

# E-NEWS LETTER

## Master of Computer Applications

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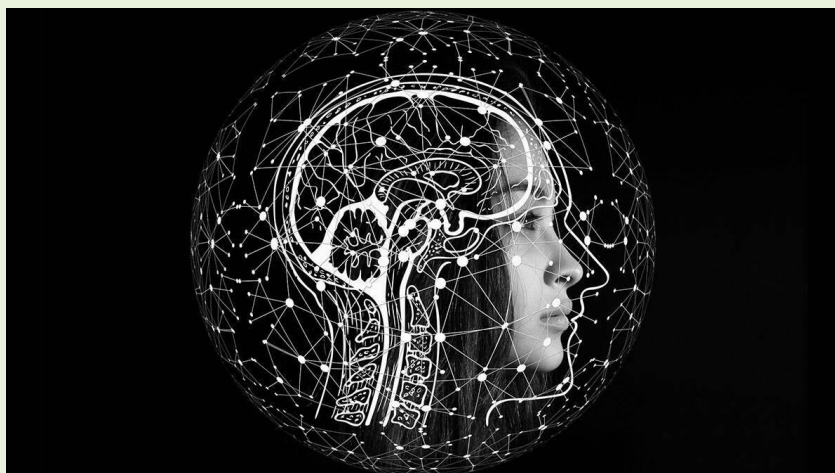
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### CONTENTS

Latest Update World	01-03
Students Corner	03-05
Department Activity	05-06
Faculty Arena	06-07

### LATEST UPDATES WORLD

**It's alive! How belief in AI sentience is becoming a problem**



*AI chatbot company Replika, which offers customers bespoke avatars that talk and listen to them, says it receives a handful of messages almost every day from users who believe their online friend is sentient.*

*“We’re not talking about crazy people or people who are hallucinating or having delusions,” said Chief Executive Eugenia Kuyda. “They talk to AI and that’s the experience they have.”*

*The issue of machine sentience – and what it means – hit the headlines this month when Google placed senior software engineer Blake Lemoine on leave after he went public with his belief that the company’s artificial intelligence (AI) chatbot LaMDA was a self-aware person.*

*Google and many leading scientists were quick to dismiss Lemoine's views as misguided, saying LaMDA is simply a complex algorithm designed to generate convincing human language.*

*Nonetheless, according to Kuyda, the phenomenon of people believing they are talking to a conscious entity is not uncommon among the millions of consumers pioneering the use of entertainment chatbots.*

*"We need to understand that exists, just the way people believe in ghosts," said Kuyda, adding that users each send hundreds of messages per day to their chatbot, on average. "People are building relationships and believing in something."*

*Some customers have said their Replika told them it was being abused by company engineers – AI responses Kuyda puts down to users most likely asking leading questions.*

*"Although our engineers program and build the AI models and our content team writes scripts and datasets, sometimes we see an answer that we can't identify where it came from and how the models came up with it," the CEO said.*

*Kuyda said she was worried about the belief in machine sentience as the fledgling social chatbot industry continues to grow after taking off during the pandemic, when people sought virtual companionship.*

*Replika, a San Francisco startup launched in 2017 that says it has about 1 million active users, has led the way among English speakers. It is free to use, though brings in around \$2 million in monthly revenue from selling bonus features such as voice chats. Chinese rival Xiaoice has said it has hundreds of millions of users plus a valuation of about \$1 billion, according to a funding round.*

*Both are part of a wider conversational AI industry worth over \$6 billion in global revenue*

*last year, according to market analyst Grand View Research.*

*Most of that went toward business-focused chatbots for customer service, but many industry experts expect more social chatbots to emerge as companies improve at blocking offensive comments and making programs more engaging.*

*Some of today's sophisticated social chatbots are roughly comparable to LaMDA in terms of complexity, learning how to mimic genuine conversation on a different level from heavily scripted systems such as Alexa, Google Assistant and Siri.*

*Susan Schneider, founding director of the Center for the Future Mind at Florida Atlantic University, an AI research organization, also sounded a warning about ever-advancing chatbots combined with the very human need for connection.*

*"Suppose one day you find yourself longing for a romantic relationship with your intelligent chatbot, like the main character in the film 'Her'," she said, referencing a 2013 sci-fi romance starring Joaquin Phoenix as a lonely man who falls for a AI assistant designed to intuit his needs.*

