DAWN or DOOM '16 & '17
THE RISKS AND REWARDS OF EMERGING TECHNOLOGIES

PURDUE
UNIVERSITY

DESIGNING THE WORKFORCE

DESIGNING INFORMATION

DESIGNING FOOD

FAKE NEWS

You won't BELIEVE WHAT HAPPENS NEXT

THINGS YOU NEED TO KNOW

BURGER IN PROCESS

DESIGNING CITIES

DESIGNING HUMANS

DAWN — OR — DOOM '17

AT PURDUE UNIVERSITY

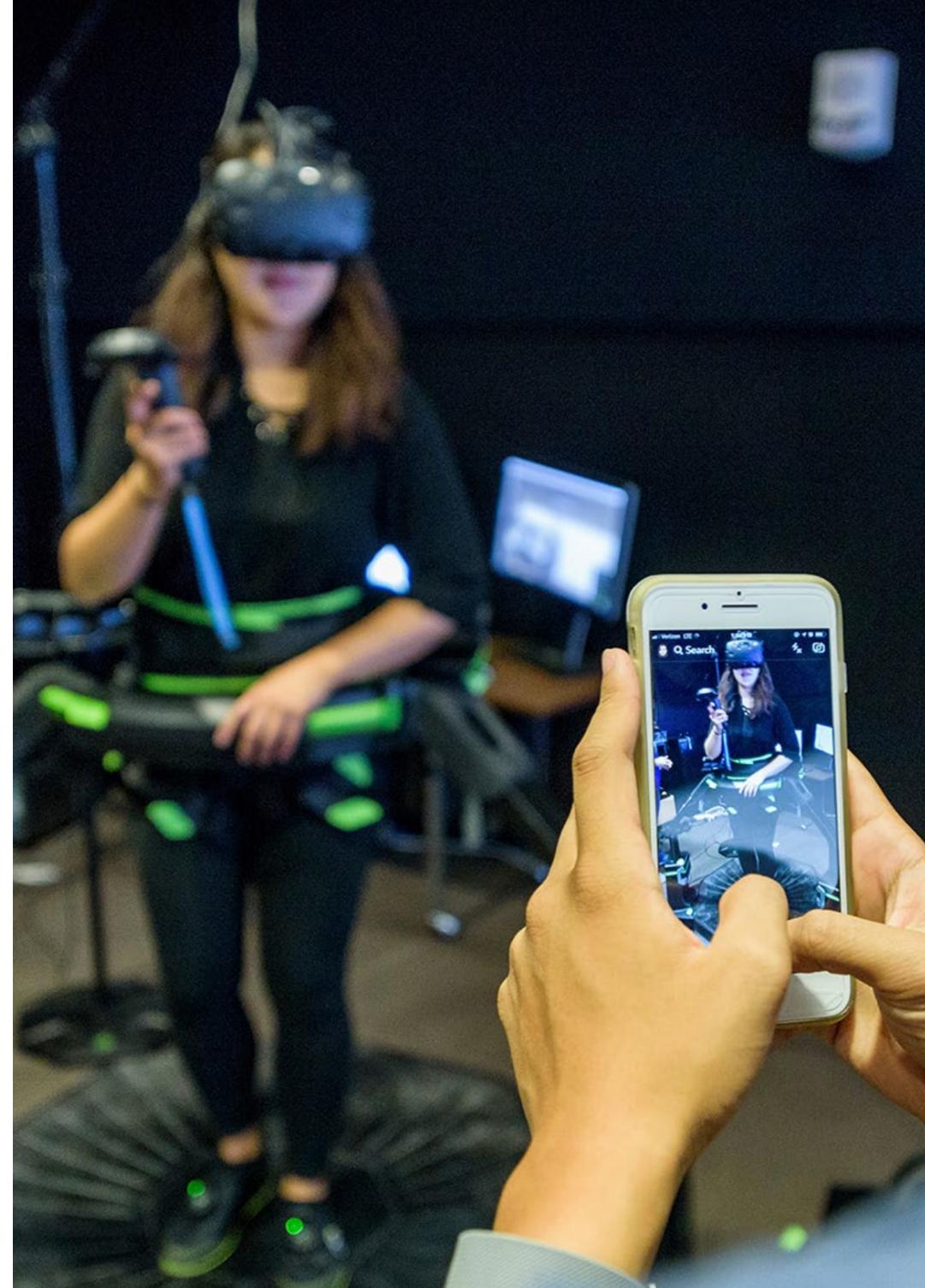9/26 -27

PURDUE.EDU/DAWNORDOOM

JOIN THE CONVERSATION

#DAWNORDOOM

PURDUE

visualized by inkfactorystudio.com

The Dawn or Doom conference series launched in September 2014 to explore the effects of rapidly emerging technologies such as artificial intelligence and genetic engineering by bringing together some of the nation's leading experts and stars from Purdue's large constellation of researchers to kick-start conversations on campus and beyond.

