Evan Longo

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Media Communications

User Personas

The main group of users this presentation is for is college age students with little to no experience with the topic of AI. The presentation will put forth fairly basic arguments on the topic of AI and discuss introductory topics and will explore many aspects of the arguments, but on a surface level. This demographic will be young, but smart enough that I won’t have to dumb down the material. A more formal and professional design will appeal the older demographic and informative nature of the presentation. I would also hope that this presentation could be insightful to an older audience of intellectuals who are new to the topic of AI. It will be important for me to remember that these demographics may not be familiar with many of the topics that will be covered. I will have to explain things so that everyone can follow the argument without boring those who are familiar with the content presented. The last possible group of users could be experts on the topic of AI, while this demographic would likely be similar to the intellectuals with no experience or interest in AI. They would likely not learn much from the informative side of the presentation, but there are philosophical and moral arguments that are unique to my point of view that could be insightful.