EDISSON GUTIERREZ

Final Exam Fall’18

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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.**

A UX designer primary job is to improve usability and extend productivity of a product. This is accomplished by the gathering some of a user’s certain behaviors, goals and needs, as well as evaluating them. UX designers can work alone, but also can work alongside product managers and engineers. They illustrate certain ideas of design using story boards, with these illustrations they play out how interactions will play out in a real environment. They also use beta testing, with this it helps them understand better on how a certain product will do once is out in market along the public, and if certain things of the product should be changed o updated in any way possible so that a specific product can do better with the public and so the product wont fail. Basically, what the role of a UX Designer is the to make a product usable, useful and enjoyable for all of its users.

For an example a cell phone I have from the Company One plus like to ask’s its users on what they would like for the company to make better on either the cell phone itself or on any of their other products. Many people responded back on their forum with saying they would want to see a bigger battery pack, so the phone can last longer along with better camera quality. The Company for their next handset, following the version that I currently have they went ahead and put a bigger battery as well tinkered with the camera to get better pictures in low light. They listened yes, but not without doing something for themselves and taking off some other needed attributes. The new cell phone ended up costing more, they took out the handphone jack to allow for a bigger battery to be installed in the phone.

This takes us to the ethical quandaries. For the company to sell the product they must influence the user, this they will do by giving out freebies and saying that all these things they are giving out cost much more than the phone. By buying the phone they get all this extra for free that would have costed a lot if bought separate. Other ethical quandaries that UX designers face is when it comes to privacy. An example, there is Facebook where they have had privacy issues in the past years. They had a large amount of data being stolen, this included private information of their users. Facebook simply apologized and said they made policy changes, and everyone continued on using it as it nothing happened. There is also the part where some of the big companies that we enjoy using don’t really care much for their workers, but more for the profit that the company will make. Some workers do long hours for very little pay, like the Foxconn suicides where the young workers will take their lives away because of the work conditions. Companies will also replace humans with machinery diminishing the value of the workers.

Persuasive design is when design practice helps influence human behavior through its characteristics and or services with psychological and social theories. This is used when a company of some sort wants a group of users to continue using their product. They will show you the benefits the product provides but not necessarily the negative things about the product.

With a One Plus company for example. They keep putting out new phones every few months or so. All they do on the do on the new phone is tweak a few things that will intrigue the user. Everyone wants the new version of something. The one plus 6 was taken out in the beginning of the year, and now a 6T version came out which is the same as the 6 but with a new onscreen finger print reader among other little tweaks. It is basically the same phone, have the same specs and yet the 6T cost more. The user is going to pay for this because well its new and improved as the company makes it out to be.

All of this seems as it has its positive and negative, but let’s think more of the effects the that comes from the negative. I get that the company need their product to sell or to be used by as many users but then again, we don’t know how certain companies ate treating their workers or even what the game when it comes to selling us the product. Companies don’t necessarily care much about the user but themselves and the payout from the company’s profit. We the users seems that we will go along with anything that companies put in front of us. Doesn’t matter how it will make us feel, they just want us to get the product.

**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 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?**

Technology has helped a lot when it come to the art in the digital world. It has helped spread art so much not just from famous artists but also from amateurs. The digital world has created a big internet space in the forms of platforms where anyone can share their work, a picture, a movie, a track, anything at all and can be seen by everyone, reviewed and commented on. With digital technologies everything is becoming more electronic, this helps information to be turned and stored in digital form. From a picture that was taken by a camera, to be shared with the public it needed to be taken out of the film and printed first. Now there are ways in where the exact same art can be transferred to digital form and can be shared with even more people in a faster way. Also, technology has become advanced in that a mobile phone camera and edit programs like photoshop to make it more enhanced or even redesigned in a better way, we can almost recreate the same kind of work that once was created by a famous photographer.

Same with film, we can now make HD quality movies with our phones and edit them with programs like adobe premiere to make it professional like the movies we see in the theaters. Like Walt Disney started drawing cartoons and he also taught himself about animation and the different types of techniques. With a camera that he borrowed he created Laugh-O-Gram, a cartoon animation. This was the start of animation movies we see today and from this it has evolved into something even greater, called CGI. Now all these types of movies have been digitally created.

Music has also become even more popular today because anyone can make it. You don’t need to pay a producer or got o a studio to record a track. You can do it your self now a days and with the help of YouTube, you can promote yourself by putting it up on the platform. This has helped many new artists we hear today explode to fame.

With the technology that we have now is it so easy to expose different types of art to everyone in the world. A person doesn’t need to go to a specific country to go the museum to see a piece of art by a famous artist. It can be looked at in the internet right away because there are many copies of it. Same goes for movies and music because they can be pirated so a person can have a copy for themselves of their favorite movie with them and watch it anytime. This can be a bad thing for artists because their art can now be reproduced and copied. They don’t get paid for it since people don’t have to go to these certain places to see the art like museums, theaters or buying music. Some artist create art because they just enjoy it and don’t really care much about the money or even fame at that but, for others this is their career/ job where they need to get paid for their hard work. Artists will also find it more challenging to present original work, they will have to stretch their imagination and exert themselves to succeed because there is more competition now that in the this this digital era there are so many programs that can do the same work. Certain artist will move to things digitally because its more convenient and it exposes their work to more people in a more rapid way which helps them in the long run.

**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?**

Human enhancements technologies can help people with treating illnesses as well as disabilities but also is a way that it can enhance the capacities of humans. This can help expand life even longer from the average age of life. Looking at the study of cybernetics shows us the idea of Cyborg where human and machine meet. Human enhancements technology helps people live healthier for as long as possible. For instance, military veterans that come back from war are a great example of how enhancement technology can work. Many come back with missing limbs. Thanks to the advancement of technology along with Science using a 3D printing machine can help these veterans by creating prosthetic limbs that connect to the body and will help them get back to doing regular things like walking or able to have that feeling of accomplishment when you hold something with your hand. This makes the person better than from their normal self’s when they were missing an arm or a leg and they had limitations on what they could do. The ability of 3D printing has helped with the reconstruction of bones and cartilage as well. There is also synthetic skin that can be created and help people who have burns.

Little by little Technology is getting better, bigger and more advanced than before. It is great for us because it is helping us get better, stronger and faster from the people that create this technology to the patients that it is used on. Technology is able to help many people in different ways not just by enhancing a person’s ability but also by helping on how we think. Medicine is another field where development has strived. Many different types of medicines are created or enhanced to help the person using it or needing it, like an organ transplant. Even though it is risky to perform it and very challenging it helps save many lives.

There is a cost to this because nothing from this is cheap, it cost a good chunk of change to get human enhancement and not everyone has the means for this. For example, like in the movie limitless. If there is a drug that can make us smarter or put our bodies through a lot of restless days just to help us accomplish a mission at hand, then we will definitely use it. Of course, that this drug would cost money and create problems. Most likely only rich people would be able to afford this and use it, making them accomplish the tasks. With this, is like the saying the rich will get richer.

Yes, I think these advancements will definitely bring up many concerns about the morality of all this human advancement technology. Like is it correct for humans to have part machines on them and what will this mean for humanity in the future?

nanotechnology would be the technological innovations that we would need most because it can help so many people by giving us the necessities like clothes, food and medical care as scientific technological designer Natasha Vita-More put it.

**References**

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