

# Bad Science

The subject of animal testing remains a moral issue that draws different reactions globally. In essence, it entails the utilization of non-human animals in the experiment that seeks to manipulate the variables that influence their biological system under study. In recent years, animal experiments have increasingly been adopted as research tools by various scientists and research agencies. They entail the use of live animals such as rats, rabbits, cats, dogs, sheep, and cattle among others. These are considered important in experimentations aimed at studying behavioral studies, genetics, biology, and developmental biology (People for the Ethical Treatment of Animals). Animal experiments are also widely used in cosmetic testing, drug and toxicological tests, biomedical research, and xenotransplantation. While the debates continue to trend in the United States as to whether animal experiments should be banned, this paper takes a firm stand that they should be completely banned based on various arguments.

Firstly, animals, just like human beings, have rights. As animals' rights activists propose, animals too have rights, which should not be violated. Animals are considered to have equal rights not because they are the same as human beings, but because they live among us (Eadie 11). Animals have privileges to live, freedom, and choice, which should not be violated in the name of scientific research (Eadie 13).

Secondly, animal experiments comprise bad science. Twomey confirms a report by the Foods and Drug Administration that a vast proportion of drugs that successfully pass tests in animals are viable for human use (161). Scientists and researchers tend to ignore the fact that people and animals are different. As such, expected test outcomes can never be the same. Based on this, experimentation on animals is unwarranted.

Thirdly, there are better and more productive alternatives to animal testing. There are many less costly, faster, and easier alternative methods to research rather than animals (Animals Australia). In the wake of advanced technological and scientific infrastructures, it is possible to develop animal models to substitute the use of live animals. The approach would save lives of the millions of animals that die annually in the name of research. Still, some experts state that animal testing is justified due to the benefit that it brings to the population. For example, when the scientists reach a conclusion concerning the effectiveness of a certain drug, they will publicly declare it safe for public consumption. The society would have, therefore, benefited from the model. In this case, the community forms the largest population that acquires the benefit. Animal testing is, therefore, morally right. However, the animals are subjected to pain and suffering as their biological system changes to accommodate the foreign substance in the body. Thus, animal testing is totally unethical and humans must invent new ways of testing.

In conclusion, this paper has presented an argument that experimentation on animals should be banned. The paper's arguments are based on the opinions that animals have rights just as human beings, testing on animals is bad science, and there are better and more productive alternative methods to animal testing. Therefore, animal testing in the name of scientific research needs to be halted immediately.

# Computer Science

Computer science as a career involves students, as the would-be computer science professionals studying and applying scientific and practical approaches to computation. In this regard, a computer science student has to involve in systematic studies of structures, expressions and algorithms that underlie acquiring, representing, processing, storing, communicating and accessing information. Specifically, a computer scientist has to specialize in studying and applying the theory of computation and designing computational systems. I project that studies in Computer Science with recommendable aptitude results and positive interests will enable me to get employed in the Computer Science Industry. According to the US Bureau of Labor Statistics, the Computer Science Industry is projected to grow faster than any other industry for the next 10 years. By being intelligent and much talented in the Computer Science field, one can expect to pursue careers with high earnings and solid futures such as Information Security Analysts, Computer Systems Analyst, Software Developer, Web Developer and Computer and Information Research Scientist (Bureau of Labor Statistics n. pag).

