

Explore – Impact of Computing Innovations

Written Response Submission Template

Please see [Assessment Overview and Performance Task Directions for Student](#) for the task directions and recommended word counts.

Computational Artifact

2a)

This Computational Artifact represents my innovation Twitter. Specifically the updates made from August, 2015 - March, 2019. Previously, they took action against spam by limiting functions on Twitter. The function of this innovation is to increase the user's capabilities while using Twitter so individuals and companies may follow people back who follow them without getting reported as spamming. The Computational Artifact represents the computing innovation as it models how much the limits were increased in each category.

2b)

First, I opened a Microsoft Excel document. After researching the limits Twitter had increased, I selected the appropriate, graphable information by choosing updates that had numerical value changes. I then inserted the data into Excel by typing it into categories; Before and After the update, and then what type of update it was. I highlighted the data and inserted a bar graph. Furthermore, I labeled the chart title, horizontal, and vertical axes. I coded the graph; the before and after bars are different shades, and the bars are different colors based on their category. Finally, I added a legend.

Computing Innovation

2c)

Despite the deplorable, negative content that circulates the social media site, Twitter is an excellent news and information distribution site. It has a plethora of positive benefits to society. For instance, Twitter can connect various businesses swiftly to their customers. This can aid them to fix problems and potentially save money from customer support help, best stated here “It’s also much quicker and easier for companies to reply and potentially resolve an issue, and can potentially even reduce customer support costs” (Coen, S. et al.). Twitter, similar to other social media giants, helps connect cultures from diverse sides of the world. The harmful effect that it has on society is that the communication can be abused by individuals who post negative content. For example, terroristic threats, misinformation, and hate speech are what is shared on Twitter. It had a hard time filtering them, shown here “The scaling back of Twitter’s efforts to define dehumanizing speech illustrates the company’s challenges as it sorts through what to allow,” (Conger, K.). In reaction to public backlash about a lack of filtering for violent posts, Twitter hired over a thousand employees to act as Content Moderators (Dwoskin, E. et al.). While filtering brutal and suggestive social media posts, the Content Moderators viewed a decrease in their mental health, shown here “The moderator took the job ... and said the content he saw worsened his psychological state. He quit ... he attempted suicide the following year in a motel room,” (Dwoskin, E. et al.).

2d)

Twitter is the ninth largest social network in the world and its engineering team’s goal is to enhance the user experience through Artificial Intelligence (AI) (Marr, B.). Twitter uses AI to determine what tweets are most relevant to the people using the platform (Marr, B.). It also uses AI to combat inappropriate and violent content from being spread on their sites as well, shown here “Twitter took down nearly 300,000 terrorist accounts which were identified by its AI tools,” (Marr, B.). Twitter consumes and processes data in the form of monitoring what each individual user does on its platform. For example, “All

tweets are scored on a ranking model that is used to determine the probability if a user would value that content in their feed” (Marr, B.). It transforms this data by using it to determine what an individual would most likely want to view on their feed. One data security concern is that because the internet incorporates autonomy, individuals with malicious intent can mask themselves in a fake persona. For example, during the 2016 Presidential election, there was Russian interference, which was accomplished by creating fake twitter accounts and spreading misinformation , such as “Instead of trying to force their messages into the mainstream, these adversaries target polarized communities and “embed” fake accounts within them ... Once their influence has been established, they can introduce new viewpoints and ... narratives that are already circulating,” (Kelly, J. et al.).

References

2e)

- 1 <https://www.washingtonpost.com/technology/2019/07/25/social-media-companies-are-outsourcing-their-dirty-work-philippines-generation-workers-is-paying-price/?noredirect=on>, Dwoskin, E., Whalen, J., & Cabato, R, "Content moderators at YouTube, Facebook and Twitter see the worst of the web - and suffer silently," source: The Washington Post, date viewed: 8/23/19, posted: 7/25/19
- 2 <https://www.nytimes.com/2019/07/09/technology/twitter-ban-speech-dehumanizing.html>, Conger, Kate, "Twitter Backs Off Broad Limits on 'Dehumanizing' Speech," source: The New York Times, date viewed: 8/24/19, posted: 7/9/19
- 3 <https://theconversation.com/six-ways-twitter-has-changed-the-world-56234>, Coen, S., Heinze, A., Chambers, D., Fairclough, K., James, P., Jones, R., & Digital Business, "Six ways Twitter has changed the world," source: The Conversation, date viewed: 8/24/19, posted: 5/15/19
- 4 <https://www.bernardmarr.com/default.asp?contentID=1373>, Marr, B., "How Twitter Uses Big Data And Artificial Intelligence (AI)," source: Benard Marr & Co, date viewed: 9/1/19
- 5 <https://www.technologyreview.com/s/611807/this-is-what-filter-bubbles-actually-look-like/>, Kelly, J., & Fran, C., "This is what filter bubbles actually look like," source: MIT Technology Review, date viewed: 9/1/19, posted: 8/23/18
- 6 <https://iag.me/socialmedia/guides/do-you-know-the-twitter-limits/>, Gray, I., "Do You Know the Twitter Limits?" source: Seriously Social, date viewed: 9/1/19, posted: 8/26/19
- 7 <https://www.zdnet.com/article/twitter-anti-spam-efforts-go-overboard/>, Leggio, J., "Twitter anti-spam efforts go overboard," source: ZDnet, date viewed: 9/1/19, posted: 9/28/08