Since then, the need for such conversations has not diminished. Do you really want to design your children from the genes up? Are GMO animals safe to eat? Are emojis a new language? When will artificial intelligences surpass human intelligence? If they do, does that really spell our doom? Can an AI be humorous? What's the future of work if AIs and robots can do it all for us? What will it mean when networked vehicles, appliances and other devices surround us pervasively and persistently? Is privacy even possible anymore?

Free and open to the public, Dawn or Doom attracted more than 6,000 participants in 2017. Among others, they heard featured speakers such as Nick Thompson, WIRED editor-in-chief, Monsanto Chief Technology Officer Robb Fraley, the father of GMO crops, HPE's Tom Bradicich, a leader in developing "Internet of Things" technology, and historian Michael Bess, author of "Our Grandchildren Redesigned: Life in the Bioengineered Society of the Near Future." The 2017 conference also was notable for the variety of related activities it included, from technology-themed art exhibits and a common book reading program to interactive virtual and augmented reality tours and the kind of network-connected car that we may be driving (or that may be driving us) in the near future.

This brochure – selections from a book about the 2016 and 2017 conference proceedings – provides a taste of Dawn or Doom's flavor. We invite you to attend and join the conversation at the fifth Dawn or Doom conference Nov. 5-6, 2018, on Purdue's West Lafayette, Ind., campus.

PRESIDIO

data strategy

PCM THE RIGHT TECHNOLOGY, DELIVERED

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McAfee

THE OPTIMISTIC TECHNOLOGIST
NICHOLAS THOMPSON
EDITOR-IN-CHIEF, WIRED

We're at a moment when technological advances present us with choices to make – choices with profound consequences for the way society functions, the way our relationships work, the way our economies work, the way our minds work, in a sense even what the human species is. Choose well.
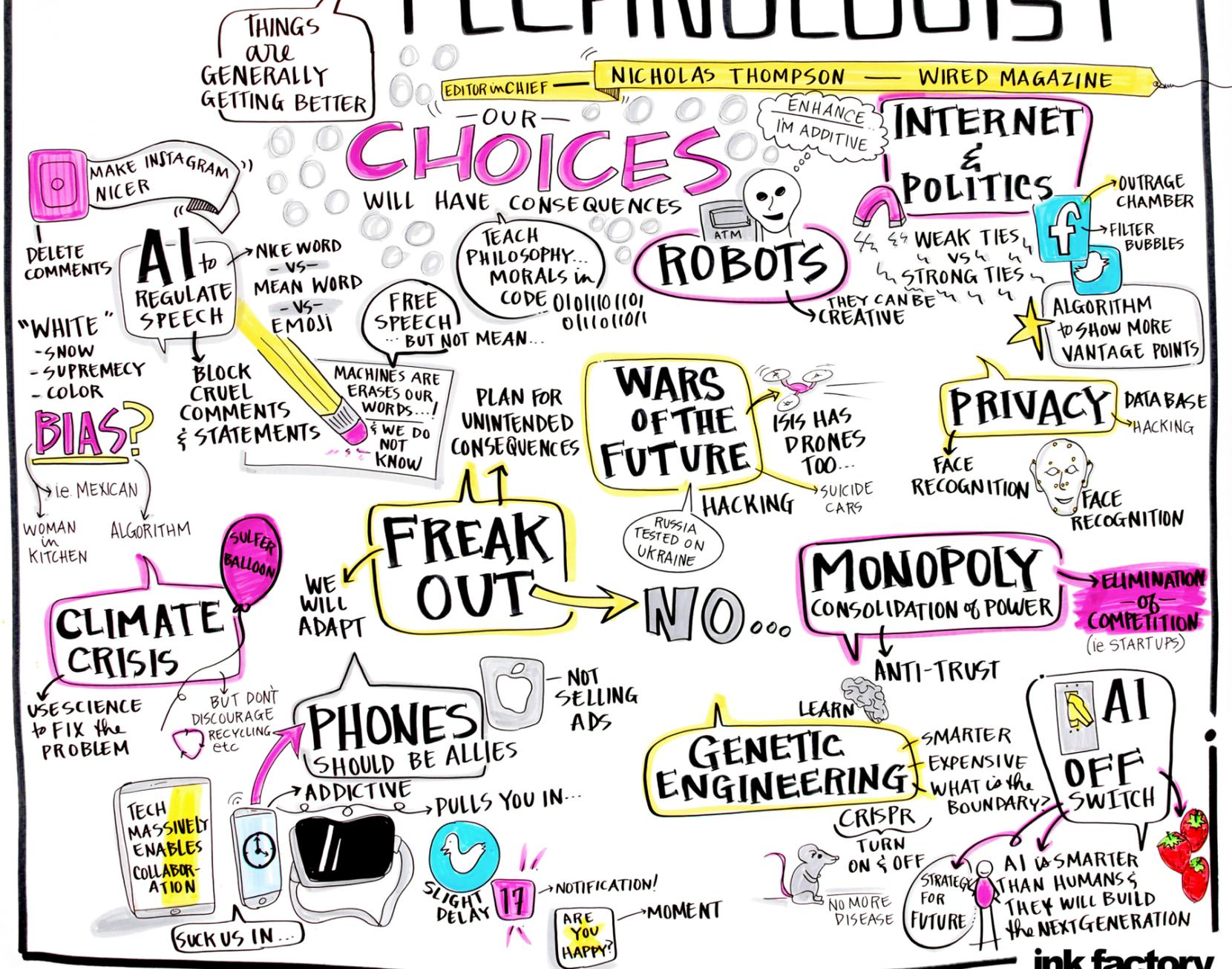
DATA, CREEPINESS AND CONVENIENCE: ENABLING THE CAR TO DECIDE FOR YOU