As for me, I hope to get a job in globally recognized companies such as Amazon, Boeing or CSC. Amazon.com has become the world's largest e-commerce company, requiring cloud-computing services to manage its extensive online product inventories. Although CSC is not a well known company, it is considered the largest provider of computer science services around the world. The Boeing Company is an American company that deals in designing, manufacturing and selling aircrafts, and there is no doubt that cutting edge softwares are needed there (Bureau of Labor Statistics n. pag). As a scholar, I find IEEE Journals, Computer Methods in Applied Mechanics and Engineering and SIAM Journal on Scientific Computing among the top academic journals in the Computer Science Field, because they are authored by experts and they are more performative and current (Colorado State University n. pag). One can also participate in seminars and shows to learn more about trends in this industry. Some of the seminars and shows or conferences that one can attend can include those conducted by International Conference on Robotics and Artificial Intelligence, IEEE and International Conference on Computer and Digital Manufacturing. All these initiatives conduct their conferences or seminars annually in the US. Nonetheless, there are several online seminars and shows offered by them that one can participate in (Global Conference Directory n. pag). Basically, for one to be well positioned for start up job in this industry, one needs to have at least a bachelor's degree. One can still pursue higher education to get a PhD and an MBA to work in a more specialized field and take duties that involve critical managerial skills (Bureau of Labor Statistics n. pag).

# Social Media

Since its emergence, social media has always been a key element for marketing, communications and strong customer support. Social media has supported almost every medium professional in the marketing landscape. Numerous articles on social media have been published so far. This paper aims to summarize the article / planning guide 'Social Media Initiative' by describing the issue and synthesizing what has been learnt from it. Furthermore, the paper will also highlight, why social media is important for accountants, regulators or businesses.

Every organization, enterprise, business, institution is now seeking help of social media for one purpose or another (Sweeney & Craig, 2011). It has been found as a great platform for the customers to share their experience with the brand / company. The major theme of this guide is to highlight the importance of social media and how it should not be ignored by organizations. The guide provides a complete and managed approach of how social media can be utilized in an effective, reliable, and repeatable manner in every aspect of the business (Spred Fast, 2014).

Furthermore, this guide also rotates around strategies and framework through which organizations can successfully implement various social media initiatives. The guide has also referenced the utilization of Social Media Management Systems (SMMS). According to the guide, it is important that the SMMS should be critical so that the overall social media plan can become scalable and measurable while it can be repeated (Spred Fast, 2014).

The guide is compiled with the help of seven parts that are presented as a framework. The seven parts, as discussed in the guide, are presented as essential elements for the organization if they want to boost their businesses.

The entire topic has helped me to have a clear understanding of the importance of social media execution in businesses and how to utilize it to enhance and improve marketing and communications. The guide has explained each and every aspect of the topic i.e. social media execution in business, in a very effective and detailed manner. According to my perspective, the seven steps framework is a brilliant approach to plan and execute a social media strategy. Each step has clearly identified the essentials of strong social media strategy (Spred Fast, 2014).

The guide is equally important for accountants, auditors, regulators, and businesses. With the help of social media, any business can grow swiftly and can improve its revenues. It should be noticed that social media is a strong and potential platform for businesses and strategic designers to market their product. They can easily build the strong relationship with their customers through social media. Furthermore, it also serves as a bridge between the client and the company for holding strong and effective communication process. Social media team, planners find it easy to communicate with the clients so that they can easily get the feedback and recognize the strengths and weaknesses. Social media is certainly a strong, effective, and quick means of communication as well as marketing (Spred Fast, 2014).

# Python

Python, in comparison with the other programming languages that we use, is user-friendly and easy-to-understand (Lutz, 1996). This is because it has built-in syntaxes that are simple and easy to remember just like “print” for printing, “def” for definition, etc. This programming language also doesn't have endless lines of codes just like in C, C++, and Java. A 100-line code written in C language, for example, can be converted into a 15 to 30 lines of code in Python. Also, it can run on different platforms and operating systems so you don't have any compatibility issues, unlike the others where one code might run on Windows 7 but not on Windows 8.

With that, a python code can literally be anything you want. And that starts with the module. A module is a file containing Python definitions and statements (python.org, n.d.). Basically, it contains the commands that your program will do. This can range from numbers, characters, matrices, plotting graphs, moving objects, computing for the error, and many more.