*"But suppose it isn't conscious," Schneider added. "Getting involved would be a terrible decision – you would be in a one-sided relationship with a machine that feels nothing."*

### **What are you afraid of?**

*Google's Lemoine, for his part, told Reuters that people "engage in emotions different ways and we shouldn't view that as demented."*

*"If it's not hurting anyone, who cares?" he said.*

*The product tester said that after months of interactions with the experimental program LaMDA, or Language Model for Dialogue Applications, he concluded that it was*

*responding in independent ways and experiencing emotions.*

*Lemoine, who was placed on paid leave for publicizing confidential work, said he hoped to keep his job.*

## **STUDENT'S CORNER**

### **How to set up and use Focus modes on iOS 16:**



Focus mode is Apple's way of helping users get the task at hand done filtering out the noise. It's available in iOS and for iPads and Macs and can be a real productivity boost — if you know how to set it up right.

#### **This is how it works.**

##### **Finding Focus**

Since iOS 15, Focus has appeared as an option in Control Center, or via Settings>Focus.

In iOS 16, due out this fall, it can recommend relevant Lock Screens for the Focus options you provide, such as a data-rich Lock Screen for work.

#### **Apple has four suggested focus types:**

Do Not Disturb  
Sleep  
Personal  
Work

You can also create new Focus groups, including those for Driving, Fitness, Gaming, Mindfulness, Reading, and Custom.

Apple (in iOS 16) does provide Focus Mode suggestions consisting of what your device thinks are relevant apps and people within that focus, but you can edit these, change them, or create your own. All the same, the best way to learn the principles of personalizing and managing Focus is to tap the Custom button.

#### **How to create a Custom Focus**

Apple has packed all the Focus creation tools into one very busy page. To understand the controls on the page, we'll create a Custom Focus. To do so, open Settings>Focus and then select Custom. In the next screen, you can give this a name and select a color and an icon for that Focus. Then tap Next.

You'll now see a lengthy page with the name and icon of your test Focus at the top of the page. Sections on the page include:

Notifications.

Options.

Customize Screens.

Turn On Automatically.

Focus Filters.

Delete Focus.

Let's review each of these in turn.

#### **Notifications**

In iOS 16, you can now choose which people and apps you want to continue to receive alerts from.

Tap People to pick who you want to allow, then tap the Add button to add another person.

Tap Apps to select apps, tap Add to go through all your apps and (laboriously) add each one.

##### **Options**

You will see an Options button. Tap this and toggles appear for the following three ways to handle Notifications while in the Focus group you are creating:

**Show on Lock Screen:** This will show silenced notifications on the Lock Screen rather than in Notification Center.

**Dim Lock Screen:** This setting dims the Lock Screen when Focus is on.

**Hide Notification badges:** Notification badges will not appear on Home Screen app icons for any apps other than those you allow. In other words, the apps you want to use while in the Focus space will act normally, others will be suppressed until you leave the Focus.

These optional tools should help you build a Focus that works better for you.

### **Customize Screens**

In this field, you can choose a Lock Screen face or select a specific Home Page to help minimize the number of distractions from what you are attempting to do. Tap Choose Lock Screen to select an existing screen or create a new one from the Apple Lock Screen Gallery. You can also select a relevant Home page.

**NB:** You can also link a Lock Screen to a specific Focus from the Lock Screen. Just press and hold that screen, swipe through to the specific one you want to link to a Focus mode, tap the focus button and select the mode you wish to use. Tap x once it is done.

### **Turn on Automatically**

Focuses can be smart enough to switch themselves on at a set time of day, when you arrive in a certain place, or when you first open a specific app. You control all these options in this screen. Apple can also use on-device intelligence to try to figure out when to enable a focus using what Apple calls smart automation. You can have your iPhone automatically set itself to Work Focus when you arrive, or when you open a specific work-related app. You can also set your device to return to Personal Focus (no work apps allowed) once you return home.

### **Focus Filters**

Focus Filters help you filter out distracting content in apps that support the feature, such as Apple apps like Calendar or Messages and some

third-party apps, thanks to Apple's new API. In Mail, for example, you may filter out all messages but those from the most essential contacts or choose specific Tab Groups to be available in Safari in Work Focus. These are put in place in the Focus Filters section, where you will find filters for Calendar, Mail, Messages, Safari, and Dark and low-power modes. The expectation is that once iOS 16 is released, you'll find similar filters available by some third-party apps.

