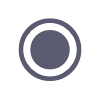
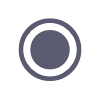
**HCD402\_Faria\_L\_Assessment\_1\_SlideDeck\_vf**

October 8, 2025, 7:38AM

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 **Luis guilherme De barros andrade faria** started transcription

 **Luis guilherme De barros andrade faria** 0:24  
OK, I think we're good to go. Um.  
So yeah, hello, my name is Luis and.  
Today I'll be presenting to you the analysis that I made for AI recommendation systems. I'm a student at Torrens University. I'm being lectured by Doctor Omid Hass and.  
I'll dive deeper on the technology that runs behind TikTok and YouTube, bringing and sharing about trill and sense, human-centric design, moral and ethical as well. I'll discuss.  
How these systems have shaped our society and what designed improvements could make them more sustainable and human focused, OK.  
So here we go. Defining first what are recommender systems. Basically they are algorithms that personalize what we see online from videos that we watch to products we buy as well.  
They have become one of the most influential technologies of the last decade, shaping attention, behavior and even culture. If you think about the past, how we use it to interact with Internet, it was that we.  
Gather a theme, do our research and actively search it on Google search or Yahoo or other search engines a couple of years ago. Now it has become a little bit different with social media.  
Because we as users, we just throw ourselves into the app and we let it recommend us what to do, what to watch, what to think.  
And yeah, I chose this topic because I think that it illustrates well the brilliance and as well the challenges of human centered design in the digital age that we're living right now.  
OK. So talking about the evolution, I'd like to share that originally these sort of systems, they were used basically for future and co-purchase statistics.  
As you can see on the table that is appear right here, the AI era begin around 2010 when deep learning really started allowing systems to learn autonomously from.  
Millions of interactions as we evolved with big data, for example. And yeah, by 2016, TikTok took these events to the next level by using reinforcement learning to continuously optimize the for you feed.  
And this was the result of a I becoming self adaptive, right? OK, now that we understand how the technology evolved, I'll show to you the impact on the under the perspective of of these.  
Three human-centred lenses. So starting first from a design perspective, TikTok and other social networks, social medias, they exemplify Don Norman's principles.  
By being simple, immediate and providing constant feedback and the same affordances that make it intuitive. I have put it there on the left that it can also make it addictive, the infinite scroll and the add the instant feedback loop.  
Uh hijacks our attention rather than giving us more power over it.  
Thinking about moral lenses, the question becomes what happens when the entertainment that users are having turns into compulsion, for example. And yeah, a few studies have been showing excessive short form.  
Use correlates with reduced attention span and sedentary behaviour on parts of us, particularly among younger users, the system.  
Maximizes engagement. Mostly it is not concerned with well-being, unfortunately.  
Thinking about ethical lenses, I brought here that there are serious concerns about transparency and governance. Algorithm opacity makes it impossible for we users to know why we see what we see.  
TikTok and similar platforms have also faced EU investigations and fined for data privacy breaches, for example. And yeah, the design is obviously serving the.  
Algorithm itself, the machine learning, not the individual, right? Immediate effects that are happening is a huge adoption by us over 100 billion users.  
Consuming platform content. This changed the way that we have our knowledge flowing and the industry responses.  
All of these social networks started using and adopting the technology.  
Sociatonal shifts that can be seen and thought with all these changes. Basically in short term the technology was really revolutionary. I can say it made content discovery.  
Effortless, it gives creators a platform for visibility, but as adoption exploded, society begins to experience side effects like more screen time, less physical interaction.  
Increase in anxiety, mostly connected to digital validation, right? OK, talking about long-term effects, Norman describe it that the paradox.  
Or technology is that all the innovations bring comfort and complexity. So yeah, our recommender systems are a perfect example of that case. They simplify our digital lives while.  
At the same time, simultaneously overwhelming us with information and eroding our focus. So how can we bring centered design back into this equation?  
I have a few design directions that I propose. I'm being a little bit bald here, but I'll I'll share them regardless. So starting off with by well-being by default.  
Introducing gentle time reminders and digital breaks for the audience.  
Sorry, exposure diversity by integrating content diversity as wider as to help users break their echo chambers, their their bubbles and lastly.  
Make data usage transparent through dashboards and 3rd part party audits on the system. So yeah, these the ideas that these align which with the principles that we studied so far, visibility, feedback and empathy.  
And putting human well-being both algorithmic engagement too.  
Final takeaways that my research brought and presented here is that yes, recommender systems show how powerful human centered design can be when use it responsibly. They also reminds us that design.  
Design is not neutral. Every feature has social and ethical consequences, and as future designers and engineers, we.  
Our challenge is to ensure that these AI technologies serve humanitarian show and not just exploit it for engagement.  
So yeah, here I have put my state of acknowledgement. I use an open AI for doing my research, helping me planning, outlining and refining my presentation.  
I also confirmed that all the data that I have put in here at last is of my own understanding, my own research, and my own critical thinking. Here are the references.  
That I use it too.  
And yeah, I thank you for your time. I would appreciate any feedback that you might have. And yeah, looking forward for the next assessments. Thank you.

 **Luis guilherme De barros andrade faria** stopped transcription