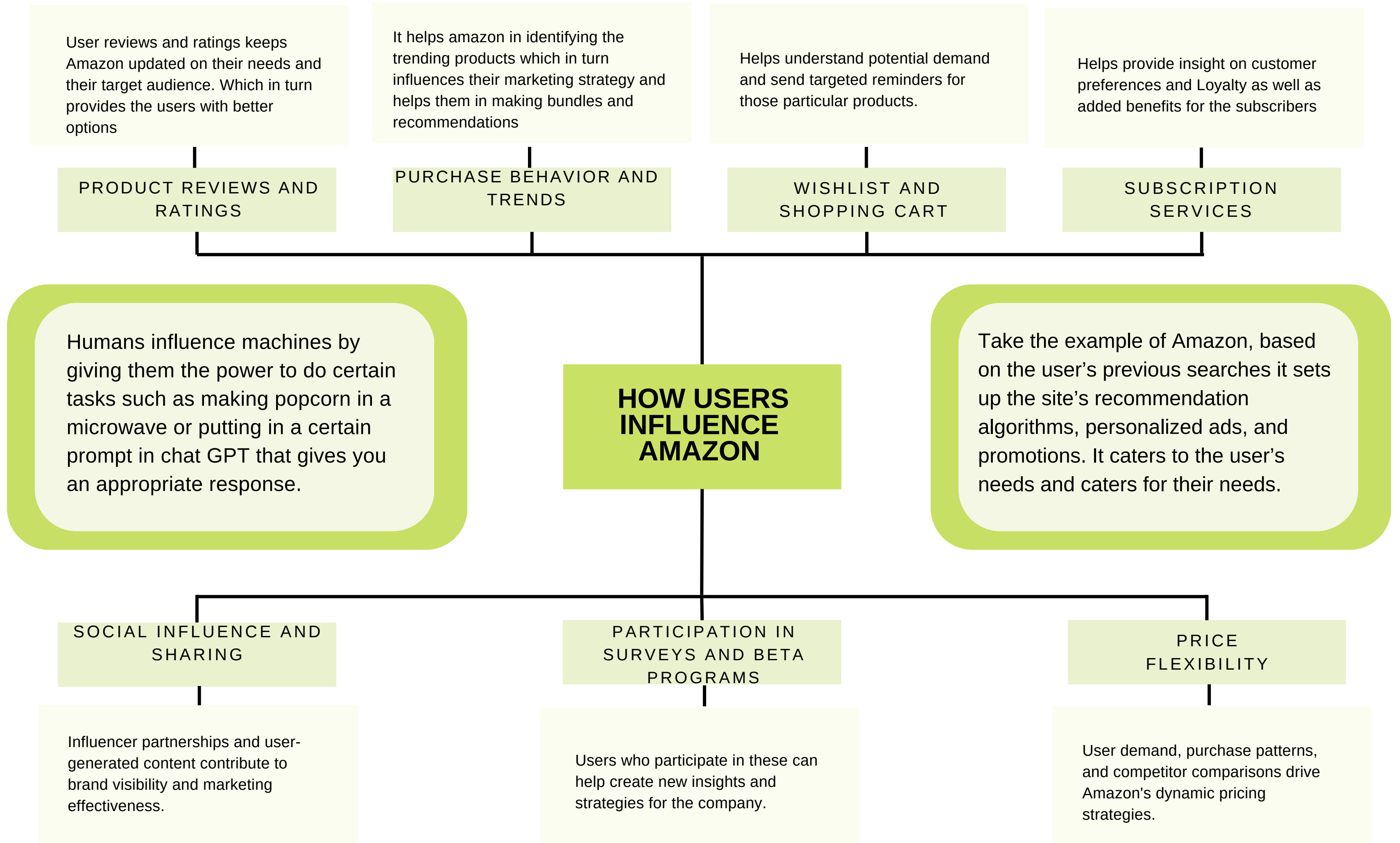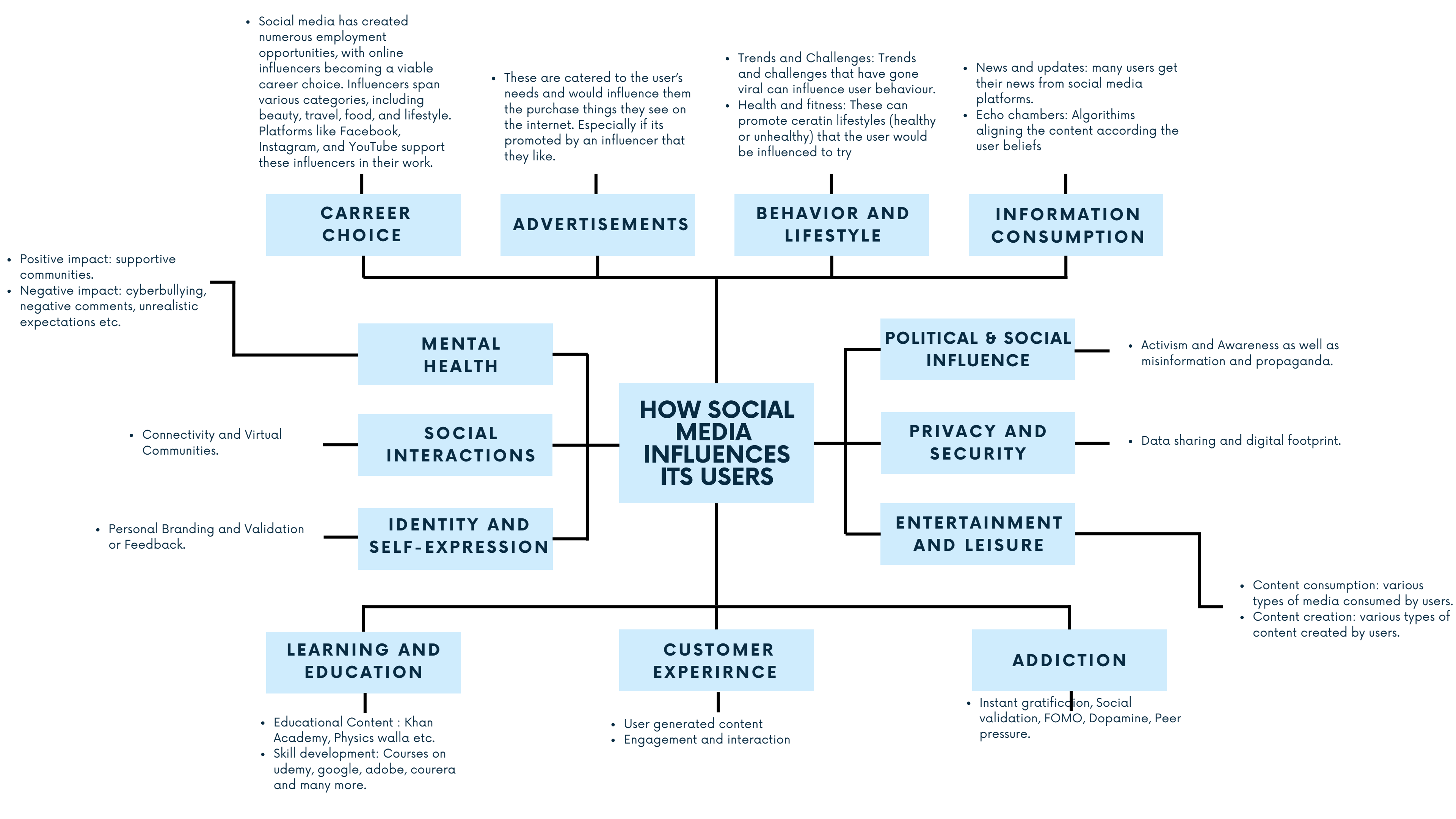# Man and Machine

