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MEDST 255

May 14, 2019

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 ***MAY 14, 2019.***

**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.**

UXD, user experience design is a process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product. The primary job of a UX designer is to improve usability and extend productivity. They also have a responsibility to address the unintended consequence of new technologies, some of them with a clear ethical dimension.

The principle ethical quandaries faced by US designers are human costs and de-valuing work, de-skilling, influencing user behavior, the erosion of privacy, and the dangers of distraction. Work is being de-humanized; worker growth is diminishing. The Foxconn Suicides is an example of this. People were put to work without any training, in horrible working conditions and the assembly lines were running very fast, many workers couldn’t cope with the speed. Influencing user behavior, for every product created with the best intention, there will be another that deliberately nudges the user to ends not in the user’s best interest. The erosion of privacy, technologies have been developed to remotely monitor the activities of the elderly. Similar products like vuezone or car connection allows parents to monitor every movement of their child. There are benefits to this technology, but constant monitoring can lead to opposite effects. The dangers of distraction, the convergence of technologies can tax our attention spans in a way that threatens the limits of human capabilities. One case is the increased integration of communication, navigation and entertainment technologies in automotive design. We not have GPS screens, entertainment monitors and hands free cellphone use.

Persuasive design is a design practice that takes behavioral insights from psychology and translates them into frameworks and patterns so they can be applied to product design. Persuasive design can help users in decision making, can nudge users in the right direction, or even drive users to end or begin new habits. It is usually used in e-commerce, public health.

Persuasive design is a practice they use to influence behavior, and I feel that this can be good and bad at the same time. Designing products and services to optimize these three factors: motivation, ability and triggers will allow designers to achieve desired behaviors in users without resorting to negative tactics such as coercion or deception. The ability to win customers without violating their trust. However, it can turn into a bad thing when designers are using negative tactics to nudge your behavior.

**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 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 and new tech developments have impacted the arts and creative culture. What are some specific developments that have impacted artists? In what ways are they unrewarding, and in what ways are they beneficial?**

Some core characteristics of the digital world are its electric, its networked and its interconnected. Its electric so there is not a physical form, creating digital drawings from scratch, this has directly impacted artists because it brings the argument whether or not they should be priced the same, is the skill the same between electronic and physical art? Digital painting is a lot easier because no one really need skill like an actual painter who paints by hand. Its networked, the artwork is on a network so it is available throughout the entire network. It can be seen by many, its instant. However, with this, artwork is allowed to be seen, shared and changed. Its interconnected, artwork is open to modification, and public interaction. People can take an image on the internet and alter the image, like turning it into a meme. The development of the digital world allowed anyone to create art, so you didn’t need to hold a pint brush to create art.

In Hitos article, *In Defense of the Poor Image*, he talks about this whole digital world.The creation of this led to poor images because people kept rendering images they saw on the internet. They saw it, shared it and then changed it. Images and videos were constantly being edited and losing its quality and becoming a poor image. In this way, the digital world has been unrewarding. However, it did allow a larger amounts of people to create art as well, but then the line between specialized and amateur gets blurred.

With the development of digital world, a new form of distribution was created. A distribution that is electronic, e-books, music and live performances were all being streamed online. I think this is beneficial because things were to available, you could literally sit at home and stream something happening across the world through a computer. Instead of buying a ticket to see it in person, you could watch it at home. I think this was beneficial for those who couldn’t afford tickets, but with this probably created a lot of lazy people who knew you could stream things at home for a fraction of the price.

The rise of digital technology has affected Film & TV. They had to go from big to small screen because everybody was on their mobile devices. Equipment companies started to fall because everything was digitalized and people didn’t need equipment anymore. It also created new film makers because anybody could pick up a camera and create a video or movie, and with a platform like YouTube, it could be easily uploaded and shared with the public.

The Music Industry has also been affected. People use to die for a ticket to a concert, they would pay lots of money for it. But since there are live streaming services now, which would cost way less than the ticket, people are opting for that option instead. Digital technologies are keeping music alive, because its basically music on demand. Streaming helps you discover new music, apps like Spotify recommends songs for you based on your listening history. So the rise of digital technologies has overall been very positive towards the music industry. Minus the piracy scare.

**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 are your thoughts on the premise of these technologies making us (humans) more connected to technology? What technological innovation do you think we need most and why?**

Human enhancement is any attempt to temporarily or permanently overcome the current limitations of the human body through natural or artificial means. This wouldn’t be possible without 3D Printing or Bio-printing. 3D printing is a process of making three dimensional solid objects from a digital file, there are many things this is used for and can print many different things. Rapid prototyping, printing prosthetics, for the entertainment industry, reconstruction, replicating and more. The Wyss Institute has even bio printed a blood vessel. It’s crazy to see how much technology has evolved and what it can do now.

Researchers even want to create a “wrap-around heart sensor array” which can transmit highly detailed information on a patient’s cardiac health and may help to predict and prevent serious medical problems. So far, researchers have been able to test the pulse of living animal, by wrapping the flexible silicon based sensor around their hearts.

I think its great that we can print all kinds of things, especially knowing it can be used for healthcare. Being able to create bone and cartilage, synthetic skin, and medical equipment is exciting for people in the medical field. I also think it is useful to us through human enhancement. It can help treat illness, disability or full substitution.

Engineered by Nate Calvin, he 3D printed a beak for an injured Eagle. This is just an example of what 3D printing can do. However, this seems to be great, 3D printing will advance and advance more, people will probably be able to print things they weren’t able to before. I don’t know the cost of this, but if more and more people are using 3D printing for their health issues, we would kind of be robots in a way.

The fact that humans get getting more connected to technology is scary. Humans are already so addicted to technology, their phones or computers, now there could possibly be a piece of technology inside them. However, I do think it is making us better, by fixing something that doesn’t work anymore. However, what are the risks associated with these advances? How safe is it really?

I think 3D printing is a very important innovation that we need. Not only is this great for one field but for multiple. It can help lower the costs of expensive medical procedures and it is a lot faster to get something printed than find the actual thing. I think as technology is innovating, it should be innovated in every field. Not just improving mobile phones, and computers and television, it should be innovated everywhere. However, becoming to reliant on technology can be a negative impact. If this becomes the common action, 3D printing, soon, people won’t do things the traditional way anymore, and we can’t let that happen.

Citations

“What Is Persuasive Design?” *The Interaction Design Foundation*, www.interaction-design.org/literature/topics/persuasive-design.

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