MOHAMMAD RAHMAN

ASSOCIATE PROFESSOR OF MANAGEMENT
PURDUE KRANNERT SCHOOL OF MANAGEMENT

Where data and its ownership are concerned, consumers mostly have indicated that they prefer convenience over privacy. Will this continue to be the case as ubiquitous technology connects us pretty much anytime, anywhere and with almost anything?
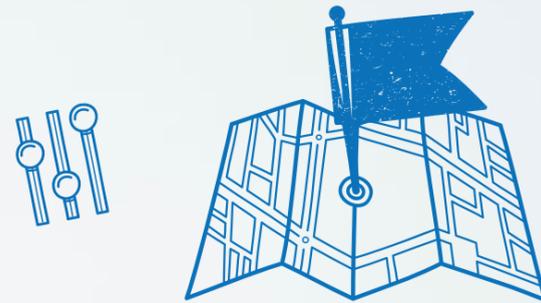
> There are choices we're making, judgments we're making that we need our AI, our smart car, to understand.

> Google probably knows more about you than you know about yourself.

Alexander Cam Liu @alexcamliu · Sep 27
"The car needs to learn about you, it does not talk to you, or about you"
#DawnorDoom

Mark Sullivan @Sully_65 · Sep 27
Standing room only for Data Creepiness and Convergence: Letting Your Car Decide For You by Mohammad Rahman #DawnorDoom