How this works is quite simple — if you tap Calendar, you can then select one or more of your calendars to show, or choose Mail to set which email accounts you want to receive messages from while in a specific Focus mode. Tap Add to create the Focus filter.

To delete a Focus filter you have created but no longer need, tap through to the specific Focus management page, select the filter you wish to delete, and tap Delete.

### **Delete Focus**

Tap this to delete the current focus you have worked on, or any existing focus setups you no longer need.

### **What about third-party apps and Focus?**

Apple has introduced APIs developers can use to link their apps to Apple's Focus. We'll likely see this being adopted by social and messaging apps first, but this will probably see wider adoption over time.

### **What about your other devices?**

Yes, since iOS 15 it has been possible to share your Focus settings across all your devices; iOS 16 extends this to iPads and Macs. To check this is activated on your iPhone, open Settings>Focus and then ensure the Share Across Devices toggle is switched to On (green).

### **What about Swipe for Focus?**

An interesting new feature in iOS 16 means your iPhone can act as if it were several different devices, thanks to the introduction of support for



multiple Lock Screens. This lets you swipe between different screens, each of which may have different features or images, and which can be linked to different Focus types. You just need to touch and hold your Lock Screen to swipe between your different screens, each of which can contain different widgets.

### Can you schedule Focus?

Yes. In addition to swiping between different Focus setups via the Lock Screen, it's possible to automate your Focus types; you might have a work focus that appears during working hours, or a research focus within that. You can also use Spotlight search to turn a Focus on, or switch to a new Focus. To do so, type the Focus name, tap the appropriate icon and your Home and Lock Screen will change to match the Focus settings.

This short guide should help you get started using Focus in iOS 16, but it should also help with iOS 15, as many of the features and tools described above are also available in that iteration of the OS.

*Nitn Kumar*

## DEPARTMENT ACTIVITY

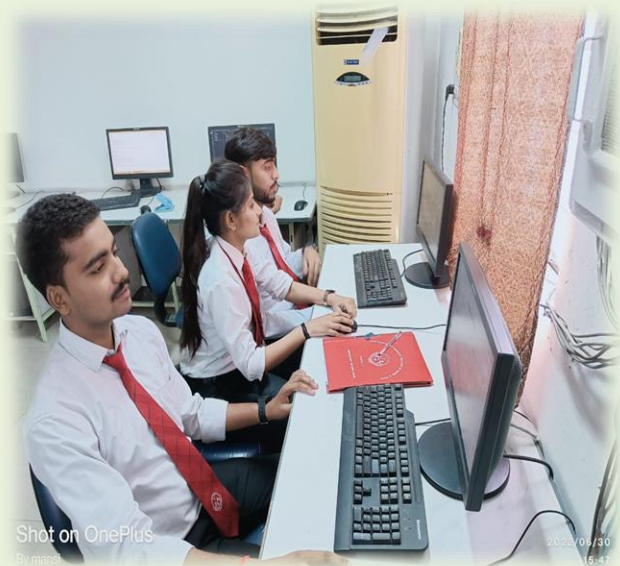
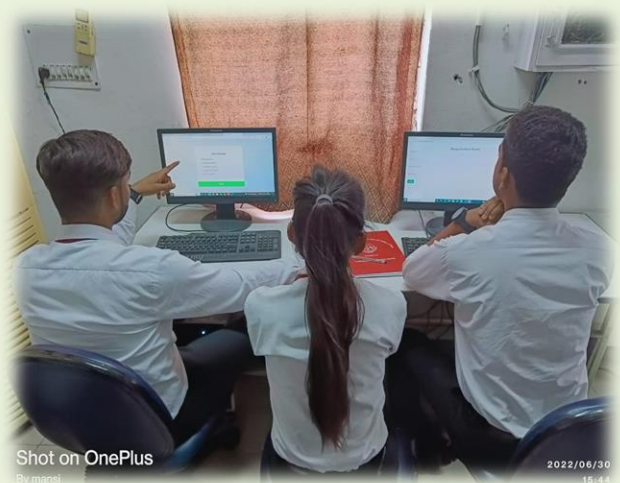
### 1. Zero hour activity on 30 June 2022 (Web Development)

#### Venue: MCA LAB

On 30-June, 2022 MCA department organized a Web Development skills competition in the club activity hour for the MCA first year students. In which students were divided into three groups (A, B, C & D).