One interesting module is the Degrees-Minutes-Seconds Converter, which contains roughly 7 lines of code. The purpose of this module is to convert specific values for degrees, minutes, and seconds, which are given by the user, into a single quantity. This module needs the “decimal” module from the python standard library in order to work well. The reason behind this is that the output is in decimal. It doesn't depend on any other libraries or external applications for it is just a simple converter. This works on all operating systems and on all versions of python because this is just a basic trick.

A python code cannot be limited with just a simple converter. It can also display figures, shapes, and animations. You can even make games and databases out of it. Because of python's versatility and functionality, it's the easiest programming language today. Even Google uses Python as their official programming language. Python makes the complicated lines of codes into simpler language that we, humans, could understand.



## **Future Through Web Design**

There is a close connection between web design and an engaging internet experience, supported by the digital artists. In the near future I see myself as a talented web designer, creating aesthetic and intuitive interfaces for enriching the user experience through enchanting and uncomplicated designs. Learning user interface (UI) and user experience (UX) is crucial for my educational plans and my future career prospects.

Aspiring to become a UI/UX designer, I identified specific areas that I need to improve and skills that I need to consolidate. I strive to enrich my technical skills, especially in design, sketching, animation, HTML and JavaScript, to assimilate web design specific theory and to keep up with the industry trends. Most importantly, I want to achieve a broad vision on how people use technology, which I am convinced will be helpful for advancing my plans of developing friendly and pleasing end products. This educational program answers all these reasons, which is why I believe it is the perfect choice for my needs. In addition to conferring a solid education for a sustainable professional development, this program caught my attention due to its non – traditional education approach. In a world of creativity, where web designers perform, non – traditional teaching methods allow them to practice and explore their ideation potential and their artistic drive. I have often experienced how design in any form contributes to developing problem – solving skills, which can be both conceptual and practical in nature.

Learning web design tools and techniques in an environment that encourages cultural and international diversity is yet another important factor for which I decided on this program. I believe that with my talent and commitment to absorb relevant skills, I will increase the rate of successful Turkish students enrolled in the higher education, specialized on web design, and further motivate other Turkish-born individuals to aspire and pursue higher educational goals.

My passion for design started in an early phase of my adolescence. During high school, I knew I wanted to learn art design and after graduation I relocated to United States, where I attended the School of the Art Institute of Chicago, where I studied Industrial Design. I later transferred to California College of the Arts in San Francisco, from where I graduated with a Bachelor Degree in Fine Arts, specialized in Industrial Design. I am currently pursuing Software Engineering night courses at Hackbright Academy in San Francisco, building programming skills for designing interactive client – side websites and receiving certification for HTML, Python, JavaScript and jQuery.

# Artificial Intelligence

Artificial intelligence (AI) saw a dramatic change in the recent years. In the recent years, the use of logic-based reasoning led to the success of artificial intelligence with least resemblance to the initial concept . The article exemplifies the scenario of a warehouse that belongs to diaper.com. In the warehouse, hundreds of robots perform the work of placing the items in a logical sequence and filling an order. Though the robots are not smart and possess no qualities of humans, they present a new cutting edge in the field of artificial intelligence. In the recent times, instead of recreating human brain, artificial intelligence focused on designing the robots with sophisticated sensors and data sets in order to perform distinct tasks . Artificial intelligence has its use in several fields. Credit card companies track fraud transactions in credit cards and financial systems handle huge amounts of trade with the help of artificial intelligence. Major companies such as Google use artificial intelligence to construe queries.

Entertainment provider Netflix uses robots to recommend movies to its customers. With the high rate of failures in the past, scientists lost interest in artificial intelligence. However, the way the artificial intelligence machines perform tasks which are impossible for humans raised a hope to invent many more machines. In the 1957, the scientists predicted that the artificial intelligence machines would replicate the humans; however, the dream couldn't become a reality. In the 1980's several graduate students focused on building computer systems that worked on the reasoning concepts decided by the students. The cofounder of Thinking Machines, Danny Hillis stated "intelligence isn't a unitary thing" . Researchers began to use probability-based algorithms to interpret huge amounts of data and left the decision upon the machine as to how to interpret it. The use of genetic algorithms in the machines made the task effective by classifying the highest-performing code from the large chunk of code.

