humans closer with technology they enhance our capabilities since technology was designed to be an extension of humans.

Genome editing is the most needed human enhancement technology for contemporary society and the modern scientific community. Genome editing has the potential to be applied for preventing and treating human diseases. Certain types of cancers, human immunodeficiency virus and sickle cell anemia are being explored as diseases that can be eradicated with execution of genome editing practices. Conversation among the scientific community, pertaining to genome editing is saturated with critics and skeptics. The long-term effects of genome editing are relatively unknown; tampering with an organism’s genetic composition carries several risks. Genome editing also incites the ethical debates such as whether it would be ethical to enhance human characteristics such as intelligence, height, skin color, or gender.

G, Dr. “What Are Genome Editing and CRISPR-Cas9? - Genetics Home Reference - NIH.” U.S. National Library of Medicine, National Institutes of Health, 2017, ghr.nlm.nih.gov/primer/genomicresearch/genomeediting.