

TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



ILLUSTRATION:
ZARIF FAIAZ

DIGITAL RIGHTS IN THE METAVVERSE

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Sachin Bhalla to lead Schneider Electric's regional Secure Power Division

Schneider Electric has announced the appointment of Sachin Bhalla as the VP and Country GM for India and SAARC in the Secure Power division of Schneider Electric's Energy Management Business. Sachin comes with over 19 years of experience in handling various leadership roles in business management.

In his new role, Sachin will helm business operations for the Greater India Zone including Bangladesh of the Secure Power Division which provides complete physical infrastructure solutions for data centers, distributed IT environments, and industrial applications through its industry leading brands APC, Uniflair Cooling, President Racks, and Luminous UPS.

Sachin has been with Schneider Electric group for over 11 years, prior to which he was at McKinsey and Sapient.



Will cyber sovereignty restrict freedom on the internet?

The advent of modern technology has essentially redefined the current era. However, with rising use of the internet comes the ever-growing threat of hackers and data breaches. It is estimated that cybercrime causes 6 trillion US\$ worth of damage annually, and the number keeps rising every year. In order to combat this concern, international authorities have expressed the desire to enforce cyber sovereignty, leading to a recent conflict with freedom on the internet.

"This exercise of control over a country's cyberspace will include political, economic, cultural and technological objectives, extending the concept of sovereignty to include all aspects of the internet", explained Alim Abdul, Chief Information Security Officer (CISO) and VP of Information Technology at OBHS (One Brooklyn Health System), NYC, USA.

In a panel titled 'The State Of Cyber Security - Governing Cyberspace: Cyber Sovereignty Vs Cyberspace Freedom', held in the third day of the World Congress on Information Technology 2021 (WCIT 2021), experts from around the world joined to discuss if government agencies and private organizations can ensure a balance between sovereignty and freedom in the cyberspace.

Tarique M. Barkatullah, Director of National Data Center, CA & Security of Bangladesh Computer Council, offered a contrasting statement, "Sovereignty issues depend on the preparedness of each country. For Bangladesh, I don't

see much cyber awareness and literacy available at the moment, especially when compared to Europe and North America." According to him, due to a lack of cyber awareness, there needs to be moderation of cyberspace so harmful activities can be controlled.

Dr. Vilius Benetis, Director of NRD Cyber Security, emphasized the humane aspects of cyberspace. "We need to keep in mind that cyberspace is occupied by humans. Humans with our excellences and deficiencies, and willingness to execute power on others: these bring very interesting relations in cyberspace," he stated. In order for us to have freedom in cyberspace, he feels we need to educate ourselves, and grow into a particular level of understanding to properly exercise cyber sovereignty.

Eric Chuang, Managing Director at



BDO USA, brought up how internet sovereignty in some countries can lead to difficulties in tracking cyber criminals. "Not every country has the same requirement for domain registration. This means there are IP addresses favored by hackers coming from countries with no collaboration between each other," said Eric Chuang.

He mentioned that sovereignty can make it easier for cyber criminals to continue illegal activities, because they know other countries cannot do anything to them due to the criminal justice process being executed differently across borders.

EDITOR'S NOTE

Metaverse again

It seems like we can't stop talking about the Metaverse. This week, once again, we talk about the Metaverse but this time, it's about our digital rights and who safeguards them. For Shift, we gush about Vespas, again. On page 8, we list out some fantastic tech documentaries for you to check out on Netflix. As for the rest, we mainly just end up talking about WCIT 2021 that just took place in Bangladesh for the first time.

We hope you enjoy this issue. Have a great weekend!

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TOGGLE

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Microsoft to digitally preserve ancient Greece

Thanks to a deal between the Greek government and Microsoft, twenty-seven ancient Greek monuments are to be digitally preserved in a brand new virtual reality project.