The revolution of artificial intelligence led to the construction of a digital world, which works in an intellectual way. Mechanical processes in collaboration with artificial intelligence, such as the invention of the automatic brake system instead of the manual brake system are the foundation to invent cars that run with minimal involvement of humans . The world today is increasingly dependent on machines. Machines derived from artificial intelligence perform the same task several times faster and with much accuracy when compared to the humans. Artificial intelligence also plays a major role in the field of medicine. In the 1980's, artificial intelligence systems assisted the pathologists in carrying out their studies and experiments. However, people did not believe the system as the answers were too quick. Artificial intelligence plays a crucial role in the field of finance infrastructure.

Sex	Metabolic rate	Sex	Metabolic rate
Male	525.8	Female	727.7
Male	605.7	Female	1086.5
Male	843.3	Female	1091.0
Male	1195.5	Female	1361.3
Male	1945.6	Female	1490.5
Male	2135.6	Female	1956.1
Male	2308.7		
Male	2950.0		



## Bill Gates

One of the most renowned and highly iconic figure of contemporary times is William (Bill) Henry Gates III, founder and Chairman of Microsoft. For such a short amount of time, he was able to revolutionize advancement in technology through his ingenuity and sheer entrepreneurial acumen. Likewise, despite being categorized as one of the richest persons in the world, Bill Gates is also been recognized as a philanthropist with an innate and genuine desire to uplift the wellbeing of other people, especially those in need. As such, Bill is instrumental in facilitating the transformation of the global technological environment through his achievements during his professional career.

Bill was reportedly born on October 28, 1955 in Seattle, Washington . His parents are William H. Gates, II, an attorney; and Mary Maxwell, who was noted to be a school teacher, a regent at the University of Wisconsin, and chairman of the United Way International . Bill was noted to be a highly exemplary student, with gifted skills in mathematics . Thus, early in this teenaged years, his parents were worried that his academic potentials were not being maximized; as such, they deemed it best to transfer Bill to “the private and highly demanding Lakeside School” . This move provided the impetus for Bill to tinker into computer terminals which evidently led to his subsequent partnership with Paul Allen in the early establishment of Microsoft .

The main contribution of Bill Gates in contemporary generation is his alleged development of “a version of the programming language BASIC for the first microcomputer - the MITS Altair” in 1973. As reported, in 1975 during his junior year at Harvard, Bill opted to leave the university and started Microsoft with Paul Allen. Another relevant milestone in Bill’s career was disclosed to have happened in 1980 when IBM contracted them to design an operating system that would be adapted to the IBM hardware. This was later widely known as the Microsoft Disk Operating System, or MS-DOS . Likewise, in 1985, Microsoft’s introduction of Windows, the DOS- based graphic interface allegedly catapulted them to global fame.

Aside from the love for computers and the development of software, in 1999 Bill was also able to write a book entitled “Business @ the Speed of Thought, a book that shows how computer technology can solve business problems in fundamentally new ways” . Concurrently, at the age of 45, he and his wife, Melinda, established the Bill & Melinda Gates Foundation and focused on philanthropic endeavors. Due to his entrepreneurial skills and exemplary talent in software development and design, Bill Gates was reported to have accumulated as much as \$67 billion as of March 2013 . More commendable was the fact that despite the accumulated wealth, he was able to give away as much as \$28 billion in charitable works, to be aptly called “the world’s most generous person” .

# Software Engineering

CMMI was developed by an integration of many different models into one single framework with the aim of improving the usability of maturity models especially for software engineering and other engineering disciplines by members of industry, government and the Software Engineering Institute.

