

Explore – Impact of Computing Innovations

Written Response Submission Template

Please see [Assessment Overview and Performance Task Directions for Student](#) for the task directions and recommended word counts.

Computational Artifact

2a)

My innovation is chatbots and their use in the consumer's world. Chatbots are a computing innovation in the sense that they can save time and money when companies are attempting to communicate with each other or with consumers. Their intended purpose is to send out messages and alerts to clients and respond to simple questions and inquiries they may have for the company. My artifact shows the usefulness of the innovation by showing graphs that demonstrate companies savings when using chatbots.

2b)

For my digital artifact I used Google slides and multiple references found on google images. These were statistics that were incremental to showing the benefits from this innovation. I used a background picture of a very popular chatbot to give people who view my digital artifact a familiar chatbot to realize they already know a little bit about the topics at hand.

Computing Innovation

2c)

One beneficial effect of chatbots is the fact that chatbots save money and time for companies when they are used in customer service and to keep consumers informed. It also saves consumers time because chatbots respond back almost instantaneously. (1) This benefits the economy by making it more efficient for both consumers and companies alike allowing them to spend resources elsewhere. One negative effect of chatbots is that they don't always answer questions correctly and they have a hard time answering complex questions.(2) This can frustrate consumers. Frustrated consumers are less likely to buy products and will stimulate the economy less. This will inhibit growth and hurt society as a whole.

2d)

Chatbots use data given to them by the company that helps them better respond to the customer. This is data already compiled by the company from previous customer service encounters of the company. They use that data to develop a series of responses for the chatbots to use. One privacy concern that may come up with the use of chatbots is how they handle the data they receive from customers.(3) They could use private information given to them in conversation to send a consumer advertisements directly targeted toward them. Companies may even tell their chatbots to sell this information to other companies for a gain in profit.

References

2e)

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