The key behind such an endeavour is Microsoft's HoloLens, augmented reality smart glasses built with optical sensors capable of simulating holograms. Visitors of the Olympic Museum in Athens can use HoloLens headsets specially made to produce a 3D presentation of ancient Greek structures. Monuments you can view this way include the original Olympic Stadium and the temples of the Olympic deities Zeus and Hera.

The VR version of ancient Olympia is made to be as accurate as possible to the actual historical sites. It includes details on how the structures deteriorated over time, aiming to teach broader Greek history to museum visitors. HoloLens will also be able to display information



regarding important artefacts and archaeological findings: all in a fully digitized setting.

Iconem, a partner company of Microsoft, was in charge of the 3D digitization. With an AI specifically

designed for cultural heritage preservation, Iconem was able to process thousands of images of famous Greek monuments into fully-fleshed 3D models. These models correlate with existing information about Greek culture and history, combining into the rich virtual database available in the Athens Olympic Museum.

Kyriakos Mitsotakis, Prime Minister of Greece, expressed delight at working together with Microsoft. He stated that the cultural implications of 3D technology are limitless. Because of this joint venture, people from all around the world can "virtually visit the birthplace of democracy, and experience history first hand".

Regarding the project, Brad Smith, President of Microsoft, claimed that this "stunning achievement in cultural heritage" bridges the gap for future generations in exploring the stories of the past.

Startup marketing and the dilemma of doing more with less

NOMROTA SARKER

Early-stage startups in the seed stage commonly focus on building an in-house marketing team. This is because the startup's core focus is developing an MVP with initial funding. If they are not offering a robust product to the market, any marketing effort for the startup is irrelevant.

Many would argue that building a 'brand awareness' before launching a product is important, but a brand is built when its purpose is carried out through the products and services it is offering or the problems it is solving. Startup marketing is different from businesses that aren't dynamic enough to transform into completely new business features. This is because a startup is expected to pivot and design a product that eventually creates defensible value in the market.

A marketing team's KPIs at a startup are usually to acquire customers, generate sales and revenue, and improve traction. While these are the final goals, figuring out the right approach to reach each one of these steps can help the team form customized marketing strategies that best works for their startup and even



other entities operating in the same industry. Early-stage startups can get overwhelmed with the thought of falling short of resources to implement their marketing efforts from a cash crunch. However, doing more with less can help founders to optimize their resources while they deduce relevant strategies that cater to their target customers.

Customise marketing strategies based on social media platforms

Apparently, the oldest trick in the book for engagement is populating all the social networks with content that speaks to the audience. This is rarely effective. Early-stage

startups tend to make the mistake of posting the same content on all of their social platforms (Facebook, Instagram, LinkedIn, Twitter) and expect their audience to react to it the same. However, all four platforms have different purposes and themes. The users only engage with content based on its relevance to the specific platform.

For example, 'moment marketing' (taking advantage of ongoing events and creating communications & marketing collaterals around it) for Facebook and Twitter may be effective due to the style at which users navigate through the platforms (faster reads, trend specific algorithms for the feed, critically low attention span of users).

In terms of LinkedIn, moment marketing may not be as effective due to the users interacting differently with the platform (professionals, career-oriented content, networking based on professional connections).

Consider the demographic of the particular social network to design a strategy around it. Observe how users want to seek value in different platforms and give them value accordingly through your content.

Understand the product-market fit to retain customers

Startups should ideally figure out the product-market fit before they start marketing their product. Creating value for customers comes largely from founders' understanding of whether their product stands apart from its competitors. If the product-market fit is clearly defined, marketing strategies will not deviate much from the initial objective and the KPIs can be met faster.

In a Twitter thread by Matt Maiale, who worked as a Growth Marketer at Demand Curve, a Y Combinator-backed marketing agency, he mentioned why startup marketing should focus on retention, not acquiring new customers. According to his thread, "Retaining

Consider the demographic of the particular social network to design a strategy around it. Observe how users want to seek value in different platforms and give them value accordingly through your content.

customers lead to growth for a startup in its early stages because the more users return to your product, the more opportunities for monetization, referrals, and virality. Moreover, founders can reinvest increased revenue into more acquisitions."

