

Explore — Impact of Computing Innovations Written Response Submission Template

Submission Requirements

2. Written Responses

Submit one PDF document in which you respond directly to each prompt. Clearly label your responses **2a–2e in order**. Your responses must provide evidence of the extensive knowledge you have developed about your chosen computing innovation and its impact(s). Write your responses so they would be understandable to someone who is not familiar with the computing innovation. Include citations, as applicable, within your written responses. **Your response to the first four prompts (2a–2d) combined must not exceed 700 words.**

Computational Artifact

2a. Provide information on your computing innovation and computational artifact.

- Name the computing innovation that is represented by your computational artifact.
- Describe the computing innovation's intended purpose and function.
- Describe how your computational artifact illustrates, represents or explains the computing innovation's intended purpose, its function or its effect.

(Approximately 100 words)

Insert response for 2a in the text box below.

Computational Artifact:

The innovation represented by my visual artifact is the personalization of online searches to individuals, and people's point of views on it. The purpose of the artifact is to accentuate the two sides of this dilemma, although one side has an obviously greater backing. Moreover, its purpose is to illustrate the perspective from both sides of the controversy. The chart goes to show that so much more people either do not want search personalization, or are skeptical about it than those who support it wholeheartedly (Sterling).

2b. Describe your development process, explicitly identifying the computing tools and techniques you used to create your artifact. Your description must be detailed enough so that a person unfamiliar with those tools and techniques will understand your process.

(Approximately 100 words)

Insert response for 2b in the text box below.

NOT APPLICABLE

Computing Innovation

2c. Explain at least one beneficial effect and at least one harmful effect the computing innovation has had, or has the potential to have, on society, economy, or culture.

(Approximately 250 words)

Insert response for 2c in the text box below.

Describe the dilemma.

Personalizing online searches begins in cookies. Cookies are bits of text that are placed on your computer's hard drive when you visit certain websites. Cookies may enhance your online experience by saving your preferences while you are visiting a particular site (mfs.com). The benefits of this personalization, are that it allows one to be steeped in a certain subject based on their past searches, and from a marketing standpoint, personalization on company websites with individual messages can make a user feel as if they're apart of a community rather than them just feeling like they're being spoken at (kissmetrics). These benefits could effect society because it puts users in a spot to delve into specific topics of their interest, and it can effect the economy by providing businesses with another way to make their users feel more appreciated and noticed. The other point of view, is the question will I be restricted to areas, or be forever closed from ceratin avenues that don't pertain to "my interests" (Ayyappasur)? If this is the case, then this could impact the society and culture by preventing the people to be exposed to the wide variety of perspectives and knowledge on the internet. Like many controversies, the pros and cons of this situation depends simply on whether or not you would like a wider or narrower array of searches.

2d. Using specific details, describe:

- The data your innovation uses.
- How the innovation consumes (as input), produces (as output), and/or transforms data.
- At least one data storage concern, data privacy concern, or data security concern directly related to the computing innovation.

(Approximately 250 words)

Insert response for 2d in the text box below.

When you visit a website, cookies are placed on your computer. Websites use cookies to tell, for example, whether you've visited an address before or if you're a new visitor, and to help identify site features and content in which you may have the greatest interest, as well as the "remember login" setting (mfs.com). Search engines like Google have the ability to take these cookies, and use them to personalize your searches. This is because the cookies will tell Google what you have searched before, and can tailor your searches based on the past. Simply put, what you input previously will impact the output of searches that appear in the future. Also, as discussed in class, searches can be personalized by social media sites like Facebook for example, selling the information you put into your own account to search engines or other entities. This is what poses the privacy concerns. It is just kind of disturbing for some knowing that you can find out the information you have input on one website, being outputted on another.

References

2e. Provide a list of at least three online or print sources used to create your computational artifact and/or support your responses to the prompts provided in this performance task.

- At least two of the sources must have been created after the end of the previous academic year.
- For each online source, include the permanent URL. Identify the author, title, source, the date you retrieved the source, and, if possible, the date the reference was written or posted.
- For each print source, include the author, title of excerpt/article and magazine or book, page number(s), publisher, and date of publication.
- If you include an interview source, include the name of the person you interviewed, the date on which the interview occurred, and the person's position in the field.
- Include citations for the sources you used, and number each source accordingly.
- Each source must be relevant, credible, and easily accessed.

(Note: No word count limit for this answer)

Insert response for 2e in the text box below.

1. "Cookies Policy and Online Privacy." *Massachusetts Financial Services*. N.p., 15 July 2016. Web.
2. "Forget Generic – Target Individual Users by Tailoring Your Website." *Kissmetrics*. Kissmetrics, n.d. Web. 1 Feb. 2017.
3. Ayyappasur, Rajesh. "Warning! "Content Tailored to Your Interests"!" *Linkedin*. LinkedIn, 21 June 2016. Web. 1 Feb. 2017.
4. Sterling, Greg. "Survey: People Largely Negative About Google's Personalized Search Results." *Search Engine Land*. Search Engine Land, 8 Feb. 2012. Web.