Humans and machines both have important functions to serve. Machines are a creation of mankind to make life easier. Machines work with their mechanical brain which are programmed by humans. Humans understand the situation and respond accordingly whereas machines do not have the capability of understanding. We are blessed with intelligence and emotions which machines are not able to recreate, they only have artificial intelligence.

These examples show how human actions and decisions directly shape the behaviour and evolution of machines in everyday life and in turn, the data in these machines help influence humans in their day-to-day lives, creating a dynamic interaction between people and technology.

HOW USERS INFLUENCE AMAZON

PRODUCT REVIEWS AND RATINGS

User reviews and ratings keeps Amazon updated on their needs and their target audience. Which in turn provides the users with better options

PURCHASE BEHAVIOR AND TRENDS

It helps amazon in identifying the trending products which in turn influences their marketing strategy and helps them in making bundles and recommendations

WISHLIST AND SHOPPING CART

Helps understand potential demand and send targeted reminders for those particular products.

SUBSCRIPTION SERVICES

Helps provide insight on customer preferences and Loyalty as well as added benefits for the subscribers

Humans influence machines by giving them the power to do certain tasks such as making popcorn in a microwave or putting in a certain prompt in chat GPT that gives you an appropriate response.

Take the example of Amazon, based on the user's previous searches it sets up the site's recommendation algorithms, personalized ads, and promotions. It caters to the user's needs and caters for their needs.

