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| Queens college |
| Final Exam |
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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.**

Answer:

“User experience design is the process of enhancing user satisfaction with a product by improving the usability accessibility and pleasure provided in the interaction with the production.” They conduct task analysis, design usability and beta test to see the users’ feedback on this product.

Principle Ethical Quandaries & Challenges:

Human costs and de-valuing work. UX designer understand how to optimize system design or augmenting human ability and automation to increase productivity. These new designs reduced the need of skilled worker or the large amount of worker, therefore the worker has less value.

Let use the idea of Fast food hamburger. Fast food burger production is designing to be efficient. Compare to a normal burger that requires a one skilled individual to produce one at a time. A fast food burger is going through an assembly line like a car. One worker fries all the meat on a grill that time itself and the other person just assemble the burger. This design lowers the requirement for a worker to work on a burger. This change allows fast food company to pay people less salary because the work isn’t very difficult.

De-skilling’ is when technology of design makes users’ life so easy, that it starts to De-skill some of users' ability. Over the course of human evolution, we no longer live in a society that require individual to hunt for themselves. Today farms De-skill most of human from hunting.

Influencing user behavior: Many UX design changes the user’s behavior the best example is UX design drop user’s attention span. Today people are not as patient as they use to be, due to design and technology that made our life easy. Search engine is a good cause for the drop attention span. Search engine can find what we want to see in a second.

“Persuasive design is an area of design practice that focuses on influencing human behavior through a product's or service's characteristics. Based on psychological and social theories, persuasive design is often used in e-commerce, organizational management, and public health.”

Persuasive design will have a negative effect on user behavior. Different from traditional sells pitch design by displaying product’s functionality. Persuasive design focus on how to guide users through influence users’ behavior. The product under Persuasive design often repress users’ ability to question the product by establishing credibility by playing on authority. Users recognize authority and they trust their taste more than their own, due to lack of knowledge or experience. Since human are social animal we are more likely to agree to a leader and we will do what leader said. For example, we will more likely to buy a product that the celebrity is using.

. Persuasive design can shut down our judgement by letting us focus on the process and not the overall result. A persuasive design product has these characteristics: they start with easy to learn, with instant rewards function but there is certain challenge to keep the users from not underestimate the product.

A good example for that is the Candy Crush game, an easy game to learn and access, (all you need to do is to match color in three), with rewards (the star system) and the game become more difficult to master (the obstacle to finish each level and compete with your friend.) if you happen to finish this game you realize how much time that you have wasted on this game and how much money that you have wasted to buy those hearts so you can keep playing.

**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?**

Digital work is electronic work which mean it can be copies of itself. It often has a cheaper cost to produce due to it does not require physical material such as paint brush. A good example for that is there is more and more CGI scene in movie. A digital graphic requires no canvas, there is more space you can use for digital production. A digital art is also more stable. Different form a vocal performance on stage, interference such as a sore throat or weather will change the quality of the performance. Digital work can reduce those interference by control the environment such as a digital album, every line is perfect.

Digital work is also networked that mean their work will always available online and it is instantly presentable. Digital work is also format-able that mean it can adapt to different platform.

Digital work changes how artist creates and release art work. Most of digital work can be redo (digital painting, music) there for it cost less for artist trying something new. Digital work can distribute quicker due to its format, therefore more recognition from the audience. Artist must keep release new work to keep up because there is more artist that compete on this platform. Today artist is more focus on create their own cult group because it is hard to please everyone on the internet. This means that artist must create their unique style to have a cult following that will pay for their creativity. This idea leads to variety on digital art work.

Web 2.0 technology, such as Instagram, Facebook allow artist to present their work to their fans. Adobe photo shop that helps graphic design. There is technology that is design a new type of art from. Such as film, photography.

Digital word levitates the market to a global scale. Today everyone can be artist, because everyone can upload something and get 1 million view. The audience is become harder to please because the constant bombardment of information, so getting recognition become priority of most artist. Then the internet become a big shouting contest where everyone is trying to let the world know that they have something to say. Today a good art work is hard to create, because most of the artist need to keep up themselves update to the public that force them to release more on quantity not quality.

Digital work also has more problem with legal issue such as copyright and pirate issue, since most of the digital work can be copy and send to other people, that means most of artist is not getting payed. This makes artistic less motivated to create something new and it cost there is less entertainment being produce from individual artist (the big company have money and lawyers). The decrease of individual production which lead to monopoly taking over the market.

**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?**

Today human enhancement technology has changed many aspects of human life to most obvious one is plastic surgery. Plastic surgery is a surgical specialty involving the restoration reconstruction or alteration of the human body. It has restored countless broken dream by fix their broken face. It ultimately answered the question brain and beauty which is more important.

Plastic surgery gives countless men and women confident as the same time plastic surgery, but it also creates social pressure. Due to plastic surgery people can change their look to someone they like (usually a celebrity, the example of many women wants to look like Kim Kardashian.) this can cause the people to lose their diverse look. This happens more on country where plastic surgery technology is very advance such as Korea where most of their TV celebrity had plastic surgery. Plastic surgery can improve a person’s look, it can also distort a person’s mind.

Body dysmorphic disorder a mental disorder characterized by the obsessive idea that some aspect of one’s own body part or appearance is severely flawed and warrants exceptional measures to hide or fix their dysmorphic part on their person. Also, not every plastic surgery is successful, because human face will change due to aging and people who go through plastic surgery must spend countless money to keep up their look.

Plastic surgery can rise the issue of morals because people can use plastic surgery to change who they are such as Sex change or ethnic plastic surgery, where the line of race and gender become hard to define. This will also change our society for good or worst, because each individual no longer have a fix role to in society.

I think we needed focus on how to change people from the inside, when I say inside I mean using genetic modification to change imperfect gene. Scientist already start to decode some of our genetic information such as OCA2 gene determine our eye color. Scientist also uses gene therapy to remove defective gene or using CRISPR to correct genetic mutations. Why worry about have a child that might have a born defect if you can edit him to into a strong good-looking genius. This way all human race will be strong.