If you're a founder and are worried about your page likes, engagement rates, and users' digital interaction with your product, you're probably worrying about less important metrics. Understand the product-market fit to build a base of loyal customers who see value in your product, sell the benefits instead of the features and your marketing strategies should create a clear pathway for them to return to your product to drive more retention.

In-house marketing team vs. external marketing agency

Early-stage founders are often confused about whether to build an in-house marketing team to cut costs or to hire an external marketing agency. This depends on two things. How much runway cash the startup has until they raise their next round and if the startup has a team that specializes in marketing and designs. Usually, hiring individuals to build an in-house team can be a cumbersome process for the founder if they don't have a clear understanding of what they're looking for. Hiring an agency, on the other hand, can help founders define measurable and achievable marketing goals for the startup as they usually have skilled and experienced teams.

"It's important to realize whether you want to focus communication on growth or set up your contingency exit strategy earlier on. Regardless, while startups focus on operations, they need someone to rely on to take ownership of their marketing.

Everyone playing to their strength can make the process more efficient and worth every penny," said Md. Shadman Karim, CEO of Aligned Creative Executions (ACE), a 360 marketing agency that works with early-stage startups in the country. As long as a startup manages to extract more value through economical means, the founder needs to assess the readiness of their team to know whether to go for an agency or do the marketing in-house.

On a related note, all marketing efforts should be focused on the product itself. More importantly, a good user experience markets itself. In a competitive market, startups should launch a functional product and a smart and compelling brand experience. Focusing on design is also not a secondary option, since it provides an integrated and agile approach to user experience, product development, and branding.



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For the love of VESPAS

ARFIN KAZI

Piaggio has been making motorcycles and small motor vehicles since the dawn of time where the Vespa, a motorbike, changed the course of the two-wheeler segment; promoting a thick culture of enthusiasts who swear upon the smiles per gallon talking about their 'La dolce vita' when they ride their bikes.

As the world finally is starting to go back to normal, rising from a pandemic, World Vespa Day in Bangladesh takes place for the third time, where this year, it is said to be one of the largest Vespa meets in the country, welcoming over 150 Vespas both old and newer generations. Keep reading to find out more about the meet.

The event was hosted by Vespa Club Bangladesh at Narayanganj where it was also

sponsored by Biskut Factory, Modina, Bismillah enterprises just to name a few and the whole meet was powered by Runner Automobiles Ltd.

The event started by meeting up and briefing the day at 300ft and from there, there was a rally that went up to Narayanganj. It's quite a sight to see when about 50-60 Vespas keep together from which some are new, others were old enough to bring the Federico Fellini nostalgia with 'La dolce vita', but all of them had a common ground; a distinct, unique story attached to the bikes.

One such Vespa was a completely restored 1964 Model Vespa GS owned by Md. Didarul Islam, better known as Sujan VW who also happens to be a local legend when it comes to restoring old cars and bikes. He also happens to be an admin of Vespa Club Bangladesh. Sujan completely resto-modded his Vespa with all OEM original parts, where he also



showed our fellow representative, Akif Hamid, the state in which Sujan found the Vespa in a shed. It has now been restored to its former glory, sporting an almost chocolate caramel colour. Every year, for the sake



PHOTOS: AKIF HAMID

of solidarity within a common interest, meets like these are arranged and every story told by these bike owners gives the Vespa character, spreads compassion, and fuels an enthusiastic platform: one where you can't just put a price tag on.

Where do we stand with our digital rights?

From virtual goods to AI-powered avatars that can be hired out by companies, a fast-growing digital world is pushing ownership and privacy rights into uncharted territory.

Facebook's recent announcement that it is investing heavily in the so-called metaverse - a virtual environment where people can meet, play and collaborate - is fueling debate about how to protect basic rights as more and more activities move online.