SOCIAL INFLUENCE AND SHARING

Influencer partnerships and user-generated content contribute to brand visibility and marketing effectiveness.

PARTICIPATION IN SURVEYS AND BETA PROGRAMS

Users who participate in these can help create new insights and strategies for the company.

PRICE FLEXIBILITY

User demand, purchase patterns, and competitor comparisons drive Amazon's dynamic pricing strategies.

However, machines also influence us in many ways, the Internet for example is a powerful source of influence, given power by mankind itself, it spreads information and influences the minds of many generations living in the current world. whether that be for things as simple as the promotion of a certain product or the propaganda of a particular political party. Platforms like Facebook, Twitter, and Instagram use algorithms to tailor content to users' interests, influencing social interactions and information consumption.

This also moves on to games. I have been obsessed with Tetris for the past few weeks, I play that game for an ungodly amount of time every day, it's beautiful. I found myself repeatedly exposed to ads for a game called Gardenspace, which eventually led me to download and play it. It's intriguing how these ad strategies can impact our choices, steering our interests towards specific games without us realizing it. I can never imagine playing a game like that because I would never do it willingly, but the patterns that the app in the ads made it so that that game was on my mind as I played Tetris.

- Social media has created numerous employment opportunities, with online influencers becoming a viable career choice. Influencers span various categories, including beauty, travel, food, and lifestyle. Platforms like Facebook, Instagram, and YouTube support these influencers in their work.

- These are catered to the user's needs and would influence them the purchase things they see on the internet. Especially if its promoted by an influencer that they like.

- Trends and Challenges: Trends and challenges that have gone viral can influence user behaviour.
- Health and fitness: These can promote ceratin lifestyles (healthy or unhealthy) that the user would be influenced to try

- News and updates: many users get their news from social media platforms.
- Echo chambers: Algorithims aligning the content according the user beliefs

CARREER CHOICE

ADVERTISEMENTS

BEHAVIOR AND LIFESTYLE

INFORMATION CONSUMPTION

- Positive impact: supportive communities.
- Negative impact: cyberbullying, negative comments, unrealistic expectations etc.

MENTAL HEALTH

POLITICAL & SOCIAL INFLUENCE

- Activism and Awareness as well as misinformation and propaganda.

- Connectivity and Virtual Communities.

SOCIAL INTERACTIONS

HOW SOCIAL MEDIA INFLUENCES ITS USERS

PRIVACY AND SECURITY

- Data sharing and digital footprint.

- Personal Branding and Validation or Feedback.

IDENTITY AND SELF-EXPRESSION

ENTERTAINMENT AND LEISURE

- Content consumption: various types of media consumed by users.
- Content creation: various types of content created by users.

LEARNING AND EDUCATION

CUSTOMER EXPERIRNCE

ADDICTION

- Educational Content : Khan Academy, Physics walla etc.
- Skill development: Courses on udemy, google, adobe, courera and many more.

- User generated content
- Engagement and interaction

- Instant gratification, Social validation, FOMO, Dopamine, Peer pressure.

HOW AI AND HUMANS INFLUENCE EACH OTHER

HOW AI INFLUENCE HUMANS

Decision-Making: it helps in making faster decisions as it automates the process.

Exposing bias: They help us make decisions that reflect objective data instead of untested assumptions, reveal imbalances, and alert us to our cognitive blind spots so that we can make more accurate, unbiased decisions.

Creativity: in creative fields such as writing, design, and music composition, AI tools can assist in generating content quickly and efficiently.

Personal Assistants: Virtual assistants like Siri and Alexa help manage schedules, set reminders, and control smart home devices.

AI I feel is a perfect balance of influence between humans and machinery as while making these tools we have input certain knowledge and codes that give them the power to influence us. Humans provide feedback to refine AI models, improving their accuracy and performance. In turn, AI tools assist in data analysis, decision-making, and creative tasks, enhancing productivity and innovation across various fields.

In design, I envision AI playing a significant role in enhancing sustainability by predicting trends and managing production more efficiently. There is a consensus that AI can handle tedious tasks, freeing designers to focus on more creative aspects. However, there is also concern that AI might compromise originality and uniqueness, with some fearing that AI-generated work could lack the personal touch that human designers bring.

HOW HUMANS INFLUENCE AI

Feedback and Reviews: User reviews and feedback help improve AI algorithms by providing real-world data for refinement.

Ethical Guidelines: Human input shapes ethical guidelines for AI technology development and deployment.

Recommendations: Users influence the algoritim to cater to their wants and needs