

Omie Walls

February 4, 2014

INFOST 110-003

Assignment #1

The coffee shop is a perfect example of a technology that fits all of Masuda's predictions about the future. Coffee shops are now staple in cities everywhere. People foster voluntary communities by frequenting them to use as hangout spots, free Wi-Fi, artistic expression, and a caffeine fix. It only takes one trip to Starbucks to see a hierarchal breakdown. Many different socioeconomic backgrounds come to the same place for the same product and experience. Coffee shops have increased interest substantially by raising awareness of countries that grow the precious beans in order to keep crime and corruption out of coffee production in developing countries. Customers feel empowered to make a difference one cup at a time. Finally, coffee shops spur individual knowledge and creation simply by allowing consumers the ability to customize coffee and tailor it infinite ways to their specific tastes. However, what are we risking by allowing coffee shops filter into our lives? Are coffee shops a breeding ground for spreading more germs? Baristas and patrons carry a lot of bacteria and microbes that can survive on that little cozy lid, and if they're not careful, a simple push can put those microbes right on the mouth hole. Even the convenience of the coffee shops pitch a concern for our health. Are we consuming too much coffee? Overconsumption can lead to vitamin and mineral deficiencies, irregular sleep patterns, addiction, and dehydration. What about our wallets? A frequent Starbucks habit can easily run over \$1,000 a year. My last question is what are we even drinking? Places like Starbucks do not sell organic coffee by the cup. Coffee that's not organic is typically sprayed with thousands of chemicals in pesticides, many known to be carcinogenic.