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The name of the computational artifact is called BIGtoken. The mission of the app is to take feedback of your response to the surveys that you have taken and sell it to other companies and give you a portion of the money. The purpose of the app is to gain money by selling the person's feedback to companies that want to purchase. It shows the function of the app I showed exactly how to use the app, which was answering the survey and gain as many points as you can to redeem it for money by PayPal.

2b The tools that help me develop the Computational Artifact was the website called "VYOND", which is a website that makes a video for three options for Contemporary, Business friendly, and Whiteboard animation. I chose the Business-friendly as it was related to the Computing Innovation. First, when you clicked on Business it would give a template that then you can manifest to your own liking. For example, there is an option to change the image of the character, changing the template, and also have the ability for you to type and the computer would say it out loud.

2c The Computing Innovation of the app has many positive and minor flaws in it but can still be fixed. First, the positive of this app to society is that it gives people money for doing simple surveys that can be ignored if wanted. It also helps the company understand what you like and what type of ads you might want to see in the future. It will help the economy in that the company will pay the consumer to maybe try out some of there products that can increase in there sell. So it would be an ongoing circle and both sides would benefit. However, there might be a minor flaw in that if someone who would answer the surveys not taking them seriously, then it well harmfully affect the data and might send you wrong ads even though there isn't adds in the app. It is still important for users to answer the surveys as truthfully or then the companies might not get as many sales because of this. Then it would affect the economy because businesses will stop paying users. Furthermore, the flaw is the user can answer untruthfully and still get money from it, but there is still potential for the app to grow and they have their own algorithms to figure out if users are not taking the surveys truthfully.

2d BigToken utilizes the user information which is their name,age, location, connecting to social media, other items that you like from stores, how much you spend on the store, how often you visited that store, and many different types questions.. When they have all that information they sell it to companies for points, which is converted to money. The innovation takes in all the information about you and it to companies that would pay them and give you some of the money that is output. Then you can say that the information turns into data and then ads for you. There might be an issue of data storage concern as the system is not perfect and can contain incorrect data because of users not giving their honest opinion. Then people get ads that are not there liking and would stop using the app. So, the privacy concern is a big risk because you are giving your information to different companies and that can result in peoples privacy being interrupted by many ads. This is a huge concern as many people like to enjoy their privacy and some cases the government might have an interest in it because in a passage we learned that government has been seeking our behavior.

2e

<https://www.prnewswire.com/news-releases/srax-launches-bigtoken-the-platform-for-consumers-to-own-verify-and-sell-their-data-300727174.html> Steve Stratz,Website TitlePR Newswire:

press release distribution, targeting, monitoring and marketing

Article TitleSRAX Launches BIGtoken, the Platform for Consumers to Own, Verify and Sell Their Data

- Date Published October 09, 2018
- Date Accessed May 01, 2019

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Website TitleBIGtoken

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Website TitlePR Newswire: press release distribution, targeting, monitoring and marketing

Article TitleSRAX's BIGtoken Gives More than 15 Million Global Users the Ability to Earn from Loyalty and Rewards Programs

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