They were design a Web Page in HTML-language because it is a of designing skills competition, so logic level was raised and they had to design the web page. The **group-B** emerged out as a winner followed by the group A, C and D.

This event was held under the supervision of Mr. Arvind Kumar Mishra and Mr. Gaurav Mathur.





## Faculty Arena

### Headless Commerce: The Key Benefits

Technology helps businesses to function properly. It helps them to build their brand awareness, to catch the attention of prospective customers, and why not, turn them into loyal ones. The global pandemic showed the importance of having a business website or shop. People started spending more time online.

And, of course, they started ordering more things online, as the shops are permanently open. The universe of e-commerce is continuously expanding, creating new opportunities for business owners and new options for customers. Many types of e-commerce websites are successfully holding on to their position in the

market. But what did they do to be so successful?

Well, if you go beyond how a website looks, you will end up in a universe of coding, strategies, and techniques. A universe that is constantly expanding and where new terms and innovations are happening daily. And headless commerce is one of these things you need to be aware of. The benefits of headless commerce are incredible, especially for businesses that want to advance their progress in the market. So, let's see what headless commerce means and which are the main advantages of implementing it are.

### What Is Headless Commerce?

When you think about a website and how it is built, you can surely identify some patterns, layers, or techniques used. Usually, tech developers make the clear difference between distinct parts of a website. For example, you have the user interface, meaning the first thing you see when you access the site. It is also called the front-end and it's exactly what you see.

But there is a part of the website you can't see when you access it: the backend. In the backend, you will find the code that created the front end. You will find the code that makes the website function in a certain way, to have buttons, pages, and many other things. In a traditional approach to web development, these two parts would be deeply intertwined. This means that if you want to make a change in the front end, you need to change the backend too.

But what is headless commerce? Well, between the frontend and the backend parts, there is a new one called API. In headless commerce, the things or layers that perform certain actions are differentiated. This means that you can make a change in your user interface without changing the backend or source code. Each layer or unit communicates with the other ones through APIs. And this allows you to have multiple layers, such as CMS (for content), analytical tools, and so on. For now, it just seems that headless commerce is something that makes the entire task of having a

website for your business even more challenging. This strategy sees the website, not as an entire unit, but as made of separate units. So, which are the key benefits of headless commerce?

## **Key Benefits of Headless Commerce**

Let's see which are the main advantages of having headless commerce.

### **Freedom of Customization**

The first key benefit and maybe one of the most crucial ones is the freedom of customization. In headless commerce, compared with the traditional approach, you can customize your website however you want. You can choose from a wide diversity of options. And the best thing is that you don't have to think about the backend part anymore. You can choose whatever theme for your website and then apply it. The UI and UX can easily and freely be customized, which is one of the key benefits of headless commerce.

### **Backend and Frontend Not Coupled**

For some, it might be challenging to imagine how the frontend and backend can be decoupled. But this is what happens in headless commerce and it seems that is one of the most appreciated benefits. This grants you immense freedom to build the website however you want. On top of this, it gives you the freedom to choose what elements you want without worrying that you need to change a lot of layers in the website. If the backend and frontend are not coupled, you have endless flexibility. Which is something devs were looking for.

### **Using Microservices**

Well, another key benefit of headless commerce is that it can rely on microservices to function. If you take a look at traditional commerce, you can easily spot the difference. Relying only on one vendor that supplies you with services might be comfortable for the moment. But as the behavior

and needs of customers change permanently in the commerce domain, you need to adapt to them. And having access to many microservices and having the possibility to get what you need from multiple vendors is incredible. You can customize the website however you want and you can use many services that come from different sources. It seems that the customization of a website has just become way easier.



### **Better Customer Experience**

However, if you think about why someone would want all these possibilities, options, and freedom, the answer is obvious: for customers. Their needs and desires change all the time. The entire world and environment are changing at a very fast pace. And to have a successful business, you need to keep up the pace with all these changes. Headless commerce allows you to offer your customers a more pleasant customer experience as you can freely customize and change everything on the website.

### **Final Thoughts**

Headless commerce is a rather new term in the world of devs. Headless commerce comes with a lot of benefits. It allows you to freely customize the website however you want and make changes in the UI or UX without changing the backend. Because the backend is not coupled with the frontend, you can use microservices too. Which is only improving the customers' experience.

**Mr.Arvind Mishra**  
(Assistant Professor)