

Changing Lifestyles



Evil Persuasion: Example 1

by Elke Erschfeld (2011)

Comments:

Yeah, Elke, that's what I'm talking about! Evil!! :) Having the privacy button not work and sharing your private moments with sixteen other networked neighbors, now that's evil. And the paranoia one, too. Good point!



Imagine Evil Persuasion

The BL-C230A is Panasonic's full motion wireless video network camera that allows users to monitor their homes, pets, or children. It has many different features that lets them control everything remotely so that they can go about their lives without worrying too much about the safety of their belongings or family.

There are several ways how this strategy can go wrong:

One of them is that a user could develop a false sense of safety and not check on their home or pets as often. They might turn a business trip into an extended vacation since they believe that their home is safe without them. During that time parts of the house that are not monitored could get flooded and by the time the homeowner comes back the water damage has spread to the rest of the house. Or by mistake the same still image of a camera is frozen for days that shows the owner's dog behaving with enough food. But in reality the dog broke out of his fenced area and started chewing on most of the furniture and their favorite pillows.

Another way how technology could go crazy is through the loss of all privacy. This could happen if the privacy button breaks and the included recording software connects up to 16 cameras. No matter what you do, ranging from brushing your teeth to making out with your partner EVERYTHING is recorded. It leads to a total loss of privacy and in the worst case scenario your most private moments would be shared with a community of users and could end up all over YouTube. Or you might end up as an unintended actor in a reality TV show - unfortunately without getting paid or an agent.

And last the new technology could make their users totally paranoid since they are constantly checking their e-mails or smart phones to see if any disturbances are happening at their homes. They think they need to be in total control all the time and try to live in two different places at the same time constantly. Basically they turn into schizophrenic control freaks that are addicted to technology to make them feel safe.