"What Facebook and, in all fairness, all companies want is to keep (people) on the platform for as long as possible so they can learn things about you," said Sandra Wachter, an associate professor at the Oxford Internet Institute at the University of Oxford.

"(The metaverse) will just exacerbate problems that we already have," she told the Thomson Reuters Foundation.

Facebook and its parent company Meta unveiled plans last month to create 10,000 jobs to build the metaverse, saying the plan involved spending \$50 million to ensure the virtual world included privacy, diversity and user safety

of dollars each year, according to a report by market research company L'Atelier.

That includes virtual accessories such as digital outfits and hairstyles for avatars to cutting-edge AI-chatbot tech and social media lifestyle bloggers who make their living through advertising revenue linked to the clicks they generate.

"We definitely see the world becoming more virtual, (we are) increasingly going to live in a metaverse," said Natalie Monbiot, head of strategy at Hour One.

Fredrik Hellberg, co-founder of digital architecture studio Space Popular, said virtual reality spaces can "bring people close together" even when they are physically distant. But he added that potential pitfalls of the metaverse include privacy risks to users and the energy cost of processing ever larger amounts of data.

"That is why the public needs to be a part of the conversation and have a say ... otherwise tech becomes a part of your life without you ever having made that choice," he said.

Workplaces are also grappling with questions

said Sophie Goossens, a partner at Reed Smith law firm who specialises in media and technology. In most cases, an NFT does not sign over full intellectual property rights to a digital creation but instead offers some form of service agreement or licence to use it less than the ownership rights over an equivalent physical object, she said.

It is also unclear whether digital creations generated using AI should be given the same ownership rights as those made by humans, she said, as companies look to create entire proprietary virtual worlds to harness for profit.

"You will be on borrowed land all the time," she said of the metaverse. "If you can generate using AI a whole virtual environment, should that belong to everyone? ... Is there going to be such a thing as public domain left in the metaverse?"

PRIVACY QUESTIONS

However, some of the thorniest issues around the metaverse revolve around users' personal data and privacy rights. Putting more of ourselves into digital worlds will offer a wealth of new data that can be captured, recorded and sold.

Working out which country's laws apply in digital spaces could be challenging, and managing data consents could quickly become unwieldy as users move through complex worlds bringing together multiple organisations, said lawyers at Reed Smith.

Data can also be combined and analysed to infer and sell on personal details that users never agreed to share from their sexuality to their politics or health status, Wachter added. "Your data is an extension of your personality, of your soul, of who you really are," she said.

Wachter said that while Europe's General Data Protection Regulation (GDPR) recognises data rights - with Europe's huge market meaning it effectively acts as a global standard, it is not clear whether the law extends to such "inferred" data.

She urged courts and lawmakers to ensure inferred data is protected, calling for regulators to put limits on how far companies interpret users' data for commercial ends - something many people are unaware of. "They think it's a convenient thing that they, for free, get the ability to talk to their friends and families," she said. "Data collection just runs in the background. And you don't actually know that you're revealing your diary to the whole world."



ILLUSTRATION: ZARIF FAIAZ

guarantees. The term "metaverse" has been used to describe an array of shared spaces accessed via the internet from fully-immersive virtual reality (VR) spaces to augmented reality accessed through devices such as smart glasses.

Liri, a 23-year-old Israeli student, said she was intrigued when she heard that she could sell the rights to her image to a Tel Aviv-based company using artificial intelligence (AI) technology to create digital characters, or avatars. The characters can be "hired out" to companies and programmed to voice scripts.

"It is definitely a bit strange to think that my face can appear in videos or ads for different companies," Liri, who was identified only by her first name, said in a statement provided through AI avatar company Hour One. "But it's also very exciting," she was quoted as saying.

DIFFERENT WORLDS

The emerging virtual economy already includes some 2.5 billion people and generates billions

over the opportunities and risks posed by the metaverse, said Khurshid Anis, a New York-based human resource consultant. "We will have to rewrite entire contracts and employment policies ground up, rather than trying to edit the existing rules, because these are totally different worlds," she said.

