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New Technologies 255

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**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.**

UX designers have one of the most relevant jobs in America, in more ways than one. While creating and innovating the country with cutting edge technology is an important job in our ever-increasing cybernetic world, using the technology has changed just about every corner of society. In the very name of the role (User Experience), the task of the designer is to enhance the participation of the user with the product. They aren’t only concerned about the practicality of it, although that is a big part of it, they are also involved with the presentation, too. The product needs to look appealing, have an easy layout, sound pleasing, and so on, and so forth. The designer’s job is to give the product a narrative, and a style that is simple for human minds but complex for the technology.

So what can be ethical about the job, you ask? Believe it or not, quite a lot. The UX designers are responsible for presenting information and the product in a specific way. This liberation means they have freedom to bend the information into a beneficial angle, that’ll help them even if it isn’t the truth. Political websites, ads, and visuals already have a side they want to convince the viewer or visitor to join. A filter is now over their products, that should alert the consumer what they’re saying is not without biasedness. Furthermore, UX designers decide what is allowed in their design. User interaction does not mean users have freedom the same way interactions with humans give freedom. The designers have control over what can be dones, which raises questions and concerns over which is better: more or less freedom? I firmly position that the right answer comes based on the product. For example, social media websites are known for their interactive design, which means a strong level of freedom is required, as long as no one else’s freedom to post or share is disrupted. As for a pitch, or an event being promoted, freedom should be left completely to the designers. The design is meant to persuade consumers to partake in what the design represents, not the design itself. As crafty as a lot of them are, factually speaking, there should be a freedom for the design to reveal the product however the designers wish to operate.

Many UX designers, if not all, work on the structure of persuasive design. From sales to politics to even rehabilitation, persuasive design is a huge factor for the way UX designers use technology particularly, how they use it to get what they want. The entire design works to find people’s interests, use it, find what motivates them, use it, and find what activates their brain and, you guessed it, uses it. For example, an ad online can use people’s fear of seeming weird by proclaiming the everyone is going to see the newest film coming out, and that reviews are great. For fear of being left out of the conversation, the person seeing the ad will now feel more compelled to watch the movie.

Personally, I think this structure is a necessary part in sales and business, which drives the economy, and thus, drives Americans to participate in our culture. It is nothing different from, say, a businessman going door-to-door selling items or an ad in a newspaper. This is common in our society and we have always lived in a world where people work to persuade others. It is human nature, and why should we or technology disrupt nature?

**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 most effective aspect of digital technology is, despite what many traditionalists have led people to believe, is how it’s kept the same quality and minimized a lot of the effort filmmakers would need in order to get the same effect they could with film. Some other characteristics include the on-the-go features most digital technologies have. For example, cameras today fit in our pocket today whereas, back then, cameras had to be carried and set up long before they are ready to shoot. With the easy transportation, filmmakers do not need as many crew members, they can have easier time choosing location and managing spatial awareness, and they understand how to learn the technologies from the comfort of their home or any location for that matter. Another fantastic characteristic is how universal filmmakers, musicians, and other artists have come together. Digital technology has made file sharing faster than shipping and, so, people are able to watch a film in the United States the same day citizens of China can. And vice-versa. Foreign films and American films have a greater universal audience. This logic also goes for other forms of art. Musicians can release albums worldwide, painters can reveal pieces through web streaming, and writers can digitally copy their books faster to be released without selling out. There may not be flu shots to go around for everyone in this country, but there are enough Harry Potter books to buy for every resident in America.

Digital technology has also made certain expensive feats relatively cheap. An indie filmmaker can use a green screen if they cannot fly to Paris. A singer can use music apps in place of instruments to create a rhythm. Now, more than ever before, artists do not need a lot to create art that resembles what they picture. Unfortunately, every upside has a downside. In some unrewarding ways, digital technology has made it harder to learn how to perform certain talents that were very useful. Working with film, practical effects, and old-school editing are obsolete practices that many purists have held on to. These functions were necessary practices and to learn them today is hard when very few people continue to do it and even fewer people teach it since digital technology erased any need to. Another unrewarding factor is what digital technology means in terms of jobs for film crews. Certain jobs have already been dwindled by the advancements we have seen in the last few decades. This could mean that a collaborate form like film will be less team-focused and less impressive when technology softens the filmmaking process. Digital technology has made filmmaking and other art easier to not only make but to watch, though there may be a point where the world of filmmaking is instead a complete cyberworld of filmmaking.

**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?**

Human development was seemingly one of the forces we couldn’t alter at one point in time. Evolution is slow, gradual, like time itself. With advanced science in this day and age, what we can do to the human body is fantasy brought to life. Biotechnology changes our entire system and the organisms involved to specific functions, exemplified in CRISPR, the gene editing program. With these, genetic coded can be erased, changed, added, to modify the body to the creator’s wish. Unwanted genetic material, that runs in the bloodline, can be rid of for a healthier baby. Many scientists see this as a innovative way to create a healthy human that is no longer doomed to hereditary threats. Another, as researched by Michu Kaku, dives into mind-reading. Scientists have designed machines that understand brain waves and translate them as what the brain is thinking for others to know. While it isn’t flashy mind-reading seen on tv, it is the basic definition made possible by advanced steps in information and cognitive technology. Soon, scientists predict that people, just like you and me, can communicate to each other through these machines, and will be able to read minds with no problem. Of course, issues of privacy arise.

What if we don’t want people to read our minds? This is an ethical question that raises concerns over what the border should be, before technology is for the worse rather than for the better. Obviously, laws, preventions, and distributions that limit mind-reading can combat these hypothetical problems. Based on my observations and readings, both in class and my own personal research, I conclude that these technological advancements can create a better tomorrow. People will live healthier lives, diseases can be eradicated, and science will gain reputation in political conversations, which is sorely needed in a world that foolishly pushes it to the side. We can move on to solver greater issues, and humans can be faster, smarter, more alert. Evolution has made us smarter, biotechnology and cognitive science can make us smarter in a faster amount of time. Of all the technological advancements I am most eager to see, I find tiny MRI’s the most exciting. Instead, of going to a doctor’s and having to undergo the complicated procedure, MRI’s shrunken to a pocket-size device will make possibly important check ups quick and easy. If someone s attacked or is in an unknown location, having an MRI on them will help them determine if they quickly need medical attention. This can save lives and save unnecessary check ups if there is nothing wrong.

Modern medicine has grown beyond pills, and antibiotics. Cybernetics, programs, software, and other new introductions through new technologies. With them, humans can evolve and become stronger than what we wouldn’t be without advancements leaps and bounds ahead of wheelchairs and painkillers.

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Kaku, Machi

“The Physics Of The future”