

Digital Product Management: Ensuring Value for a Digital Transformation
(Technical Report)

The Promotion of Autonomous Vehicle Safety in the United States
(STS Research Paper)

An Undergraduate Thesis Portfolio
Presented to the Faculty of the
School of Engineering and Applied Science
In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Computer Science

by

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May 8, 2023

Innovation is not the same as advancement. Innovations offer us choices, but some choices are better than others. Among competing sociotechnical innovations, how do we select the best?

At an internship for a digital agency in 2021, product management skills and methodologies were applied to improve the efficiency of a software project. Clients demand cost-effective software on a demanding schedule. Applying product management techniques, software development teams earn client satisfaction by producing reliable programs through iterative cycles.

U.S. companies seeking to develop so-called autonomous vehicles (AVs) promote AVs on several grounds, including safety. They allege that AVs will be safer than conventional automobiles. Critics, however, contend that AVs can do little to improve the poor traffic safety record of the United States relative to other countries. To characterize AVs as the best means by which to improve traffic safety, companies make unsubstantiated promises, disparage conventional automobiles, and seek to influence news coverage.