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.**

User experience design is “the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.[1] User experience design encompasses traditional human–computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users”

Within a UX Designers job description there is extended productivity and the attempt to improve usability or hardware and software. They design interactive flow charts, tech test beds, and they conduct usability testing. Personas are created and put into scenarios and storyboarding. According to professor DeFelice this is what is known as the “pitch and critique” technique. Testing can be done in a multitude of ways aside from the pitch and critique technique. Beta Testing is another effective way to test complete products, apps, and software before releasing the product. The way this form of testing works is when there is a product that developers believe to be completed, the developers will then offer the product to a handful of users for free in exchange for their critics. User testing can also be done live with a user and a UX designer present in the same room with the product. All of these methods are effective in getting the users opinion to further the development of a product. Persuasive design is an area of design practice that focuses on influencing human behavior through a product’s or service’s characteristics. Based on psychological and social theories, persuasive design is often used in e-commerce, organizational management, and public health. However, designers also tend to use it in any field requiring a target group’s long-term engagement by encouraging continued custom.

Some examples of persuasive design includes poster campaigns and television advertisements. I feel like this type of design can be there most powerful influencer on the human psyche. When used to spread awareness and positivity persuasive design can be an amazing tool for bringing people together with shared emotions. Persuasive design can also be useful when it is used by smaller companies, because it helps to form relationships with the consumers faster.

There will be drawbacks as well. Certain industries and influential political groups can use persuasive design to push their own agendas even if they are negative ones. An example of this would be the cosmetic company and their persuasive advertisements for plastic surgery. In many cases individuals have died while undergoing plastic surgery. Regardless f the obvious risks of plastic surgery are still many individuals persuaded to get surgery with the help of persuasive design like advertisements and flyers.

**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 before for inspiring 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 most important and most beneficial aspect of the digital world is its ability to provide endless information. This gives individuals the ability to learn a new skill or trade from   virtually anywhere which encourages people to try new things. Another beneficial characteristic of the internet is the unlimited amount of knowledge one can obtain from it. This access to vast streams of knowledge is influential to the arts because it gives artist a place to discover knew art styles as well as showcase their own work. The internet gives talented but unknown artist the opportunity to be discovered on multiple platforms. The internet is also interactive and it gives artist the opportunity to get instant feedback on their art from others.

The biggest downside to having such an open environment as the internet is the lack of ability to regulate it. The negative aspect of having an environment that is totally digital opens doors to piracy and theft of intellectual property. Artist of every category from singers to animators have had problems with keeping their artistic property out of the hands of individuals who are looking to use others work to turn a profit. The internet has become a piracy hub of information where theft takes place regularly. As an artist it can be frustrating to have something you took time to develop just be taken by the next opportunist. Unfortunately without limitations on the internet there is now way to stop this sort of information from being leaked into the public domain. But according to author of the book free culture there is opportunity here. Leaked information provides smaller businesses and artist the opportunity to build on established intellectual property in order to make something new. This prevents larger corporations like Disney for example from being the only ideas circulation in the market.

**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?**

It is actually amazing what humans are capable of engineering today.

I believe that we will soon be capable of lengthening our lifespan with just the help of technology today. Bio engineers have been able to save and improve the lives of others by engineering functioning organs for those in need. One case that particular struck me the most regarding bio engineered modification was the case of Michael Chorost which was discussed in class. Michael Chorost was born hard of hearing in 1964 and went completely deaf suddenly one day while flying. He was able to regain his hearing though insertion of a small chip. The chip fed information into his brain which artificially restored his hearing. He since has adopted the nickname cyborg. These are the type of inventions I am fully supportive of. I encourage bioengineers to continue working on developing products that will give back to communities such as the deaf and visually impaired. I do not encourage scientist to try to create ways to enhance the human body past what we are capable of doing.

I believe developing technologies have both positive and negative effects on our lives. On the one hand humanities push towards a more technology based world could mean a great percent of accuracy when it comes to certain jobs being handled by computers instead of people. These future technologies not only can improve human life by simplifying daily task but they also will be able to expand the life of the average individual. New technologies in the medical field are being announced every day and we are able to now recreate organs and dispose of some diseases hidden in the body derived from genetics. All of these recent breakthroughs in the technological world have been extremely beneficial in expanding the life expectancy and the quality of life of an individual. Another positive aspect of letting machines do the work is that it saves individuals time and can actually save the lives of laborers who are being pushed too hard. An example of a situation where computers should have replaced laborers would be in the case of the At Foxconn's flagship plant in Longhua, China where back in 2010 “five per cent of its workers, or 24,000 people, quit every month” *Moore.* Conditions at this manufacturing plant were so bad that workers could not cope and in a desperate attempt to be heard attempted suicide. 18 attempts were reported and 14 of those 18 resulted in death. In situations where companies cannot properly train all of their employees and provided a safe and comfortable environment for them to work in, humans should replace machines. An overworked machine can be replaced, however a human life is invaluable. However, there is a downside as more companies try to replace their human employees with machines in hopes of cutting cost. This shift can cause unemployment rates to rise in the future as the shift from human to machine becomes norm.

The main drawback that I find with using advanced technologies in order to enhance the human anatomy as well as other things is dependency. I worry that our society may be one that is becoming too dependent on technology. If we continue to become increasingly dependent as technology improves I think many human trades and valuable skills will be forgotten. This is referred to as de-skilling. Another drawback of the rise of technology would be the influence certain technology has on user behavior. Social media was created with the human psych in mind and works to catch and keep the users attention. It works on a system of reward and punishment. Instagram is a good example of how social media effects the behavior of its users. When the app is used and effort is put into post the user is rewarded with likes and comments from peers. This pleasure that is felt is just a small amount of dopamine being released from the brain. This sensation of happiness is not long lasting and once it disappears the user is then looking to produce the sensation again. This is how social media addiction works. Like any other drug the withdrawal from social media can make users feel stressed, isolated, and depressed. We live in a world where it is inappropriate to be on the phone during important occasions, work and school so dealing with social media addiction can be increasingly difficult at these times. At the end of the day technology is amazing as long as it is used to enhance and not replace humans and human interactions.

Citation

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