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WSJ #2

Article 1: Smartwatch Project Cuts Health Costs - January 10, 2020

The first article I read mentions a program that being expanded by Kaiser Permanente, a hospital and health-insurance company. The program involves patients recovering from a cardiac event who wear smartwatches that can track whether or not they have been exercising and taking their medications. Over 2300 patients took part in the program, and more than 87% of the patients completed it, while less than 50% of the patients that took part in the in-clinic rehab programs completed those. The patients used Samsung smartwatches and received reminders to exercise and take their medication, and also provided details in regards to their symptoms and exercises. The smartwatch program started in California and is expanding into other states. I feel that this program is very effective at making sure patients get the assistance they need, based on the amount of patients that finished the program. The program also helps patients cut costs in medical readmissions because they have an easily accessible method of making sure they are taking care of themselves properly.

Article 2: Auto Makers Shift Gears To Electric SUVs and Trucks – January 13, 2020

The next article talks about vehicle makers that have been looking into making electric SUVs and pickup trucks, including plug-in hybrids and battery-electric vehicles. Manufacturers are also making electrified versions of current vehicles like the Jeep Wrangler and the Ford F-150, with General Motors even considering making an electric version of the Hummer. It was mentioned by auto executives that they wanted to meet with consumer preferences, which included pickups and SUVs. This shift to larger vehicles is also caused by the development of more powerful battery packs that can move large vehicles and last longer on one charge. While there were 38 battery-powered and plug-in hybrid SUVs in 2018, it is said that there will be 78 of these vehicles to choose from by 2022. I feel that this is significant because electric vehicles can get more attention if the vehicles appeal to more people, and therefore auto companies will be more interested in making more electric vehicles. This will mean that electric vehicles could replace gas-powered vehicles more quickly if they get this attention.

Article 3: Google’s Chrome Browser to Phase Out Third-Party Cookies to Boost Privacy – January 15, 2020

The third article I read is about Google restricting third-party cookies in order to improve the privacy of Google Chrome users. Alphabet Inc. has been interested in adding more controls on files that allow website operators and other entities to get information from users visiting different websites. It has been argued by advertisers and publishers that these actions will make Google’s own ad business stronger due to the company still being able to use data to target ads towards certain users. It is said that Google is trying to eliminate support for third-party cookies within the next two years. The main point of third-party cookies is to track a user’s activity by following them around the internet. This allows third-party sites to benefit advertisers, but the cookies have been a privacy concern among the users. I think this is significant because it can protect one’s privacy more, but the problems with this include Google still being able to take advantage of tracking their users’ information and advertisers being hurt because they will have a harder time picking users to advertise to.