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**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.**

The primary job for a UX designer is to provide consist interface amongst the potential users, by working with other designers and developers in conducting user research and testing. UX designers may also have a hand in developing wireframes. Wireframes is skeletal framework of a website used to achieve specific look. Always striving to achieve user-friendly software.

The principle ethical quandaries they face are Surveillance amongst the elderly in dealings with their everyday lifestyle in eating habits, location, and prescription drugs that help health; something like the Apple Watch can help with this since its on located on the rist of a person if they fall they can call or check your heart rate. Kid tracking can use the same technology but the parent can control the functions of use but monitor the child from their own watch or other Apple device since they are integrated. While there are massive privacy and distractions issues with all the technology some will still argue that it’s better to have them than to not, I personal see both issues as increasing unless we disconnect more often.

Persuasive design is products or services that have been used to influence human behavior. An example would be of an ecommerce website because of the visual aspect that keeps the user on the site, the website is clear and understandable so the user is likely to return. I feel both positive and negative about the effect on user behavior. Positively we have all the access to all these devices that we could ever want but the negative side is that we are giving up our privacy in the form of data and also being track but the worst thing that could happen is having your device hacked. In the article “Internet Hacking Is About to Get Worst” by Bruce Schneier he discusses how computers are in everything from refrigerators, planes, cars, emergency dispatch services and connected through a network. “We've already seen hacks against robot vacuum cleaners, an some malware that shut down hospitals and denied care to patients, and malware that shut down cars and power plants. These attacks will become more common, and more catastrophic. Computers fail differently than most other machines: It's not just that they can be attacked remotely — they can be attacked all at once.” This is a scary thought and almost like the distance dystopia that was discussed in class, our electronic could be turned on us and eventually become smarter and turn on us. Another popular consumer product is the Amazon Alexa speaker, she answers you questions and demands politely but also records and sends your private conversations to other users in the U.S. according to the article “Alexa privacy fail highlights risks of smart speakers” by Ethan Sacks. Jennifer King is the director of consumer privacy a"We are basically testing fodder as they roll out more and more technologies that are based on artificial intelligence," King told NBC News. "These companies are crowdsourcing these algorithms. As a consumer, you're basically helping them learn as they go." Basically we are the test subjects and we have to take whatever negative outcome comes with the products we all should be aware that it’s a risk when integrating artificial intelligence into the homes.

**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?**

The digital world’s core characteristics would definitely have to be its connectivity and integration. In this digital world we have become massively dependent on our smart devices because of their integration with the Internet that supplies us with endless information. The increased development of new technologies undoubtedly created a global impact. The development of new tech is big business with constant ideas being brought into full fruition and then marketed to the masses for consumption. The following are all positive new technologies; apps, smartphones, streaming services, film and music software, ecommerce, and even surveillance products. I believe that most people probably wouldn’t come up with any downsides to these new techs without really going into deep thought. The fact is that all of the above techs have created a negative impact in some way especially for artist and the creative culture. The film and music industry have thrived for decades because you needed to know the foundation on how tools worked and it was having that knowledge to work manual tools that supplied the creator to bring their sounds and imageries together. It could be argued that today’s arts and creative culture are heavily reliant on technologies because of the integration with the Internet and computers, so basically if you can work a computer and have Internet connection you theoretically are capable to create art. Computers and Internet access with the help of new tech has certainly given great opportunity to all those who want to express themselves in the creative culture especially since at one point in time you had to be in the culture or know someone that could help with you interest to grow within it. The door is wide open with millions of people creating all kinds of content from music, film, shorts, and comedy sketches just to name a few.

Cellphones, Adobe Creative Cloud, Instagram, and Twitch are just some specific developments that have impacted artists. Its funny when thinking about this because everyone is now a “professional artist” because of the technology they paceset and wherever you go in today’s world you will see professional photographers and video content creators. Public spaces have become these professional artist’s offices and studios, the integration of apps into cellphone, which are initially portable computers with a integrated camera that adds to the functionally of being portable. Some artist have created films on phones because of the appeal of testing and pushing the limits on the technologies which only helps the provide tech companies like Apple with more data easy and hassle free.

