

TOK exhibition

22. What role do experts play in influencing our consumption or acquisition of knowledge? (Knowledge and technology)

Word count: 889

The prompt I have chosen sounds like “What role do experts play in influencing our consumption or acquisition of knowledge?” The idea of it is going to be discovered through the theme of Knowledge and technology, which means, that the following question will help to learn more about the role and responsibility of professionals in different spheres (in my case, they are television, promotion algorithms in social media and medicine) in delivering the needed knowledge to the people desiring to acquire it by implementing technological tools. Experts, the people who are professional in their specific field of work, tend to use technology more and more in order to create more effective communication with the target audience in order to promote products, news or ideas, which may cause as positive, as negative consequences.



Object 1: My home TV

The following image shows my old home TV, which has not been changed for more than 10 years. Comparing television industry in nowadays with the 2000s, the status of it has changed. In 2000s it was taken by the audience more seriously and was used as the main source of news. Whereas now with the development of the internet it is rarely used as the only source to receive new information. In addition to it, based on their experience, people found out with time, that even though television is an official verified source, especially the news channels, they still may hide much information, for example potentially violent or provocative content, which can cause disorder in the life of a country.

Connecting this object with the theme of knowledge and technology and the chosen prompt, television, especially the official governmental news channels have the privilege to manage the information they desire to show in order to not cause conflicts inside of the country, which could have negatively affect on its status. Thus, media and television experts, such as reporters, journalists and other people responsible for the news content, affect on the way how viewers percept a particular event, without even being aware of further details, which were hidden due to censorship or just reticence.



Object 2. Screenshot of the targeted advertisement about the course of digital drawing on my Instagram account

The second object is the screenshot of the targeted advertisement of the digital art courses suggested by Domestika on my personal Instagram account in stories. The main cause, that could affect on such suggestion is that I am interested in art and use Instagram to observe artworks of other artists and get inspiration. Therefore, targeting services noticed the high interest in art and made

a precise suggestion of the product. The reason why this object is important for the exhibition is that it is the product made by the targetologists, the experts of promoting the products online in order to expand the target audience. It works in such way, that platform memorizes the preferences of the user and his search history, and suggests the most suitable products.

Role of the experts of targetology in creation of the algorithms for product promotion on Instagram is important, since they are well-trained professionals with required skills needed in order to create a pattern, which could sort out the data like history of views, liked and saved publications and general interactions, which helps to direct the user to the most suitable goods through the advertisement. Thus, this object has a direct connection with the topic of Knowledge and technology. Considering the connection with the prompt, as it was mentioned before, experts of marketing help to show the most appropriate goods and services, that could be liked by the user and be purchased. Consequently, it is a really effective way to set the connection and increase the target audience for the producers of these goods. In terms of acquisition of information, users may receive a suggestion to purchase something, they would have been likely to buy it, but were not available of it. By this way targeted advertisement is a good tool to receive new knowledge or information without even having an idea of it initially.



Object 3. Non-contact thermometer

The third object is a non-contact thermometer, which can be frequently seen nowadays due to progressive coronavirus and sanitary requirements. Hand non-contact thermometer is used in the entrance of many public places in order to check the temperature and prevent the sick people to get into the building. However, this device sometimes can give incorrect information, which is caused by analyzing invalid data. There are still so many cases, when sick people could easily pass the temperature check just because of the incorrect work of the device.

Connecting the following with the topic of Knowledge and technology, there is a direct use of a relatively new technological device, which is used to receive data, in this case they are temperature measurements. And then this data is analyzed, and based on the conclusions the appropriate decision is made. In case of the thermometer, the medical worker or the person who is checking the temperature should be aware of the standards of normal temperature in order to decide whom he or she is allowed to let in. connecting with the prompt, the experts, or in this case temperature-checkers have responsibility in their work in order to prevent

the spread of the possible disease, thus could negatively affect on the general statistics of infected people. For this reason these workers have a responsibility to be aware and attentive to every check and quality of the thermometer.

Reference list:

[Non-Contact Infrared Forehead Thermometer]. (2022). Heartsmart.

<https://www.heartsmart.com/non-contact-infrared-forehead-thermometer-amp620>

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