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AP CS Principles Period 1
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Written Responses Explore Task

2a) The computing innovation that I have chosen is social media. The overall purpose of social media is to share appealing content to a massive community within a social network, whether it be on a computer or a smartphone. Social media can be used for a variety of ways, such as to contact your friends that are close or far away, or to stay up to date with recent events, or even just to look at funny and entertaining content within pictures and videos. (Desreumaux) Social media allows anyone to be involved with our world at anytime and anywhere.

2b) For my artifact, I used Google Slides, a free program for all Google users. In my artifact, I made sure to use certain images that help the person know the main aspects of social media. Under each image are one or a few words that represent the most significant topics or themes involved with my computing innovation. With Google Slides, it's very easy to create a PDF file to share with others.

2c) Social media globally impacts the way how us humans can communicate with one another and learn from each other. One beneficial effect of this innovation is how it can improve the reputation and sales of a business. With social media, promoting a company is, with no doubt, the best form of marketing in our society. If a company, such as Amazon, is advertised on a social media platform, such as Instagram, tens of millions of people will see, greatly increasing its popularity. (Ahmad) While social media can perform incredible tasks within our society, there are several harmful effects of this computing innovation. One significant problem that has been present within social media ever since it started is cyberbullying. Factors like threats, offensive messages, and false rumours can easily be noticed on any social network. This type of content can lead several mental health issues, such as depression, PTSD, and in some cases, suicide. (Ahmad)

2d) Social media is viewed best as a source of raw data that is collected that contains insights and information collected from each user on the social network. The raw data mostly includes how many people share your content, how many likes your content receives, comments received from different users, and if someone clicks or taps on your content to view it. (Segal). This data is transformed to act as critical feedback towards the user who has posted that content, for example they can see who has disliked their content if they see a negative comment for their post. One data storage concern that people may be concerned with is privacy. Security agencies in our present day have access to people's personal accounts, whether they're private accounts or not,

making users not feel completely safe when they put something out for the whole world to see. (Desreumaux)

2e)

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