Final Exam

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Read all the instructions in the final exam instructions carefully before beginning! You’re required to write into this document, and adding the necessary pages. Re-save this file as your own, and submit it to me on December 11, 2018.

**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 is challenged to create the user experience a person will have with a product or service. They design with ethics in mind and human emotions. They use a process that breakdown the who, what , where and why of the experience and make sure they can answer these questions throughout out the design process. also have to design their products with there company's interest in mind. They enter a sweet spot between what the business needs and the user needs. The problems they face are vast and they must take into account ethics in accessibility of their products. The ethic of privacy is something big that developers when designing apps must take into account. I feel that privacy online is just a human construct for computers do not operate with privacy in mind. Computer need to talk to each other and in doing so they must give up transparency. Apps like waze that give the feature of going blind on their product so other drivers can not see you on their network is an example of They also have to make sure that the product becomes desirable and evokes pleasure to the user. Companies like Apple design their products to invoke please through design. They have built as part of their ecosystem a closed ux epreciance that only allows apple and only apple to control all aspects of their product that we depend on for productivity. A study conducted by trevor haynes a research technician at harvard medical school conducted a study to find the correlation between dopamine and smartphones. Dopamine is a chemical produced by the brain that is released as a way of rewarding us for “beneficial behaviors”. This is what is produced when we receive a new notification on our phones every two seconds and it's what leads to addiction. Smartphones are one example of a ux designed product that aims in its designed to consume and battle for our time. One example of where ux designers tend to gravitate their design goals is through social interactions. For instance video games nowadays tend to always include social interaction as part of the experience. They input things like online multiplayer, badges ,tokens and leaderboards into their design witch I feel sometimes hinders the core experience of their product by focusing on social interactions through the internet Gravitating to what ux designers focus the most on and its social stimulus creating what haynes calls a “hyper-social environment”. This also ties to what persuasive design is at its core. Technology is at the forefront of what motivates and influences social behavior. A great example of this is with social media. At its core its intended to connect us but I feel that social media is designed to never let us disconnect from its platform.We log hours and hours of data and time into their systems that play into human psychological traits. Our time is there currency and they sell us to companies as data which they use to influence society in the 21st century.

**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 advancement in digital technology has made an incredible impact in society; the creative community being one of the main beneficiaries of technological advancement. Some of the core characteristics of the digital world are the fact that it is electronic, its networked ,and interconnected. Its electronic because its not adhoc to physical form like books, vinyls and newspapers. No longer do we have to waste resources like trees to read and write media. This also allows artifacts in the digital world to live on forever as long as there is time an space. This also brings down the cost of what products in the digital domain have versus the products in there raw physical form. The content created in digital forms allows for it to be on a network of other creators and artist to participate. They can change and build upon ideas and shape new art from old. An example of this is sites like github that allows programers to share code to help with development of software. Here we have a platform that allows the sharing and editing of ideas. Another example is pro tools a digital audio workstation that has implemented cloud technology allowing recording artist to collaborate ideas over the internet. I use this all the time with artists that I work with and it allows me to stay connected and deliver what the artist needs at a distance. In some ways many can argue that the advancement of digital technology has made things too easy for entrepreneurs and experts alike, making it overall unrewarding and difficult for people to actually learn anything; then there are others like Matthew Lynch who strongly believe that digital technologies are actually beneficial. “ Often times students can contribute new ideas to discussions and development regarding creative design, STEM learning, robotics, film animation, game design, and other arts. As we advance into the 21st Century, we are all learners. We can all make use of both the left and right sides of our brain to advance the technology we already possess by using our creativity.” Lynch 2018. The use of digital technology is not hindering or unrewarding on the contrary, digital innovations have broadened the horizons of creativity by actively contributing to industries such as animation, STEM, Music, Film, and game design; while simultaneously being widely accessible, making it easier for people of all financial backgrounds to be able to pursue creative careers. In conclusion, technology eradicates the barriers to creative excellence by completely transforming the human experience. People are no longer separated by time, space, and resources; because knowledge and information are merely just a few clicks away. Many of the tedious tasks that normally would take up a lot of our time and effort have become automated and easier to complete; which then increases our ability to engage in experiences that direct us to more creativity. A few of the core characteristics that leaders in the digital age possess are that they are innovative and have accessibility to global opportunities and connections these leadership characteristics are largely thanks to the resources that digital technologies provide us. As we evolve into a more technological society, we become a more creative society.

**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?**

There has been many advancements in technology that aid to enhance humans. Technology that highthen human senses are what are available today. The problem that I feel arrive from human enhancement technology is the notion of immortality through technology. I feel that humans enhancement are on a quest for longevity through tech. One example of this is through 3d bioprinting. A new emerging technology that aids the medical field with bioprinting bio tissues and implants. Implants like cochlear implants that help people who have gone def regain the power to hear again. A big problem that I see with these types of advancements that it will mostlikley only be available to a select few. Bio enhancements have the power of creating unfair advantages in society. For instance DARPA has developed exosuits the heighted the strength of soldiers by allowing them to lift very heavy objects with ease. This could ultimately change warfare of the future by creating super soldiers with the ability of human enhanced technology.

To me the best kind of human enhancement technology are those that derive from the medical field. Technology that monitors and prevents diseases are what we need. Nanotechnology that can possibly help fight infections in the body or detect them would be the best future generations. Some people will go great lengths to have technology be adhoc to there reality. Tim cannon creator of biotech company has developed sensors that are implanted into the body and report vitals in real time. He calls it the “Circadio 1.0”. It is implanted right into his forearm. He believes that technology like this is inevitable and he is proving to put his money where his mouth is and uses the product himself. The problem I see with human enhancement tech is adaptation. A lot of people I feel will be squeamish of having foreign objects inside them. Another big issue is malfunctions in technology may drive people away. Technology requires a lot of research and develop before it is available to consumers and even then sometimes we become the guineapigs of experiments.

Works Cited

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