DIGITAL FAKES?

The rise of the metaverse also presents a tangle of legal and regulatory issues to be resolved, such as whether people should be informed when they are dealing with a bot and which agencies should be in charge of regulating virtual spaces. Amid an explosion in crypto art and other virtual assets sold through NFT tokens, there are questions about ownership rights, too.

NFTs have been pitched as readily tradable assets backed up by permanent proof of ownership on blockchain digital records. But buyers may be getting less than they realise,

Working out which country's laws apply in digital spaces could be challenging, and managing data consents could quickly become unwieldy as users move through complex worlds bringing together multiple organisations, said lawyers at Reed Smith.

Technology as an equaliser to bridge gender gap

SHAMS RASHID TONMOY

The new era of technology has blurred the lines between physical and digital limitations. Called the Fourth Industrial Revolution (4IR), this modern age has given us incredible opportunities to connect with people all over the world. However, in order to truly unite as human beings, the challenge of women being left behind in various professional fields, especially information technology, needs to be addressed.

Named 'Women in Technology- Time to Close the Gender Gap', a webinar was held in the third day of the World Congress on Information Technology 2021 (WCIT 2021), where such challenges were duly discussed by an all-female panelist. Sonia Bashir Kabir, Vice Chair of United Nations Technology Bank, began the discussion by stating that the assumption of technology dividing us is not true. Human beings have always divided themselves, but in order to consciously unite professionally and digitally, both men and women need to work together and use technology as an equalizer.

Regarding the inclusion of women in private and public IT sectors, Yvonne Chiu, Chairman of Taiwan Privacy Consultant Association, shared her experience when starting out in Taiwan's IT sector, "More than twenty years ago, I was teaching basic Microsoft Office to high school and college students all over Taiwan. People used to call me crazy for doing so, saying I wouldn't make money, but I didn't care. I wanted everyone to have a basic understanding of information technology." She added, "You need to use technology to connect the world. Even though the mindset from back then has changed, a woman still has to work very hard to prove they are good at something." She emphasized how women should fight against such societal restrictions and prove their worth, especially in fields such as IT usually dominated by men.

Dr. Celia Shahnaz, Professor at the Department of EEE, BUET, mentioned how female students can be encouraged

to study STEM (Science, Technology, Engineering, Maths) subjects. "We have to educate our parents and young students first. Parents need to understand that women can contribute positively. We have to tell young girls how engineering can be a wonder in their lives, how they can be designers, make multi-story buildings, build a smart city, promote agriculture, improve healthcare, create better technologies: anything that is needed for the Fourth Industrial Revolution," she said.

Dr. Celia Shahnaz further stated, "Let us connect with the community. Let us go to unprivileged schools to teach about digital implementation. Teach young girls the importance of everyday technology, like community cleaning upgrades, uninterrupted power supply, and solar panel implementation."

"We don't need to tell women to wait for opportunities. As a woman, you should take yourself to a level where everyone will give you opportunities.

Emphasize your skill sets, enhance your technical skills, and push yourself to the best of your capabilities," were her words

of encouragement to young girls looking for success in STEM fields.

When asked about critical factors that need to be identified in bridging the gender gap, Professor Xiaolan Fu, Founding Director of the Technology and Management Centre for Development (TMCD), mentioned some key policies. She suggested, "Digital technology is an important equalizer, but there are significant barriers for women in accessing and utilizing meaningful use of technology. So, governments should promote the role of digital technology in building an inclusive society, and invest in digital infrastructure."

According to Professor Xiaolan Fu, authorities should introduce special programs to ensure women, youth, and underprivileged people gain wider access to technology and a more affordable internet. She added, "Training programs should be especially designed for women entrepreneurs to learn the use of modern technology: so they can engage in economic activities and use various platforms to gain further access to the wider world." She

further stated that supervision of the digital world is an important step in creating a supportive environment for everyone. "A healthy platform in terms of content and productivity will give people, especially women, the confidence to proudly participate in the digital economy."



