There is an apparent gap between the real, physical world and the technological realm that is ever evolving. However, in modern times, this gap is decreasing as technological developments grow and humans become more knowledgeable of the benefits of technology. As this gap between the real and digital world decreases, humans are beginning to utilize technology to their own benefit and improve their quality of lives. This in particular sparked my interest in this topic because I wanted to explore how prosperity in the digital world could benefit and make our lives easier in the real world. Whether that be through new digital applications, virtual reality, augmented reality, or VFX, it is interesting to explore how these evolving technologies could benefit humans in the future, and how they already are.

In Forbes’ article “Real Life Makes A Comeback: Bridging The Gap Between Tech And Physical Experiences,” it discusses the dissonance between what we, as humans, desire and what we experience and as a result, more apps and online services are being created that bridge the gap between the real world and the internet. It states that the technology industry uses the “hype cycle” in order to visualize the common curve for a new technology when it enters the market. The “hype cycle” demonstrates how a new product will surge in popularity until it plateaus and eventually drops off, portraying how humans’ expectations of technology are never met. This results in the technology industry striving to find a way for the real-world to be satisfied and live in harmony with the technology that surrounds us. The article explains how
now technology is evolving in order to provide humans with new exciting opportunities rather than replacing old ones. For example, the article refers to sites such as Airbnb that allows us to travel inexpensively unlike before, or sites such as Snapchat and Instagram that are a new form of communication with others around the world. However, Forbes addresses how these sites can remove us from the physical world and claims that in order to bridge this gap, new technological sites and improvements are being created in order to “enhance real world experiences” rather than remove us from them. The article’s main argument and claim is that technology “is a tool to make life easier, enable new experiences and support our life goals. It is not meant to replace these things (Forbes.)”

Growing up in an age of technological growth and seeing it evolve as I’ve grown up is what really sparked my interest in analyzing the real and digital world and their connections. I’m curious to discover how technology is going to change in order to better our daily lives as well as enhance our real-world experiences. Adults in this modernized time tend to claim that people my age are too involved in our phones which I found interesting when comparing it to what I read in the Forbes article. Forbes claimed that many technological applications and services remove us from the physical world, which I feel as though many adults would agree is happening to people my age (Forbes.) Teenagers especially tend to become “obsessed” with their phones and the internet connecting to what the Forbes article claims. I find this fascinating because at this time in technological innovation this is common knowledge. Although I most definitely fall into the category of being attached to my technology, I am looking forward to the new technology that will connect people together, rather than isolate them from one another.
In contrast, in lecture, Professor Logan Paul discussed other ways how technology has benefited us humans and enhanced our experiences however, not many he addressed were real-world experiences. For example, Professor Paul referenced how in Fast and Furious 7, VFX were used to superimpose the late Paul Walker’s face onto another actor in order for him to live on throughout the series. This technology does enhance and improve our movie watching experience, but it doesn’t necessarily affect us in the real-world as we do our daily tasks (Paul.) This particular use of technology interests me because I am very interested in the film industry. I find it fascinating that this technology can be utilized in order to bring characters back to life and would be interested in exploring a career in doing so. I feel as though that there is an abundant amount of opportunity and creativity that is accessible in this particular field of using VFX to make movies and online digital media more realistic and am eager to further explore those opportunities in the future.

This topic makes me feel excited and optimistic towards the future of technology. I’m looking forward to seeing all of the ways that the technology industry will evolve in order to better enhance human lives, as stated in the Forbes article. Another way I am extremely fascinated about these developments other than through the VFX referenced in lecture is augmented reality (AR.) According to PWC, augmented reality is already being used commonly in ways that we may not have realized. For example, the Pokemon Go application is a location based AR game that has been around for years. Additionally, IKEA offers an AR application that overlays a product onto a real-time image of a room in order for the customer to better visualize the product in their space (PWC.) All of these examples bridge the digital and physical worlds and I learned through PWC about how common the use of AR technology really is in
modern times. Before reading this article I hadn’t realized how normalized this technology is becoming and I’m eager to see how it evolves through time.

Comparing the Forbes article, the lecture, and the PWC article together, I find it interesting to see how much technology is prevalent in our daily lives. Forbes addresses how technology is evolving to enhance our real-world experiences, the lecture previewed ways that technology has been used in ways we may not have realized, such as bringing characters and scenery to life, and PWC showed how this modernized technology has already been implemented into applications on our phones (Forbes.) Through examining all of these sources, my interest in the topic has grown because I have realized how many different ways technology can be used to improve our experiences as well as our daily lives (Paul.) I am looking forward to potentially pursuing a career in using technology to make our lives more efficient (PWC.)

The gap between the real world and technology is still prevalent but decreasing as technology evolves. As this gap between the real and digital world decreases, humans are beginning to utilize technology to their own benefit and improve their quality of lives. My interest in this topic has grown after my research and learning how common technology is utilized to alter and improve our sense of reality. I’m eager to pursue this and discover more ways that technology can be used to improve the daily lives of humans as well as make our lives more efficient.
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