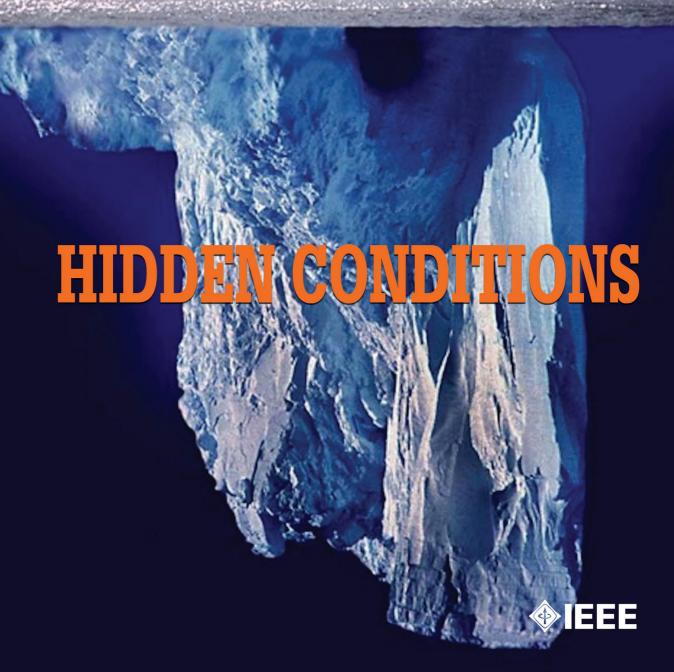
# Technology and Society

Magazine



## Technology and Society Magazine

Volume 35, Number 1, March 2016



ON THE COVER:
RISKS ARE CAMOUFLAGED IN FINE PRINT
OF TERMS OF SERVICE AGREEMENTS
(P. 40) OR - IS PRIVACY DEAD? (P. 29)
PHOTO: WIKIMEDIAJUWE KLISLEN WIKIPEDIA.
ORGAWIKUEN: CREATIVE\_COMMONS).

- 40\_ Narrative, Design, and Comprehension: Connective Technologies and their Terms of Service Agreements\* Ramona Pringle
- 47\_ Speed isn't Enough: Usability and Adoption of an Optimized Alert Notification System\*
  Kimberly Zeitz, Randy Marchany, and Joseph Tront
- 56\_ Evaluating Adversarial Interfaces\*
  Ryan Tate, Gregory Conti, Alexander Farmer, and
  Edward Sobiesk
- 69\_ Protecting Workers from Step Voltage Hazards\*

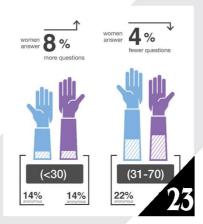
Aikaterini D. Baka and Nikolaos K. Uzunoglu

75\_ Designing a Novel ECG Simulator: Multi-Modality Electrocardiography into a Three-Dimensional Wire Cube Network\* Sohyung Cho, Youngseok Lee, and Inbae Chang

<sup>\*</sup> Refereed articles.

## **Departments**







### **President's Message**

**3** Broadening SSIT Greg Adamson

### **Istas'15 Welcome Address**

**4 Crafting an Ethical Global Society** *President of Ireland, Michael D. Higgins* 

### **Editorial**

8 Smart Toys that are the Stuff of Nightmares Emmeline Taylor and Katina Michael

### Correction

10 Correction

### **News and Notes**

- 11 New T&S Associate Editors
- 20 T&S Magazine Wins STC Award

### **Book Reviews**

- 15 FM Power to the People
- 17 Probing the Sky

### **Impact**

23 Class Size and Confidence Levels Among Female STEM Students Pooja Sankar, Jessica Gilmartin, and Melissa Sobel

### **Opinion**

- **18** Is Big Data the New "God" on Earth? Salvatore F. Pileggi
- 21 Bridging the Gap: How Technology Helps Food Artisans Connect with Consumers Lior Lavy
- **27** Creepiness Is in the Eye of the Beholder *Anna Johnston*

### **Letter to the Editor**

39 Blockchain Thinking and Euphoric Hubris

### Commentary

- 29 If Privacy is Dead, What Can We Do Instead?\*
  Bogdan Hoanca
- 85 Are Technologies Innocent? Part Two: Human Exclusivity - Only Humans Can Be Held to Moral Account\* Christopher Pearce and Michael Arnold

### **Last Word**

88 Dagen Högertrafik (H-Day) and Risk Habituation Christine Perakslis

<sup>\*</sup> Refereed articles.