ESSENTIAL SOFT SKILLS

for young professionals and how to learn them online

OISHEE EERADA MAUDUD

Communication skills also include active listening. Ashraful Shabab adds, "From my experience, many people have relevant technical skills but lack the means to communicate. Technically, being verbose is not communicating properly."

In today's increasingly competitive world, specialising in certain hard skills can no longer guarantee your dream job. Soft skills have become an integral part of succeeding as a professional, which is why young professionals should learn and nurture them early in their careers.

Ashraful Shabab, Management Trainee (HR) at Unilever Bangladesh Limited, says, "As we move towards an age where hybrid working is going to become second nature for the majority of the population, having a mindset to learn new skills is crucial. Building a habit of learning something new regularly is also helpful. You can test your skills in projects, presentations, or competitions."

Communication, both verbal and written, is one such valuable skill, having which will serve you well irrespective of the industry. People's perceptions of you can vary depending on how well you communicate with others.

Communication skills also include active listening. Ashraful Shabab adds, "From my experience, many people have relevant technical skills but lack the means to communicate. Technically, being verbose is not communicating properly. You need to know what points you want to communicate and the best approach to do so."

As a young professional, you should also be curious and ask questions. You are still at an early stage of your career, so learning from experienced professionals is crucial. Allowing seasoned professionals to act as your mentors can lead to lucrative professional relationships.

Moreover, emotional intelligence (EI) is an extremely important yet not a very common soft skill. Its five components, namely empathy, self-awareness, self-regulation, social skills, and motivation, will help you not only be a better professional but also a better leader.

"The ability to manage your emotions and those of the people around you will go a long way," says Sonaly Siddique, Territory Officer at British American Tobacco. "Being able to read the room, being aware of your weaknesses and taking action accordingly is what will set you

apart. Given that we just are resurfacing from the horrors of a global pandemic, you need to exhibit empathy at all arenas of work."

One component of EI, social skills, manifests in a person's ability to manage relationships, network, push for change, and persuade people to support the direction they want to go in. It is not the same as just being friendly. On a related note, persuasion and negotiation are also valuable soft skills to develop.

Another component, motivation, is related to having the drive to accomplish beyond what is expected - to thrive. Muhib Tajwar Nafi, Senior Territory Manager at Unilever Bangladesh Limited, agrees by saying, "Young graduates need to have an open mindset which they should hone with various soft skills from their student life. These soft skills include but are not limited to time management, multitasking, empathy and optimism. Most importantly, they need to be intrinsically motivated when they approach their roles." Intrinsic motivation comes from a desire to achieve, rather than extrinsic factors like money.

The last component of EI, but not the least, is self-regulation. You may be having a bad day, or working with inexperienced employees in the organization, but you should still be civil and professional in your interactions. Being in control of your impulses has manifold benefits - from people trusting you in times of change or crises, subordinates trying to follow in your footsteps, to people respecting you as a professional, and much more.

Teamwork is also an essential skill to master. Employers want employees who can work productively in teams while also contributing to healthy workplace culture. And chances are, irrespective of what industry you are in, you are going to have to work in teams.

Things at work often change rapidly, so being open to change is also important. Similarly, problem-solving skills are also largely valued. Having a flexible mindset means you can take action regarding how to deal with the change or issue rather than waste time resisting it.

Lastly, professionalism is a multi-faceted skill that not everyone can pick up even years into their careers. Providing formal and relevant resumes, dressing appropriately for interviews and meetings, being on time, communicating appropriately with colleagues at all levels - all these and more

fall under the umbrella of professionalism.

Where to learn soft skills online

Popular online course providers like Coursera and Udemy have several courses on various specific soft skills. Two particular effective courses are 'Teamwork Skills: Communicating Effectively in Groups' by the University of Colorado Boulder and 'Managing Emotions in Times of Uncertainty & Stress' by Yale University - both given good ratings by thousands of students. Even LinkedIn Learning offers soft skills training for employees.