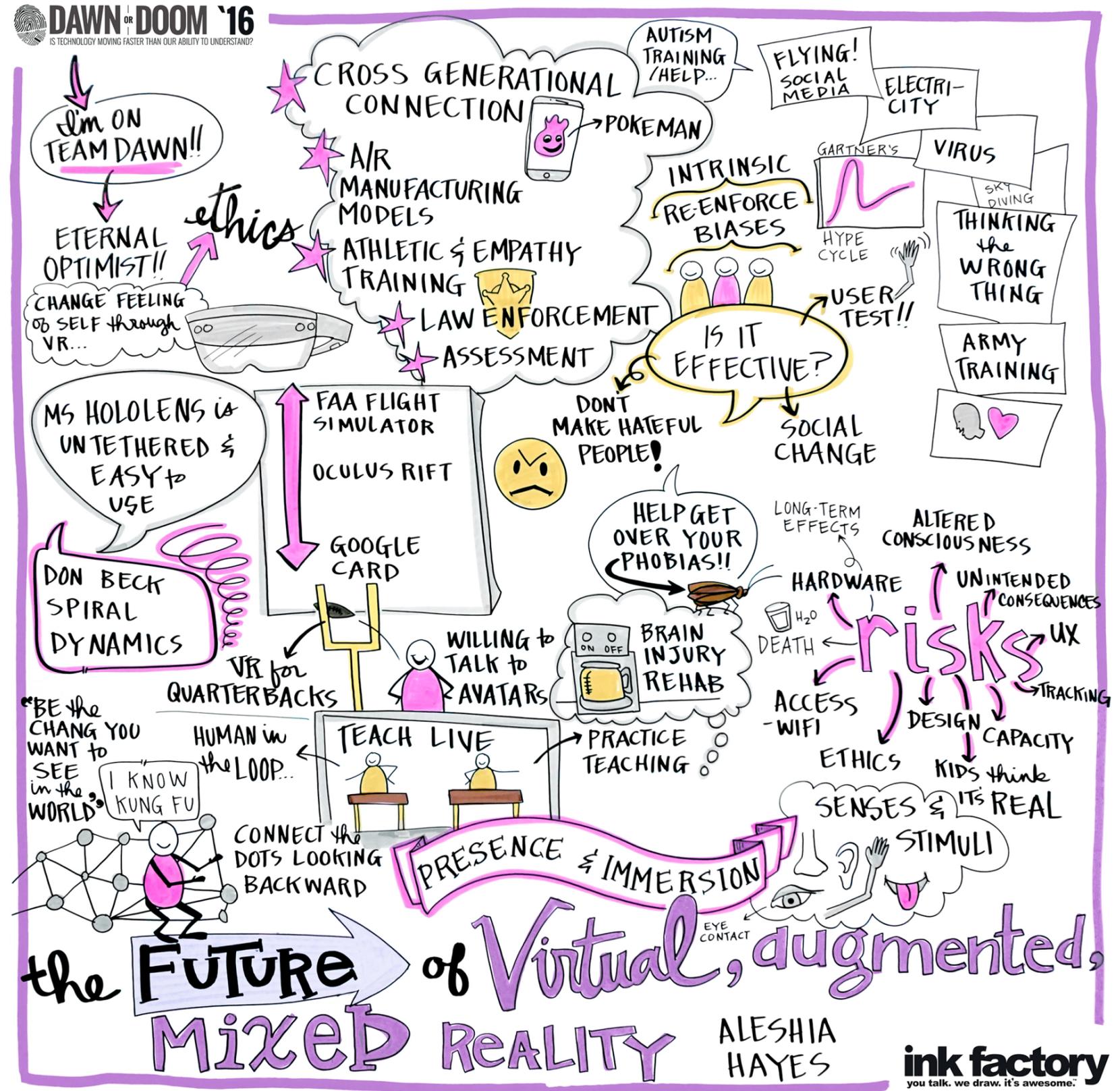# THE FUTURE OF VIRTUAL, AUGMENTED AND MIXED REALITY

Aleshia Hayes

ASSISTANT PROFESSOR OF COMPUTER SCIENCE, IS, AND GAME DEVELOPMENT/HCI RESEARCHER
DEPARTMENT OF COMPUTER SCIENCE, INDIANA UNIVERSITY-PURDUE UNIVERSITY FORT WAYNE

Experiences in virtual reality can beneficially alter our real-world perception in areas like education, training and health care, but can also be used to spread misinformation and reinforce biases.

> "You can repurpose one tool for multiple things, I think that's another really great thing about VR."

> "Everything is filtered through our own perspective, and that's what's interesting about a virtual experience."

CONCURRENT EVENTS

HANDS ON VIRTUAL REALITY,
PURDUE ENVISION CENTER

HPE CONNECTED CAR

"DESIGN GOOD NOW" CHALLENGE
MEDICAL DESIGN "HACKATHON"

STUDENT WRITING CONTEST

DATA DIVE

PURDUE GRADUATE STUDENT POSTER SESSION

zipTrips

ECOLOGICAL SCIENCES AND ENGINEERING
CLIMATE CHANGE DEBATE
"FAKE NEWS" PANEL DISCUSSION
3-MINUTE THESIS COMPETITION

"DESIGN GOOD NOW" AND DUBLIN INSTITUTE OF TECHNOLOGY ART EXHIBITS
RUEFF GALLERIES

RINGEL GALLERY ART EXHIBIT