In analyzing the unrewarding and beneficial factors developments have on artist is really a personal opinion that might also be one sided given the fact that someone would have to reflect one’s user experience and usage, the balance would definitely be different for everyone. In the last 10 years we have witnessed a massive increase in content because of the increase in artist/creators. On October 6, 2010 Instagram was released, this is an app that is user-friendly and allows videos and photos to be uploaded to its platform. User’s can then post, share, and like what they see add comment and link each other on it. I believe around 2012 or 13 Snapchat was released, this is an app with the same user-friendly interface but what differs it from Instagram is that photos and videos aren’t saved to a users profile but rather uploaded to appear only for a short amount of time. These are beneficial because they are Social Media platforms and they help us connect to everyone globally; unless it’s a country that has extreme censorship policies where they can’t access the Internet whenever they want or worst not at all. Another bonus benefit is freedom to upload original content to gain traction or use the platforms to market yourself; the creator becomes a business and obtaining connections with visibility is a must when promoting one’s work. The unrewarding aspect is that unfortunately while every believes that they have great content for everyone to consume its far from the truth, even though that is up to the viewer to decide and their taste. I’ve been told when it comes to paintings when knowing if its good it has to speak creating you think deeply while giving you feelings. None has ever moved me enough to actually want to purchase on, but creating a painting would be for me to express myself through paint on a canvas. Video content is the same but the problem that I have notice for a while is the constant content being uploaded onto various platforms. The 2012 film Documentary *PressPausePlay* discusses the concerns of new tech and its advancements causing unforeseen problem in the creative culture. Lena Dunham is a filmmaker that expresses her concerns about trying to break through the industry, given that it was extremely harder to create films financially and making connections that would help promote; she now believes that the situation is worst off do to being able to get noticed. The cost was extremely high to produce and promote a film and being visible meant all kinds of advertising from television commercials, magazines, newspapers, and film events; the problem has changed because new tech has become affordable and social media platforms connect us world wide. There is now so much content that it has become almost impossible for someone to notice your work or have the time to view it as they are immersed in loads of it.

**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?**

A recent development in human enhancement technology would be one that I read from an article on APNEWS.comthat discusses technology as being the hope to be curing and eliminating addiction. The process was conducted at Shanghai’s Ruijin Hospital with an individual by the name of Yan that suffers from methamphetamine addiction and then proceed to receive an operation that consist of his staying awake while the surgeons drill two small holes in his skull and feed electrodes deep into his brain. It’s then clarified that the treatment isn’t new and in fact is used for movement disorders such as Parkinson’s. This is life changing for this man not because of the hopes that it might cure is carving for drugs but the fact that once this procedure is done he can't undo it. He received a second surgery just hour after the first to implant a battery pack in his chest so that the electrodes in his skull can receive power. Yan says the Doctor was controlling his mood and emotions through a tablet that was connected to the machine in his head, making adjustments to make him feel more comfortable. This kind of enhancement focused on curing people which I’m all for and just the physical toll your body has to go through for it to hopefully work not to mention any type of surgery is a risk in terms of coming out of it alive. Also China is doing a great job with their research and innovative technology, I have said nothing bad about China’s ethics or medical practices so please don’t **“Censor”**my writing.

I don’t have a problem with technologies making us stronger, faster, better and I actually look forward to seeing it happen. The advancements do come at a cost and that cost is lots of money. If you can afford the enhancement technology you good to go but the average person won’t see them and if they do it will be when its discounted because of new improvements and newer tech, the same way they mark down cell phones when it's time for a new release. On a more serious note I would really have to say that it does come at a cost because going back toYan and his surgery its his physical appearance and psychological effect and affects that might be altered. It’s stated, “he touches the hard cable in his neck that leads from the battery pack to the electrodes in his brain and he wonders: What is the machine doing inside his head?” He could develop other issues from this what if he thinks that the doctors are listening to him? Privacy issues are definitely a concern for me right now than the moral aspect. An example that I could give is what if some of these enhancements are relying on Internet connection and its purpose is to help you keep track of health data or even it needs to Internet to work; what I fear is that the enhancements could possible be hacked. Having an enhancement hacked could have a number of dangers outcomes just beyond having your data stolen.

Technologies making humans more connected to technology than what we already are will happen for sure. Today’s digital world has humans imbedded in it not the other way around and yet we think that we are not. Technologies are traveling the world with us in many different forms and can achieve the same function.

Technological innovation most needed is another personal opinionated question. If you are having vision problems or have lost complete sight your answer would be towards that versus someone that can’t hear. I believe that if we have the technologies let's put it to use and help everyone with all physical disabilities to help them have a comfortable life like people who don’t suffer. Hold on I have to state that it doesn’t mean that someone who doesn’t have a disabilities is enjoying there life more or is any happier because there are a lot of depressed people walking around just trying to figure this life thing out. Tech innovations should also be heavily focused on solving major diseases that have no cure yet, we have enough variations of the computer we don’t need anymore unless its augmented reality that works with requiring us to use a headset.

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