One drawback is that most of the courses and/or certificates require payment. However, you can apply for financial aid for many courses in Coursera and edX. Some courses in Udemy sometimes go on huge sales, for up to 100% of the price. There are free courses available too.

Students can also develop soft skills online simply by working in part-time roles that allow remote working, which has seen a rise in recent times. Frequent interaction with colleagues is bound to contribute to the development of many soft skills. Of course, the willingness to learn always has to be present.



Top 5 tech documentaries on Netflix

SHAMS RASHID TONMOY

Documentaries are some of the most binge-worthy content on streaming platforms. Who hasn't spent entire nights browsing through nature, crime or history documentaries to gobble up some new fun facts? Tech documentaries are a relatively recent addition to the genre of documentaries, but their surging popularity indicates they are here to stay. Here are our five top picks for tech documentaries



in the growing minds of teenagers and young adults.

CODED BIAS

M.I.T Media Lab researcher Joy Buolamwini discovered the alarming fact that facial recognition technology is biased when it comes to scanning human faces. Coded Bias discusses the findings of this AI scientist and how computer-based surveillance can have major flaws.

According to Buolamwini, facial recognition software primarily consists of data of men and white-skinned individuals, meaning there are errors to be found when scanning for darker skins or individuals from ethnic backgrounds. This documentary explores the discrimination in modern AI, attempting to raise awareness on the social and cultural implications of purely machine-driven processes.

PRINT THE LEGEND

Ever wondered how 3D printing came to be? Or how it became the success it is today? Print the Legend dives into the history of famous 3D printing companies such as MakerBot, Formlabs and 3D Systems, focusing on how this revolutionary concept had its fair share of ups and downs while retaining its current reach.

Print the World also features interviews with Cody Wilson, a controversial figure in the 3D printing world, and how his gun rights advocacy brought forth a rather dark period in the history of 3D printing. All in all, an informative documentary that focuses on an often overlooked aspect of modern technology.

LIFE 2.0

Second Life, a video game that simulates the real world, allows its player to create avatars of themselves and essentially live a second life inside virtual reality. Life 2.0 highlights the players deeply immersed in Second Life, exploring how they have become dependent on their virtual existence. While addiction to video games have obvious consequences, Life 2.0 emphasizes how some of the players willingly chose to live in a virtual setting to escape the trauma of their own lives. With this documentary, you will get a gritty reminder of how video games can serve as a defense mechanism against real life atrocities such as molestation and abusive relationships.



you can watch on Netflix right now.

THE GREAT HACK

The Great Hack unveils the secrets of Cambridge Analytica, a British consulting firm, which unethically utilized private data on American voters during the 2016 U.S. Election. As the documentary points out, Cambridge Analytica derived data from Facebook to micro-target potential voters to make campaigns more successful.

The Great Hack displays all sides involved in this controversy, primarily focusing on various Cambridge Analytica whistleblowers and British journalist Carole Cadwalladr, one of the firsts to bring the misdeeds of Cambridge Analytica into the limelight.

If you have ever wondered how our private

data in social media websites can be used by third-party companies, The Great Hack is a must watch. Not only does it answer some key questions about cyber security, it will make you wonder just how valuable private data is in this modern world.

THE SOCIAL DILEMMA

It is not news that social media has a powerful effect on us. Facebook, Twitter, Instagram, etc. are platforms we use on a constant basis. But just how impactful is social media on our deep-rooted consciousness? The Social Dilemma attempts to answer this rather difficult question by combining the opinions and experiences of Silicon Valley IT experts and former employees of Facebook and Twitter.

A gripping documentary that makes you rethink how social media is catered towards



capitalist consumption, The Social Dilemma provides a deeper look into social media addiction, focusing on younger users. Featured interviews talk about how fake news can manipulate the youth and cause untold harm

us on /Sandalina

ঐতিহ্যের আর এক তাম্র আধুনিকতা
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

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