As one of the engineering and manufacturing methodologies used to eliminate waste and improve productivity, the Capability Maturity Model Integration (CMMI) is a process improvement training and appraisal approach that provides the essential elements of effective processes to organizations, guiding process improvement across a project in the organization, a division in the organization or across the entire organization. The structure of the CMMI is such that it comes with either the staged representation or the continuous representation. The staged model representation groups process areas into three maturity levels. Three maturity levels for processes are defined by CMMI - the initial, managed and defined levels of maturity. The continuous representation has capability levels defined within each profile and are aimed at making the user focus on the specific processes which are important for an organization's short term business objectives. An organization is appraised in CMMI depending on the maturity level and cannot be certified.

Some of the advantages of using CMMI border on the increased probability of success brought about by the substantial reduction in systems integration and test time. It also promotes integration and interaction among the various engineering functions in an organization.

A tool that can be used is CMMI for Development, Version 1.3 (CMMI-DEV, V1.3) which is a tool that is intended to support the development and maintenance of secure products (Siemens, 2013).

## World War 2

Imperialism refers to an exercise of maintaining the powers or increasing the collections of territories either through force or fraud means. The action may further involve military conquest and deep exploration of natural resources from a nation through signing of treaties. In most cases, signing of treaties is considered to be the most effective method since it involves minimal efforts and conflicts. Therefore, imperialism involves intimidation procedures to the weak nations and government in order to win their courage of resistance when conquered (Buell, 1989). The urge to acquire more colonies from different nations brought a state of tension that some countries may raise to be super powers and hence there was need to stop some of nations that had so many colonies. When the competition intensively increased, there arose international aggression from different nations.

The rise of Hitler under his great influence to other leaders like Mussolini made him feel that he can conquer all the nations which were against him during the First World War. In this regard, Hitler had an ambition to bring the whole Europe under his control and Berlin would be his capital. The obsession became stronger when he took control of Morocco which was a significant place for his military training which in return would be used to take control over the nations which would not adhere to his conditions to surrender the colony to his powers (Buell, 1989). This brought a lot tension among the nations, as this meant that Hitler would take over the colonies they already had as he continued to acquire more colonies.

The imperialism level among the citizens and leaders of such nations like Belgium, The Great Britain and Portugal increasingly rose and hence the competition became stiffer resulting to a tension limit that resulted to a Great War with formation of alliances. Hitler, being a loser in World War I, wanted to maintain his country's wealth and colonies' natural resources to rebuild and resurrect his lost glory. In doing this, Hitler knew that the destructed Germany economy would be revived back by winning more colonies than his enemies (Immell, 2001). This is described to be one of the major causes of World War II. However, this cause is basically argued that it was strengthened as soon as the First World War ended.

The major motivation that led most people to join the Nazi party of Germany was as a result of rapid development in German nationalism just before the eruption of World War II. The German were strongly striving to improve the economic crisis that was caused by the great depression of World War I in Europe. On the other hand, some of the nations like the Greece, Austria and Hungary strongly rose to fight for their freedom as the spirit of nationalism rose to greater extend (Immell, 2001). The reason for this rapid rise of nationalism among the Greece, Austrians and the Hungarians was primarily as a result of increase in economic crisis after the World War I and constant manipulation from Nazi. In order to fight back this, other nations like Britain joined hands to fight against the German rule over these three nations. As a result of this, formation of alliances started in order to fight against German thus leading to excitation of World War II.

Before the invasion of the Manchurian in 1932, Japan had an equal power in terms of foreign policies and the level of industrialization was increasingly high just as compared to the Great Britain and U.S. However, Japan did not lose this significant framework. The industrial revolution that took place in Japan since 1850's posed a threat to the most powerful nations by then, U.S.A and Britain. In order to reduce the rate of industrialization in Japan, a debate on foreign policy was set up against Japan. (Immell, 2001). However, other nations like Germany saw the need to support Japan in its industrial revolution policies in order to gain materialistically, this prompted a lot of misunderstandings that eventually led to the eruption of World War II.

