QUICKSCAN - CANVAS

NLP

NAME: NLP
DATE: September 5, 2024 3:38 AM
DESCRIPTION OF TECHNOLOGY
We are building an AI that classifies news to be fake or real.

HUMAN VALUES

Our technology can shape users' identities by affecting their beliefs, perceptions, and interactions with information. It may empower them to make better or worse decisions.

TRANSPARENCY

Yes, we want everyone to understand what we're doing. We've made it easy for users to see how our AI works and why it makes the decisions it does.

IMPACT ON SOCIETY

The problem we're tackling is the spread of fake news, which can cause confusion, division, and harm in society. It's a significant issue because it undermines trust in information and institutions, leading to misunderstandings and potential social unrest. By addressing fake news, we aim to create a more informed and cohesive society.

STAKEHOLDERS

- Merien Ten Houte (Stakeholder)
- The public that wants to know the truth (Main users)

SUSTAINABILITY

We are trying to make the most efficient AI that we can. That is by taking the most efficient model and it runs locally so it only takes energy of the device it runs on.

HATEFUL AND CRIMINAL ACTORS

Unfortunately, people could use our technology to spread misinformation intentionally, manipulate public opinion and defame a couple of sources by saying our AI said that the source isn't reliable.

DATA

Absolutely, we know data can be tricky. It's not always complete, and sometimes it reflects biases. We're doing our best to handle these issues by carefully selecting and preparing our data.

FUTURE

We're excited about the potential impact. We hope to see people become more critical thinkers when it comes to news. Communities might start talking more about what's true and what's not.

PRIVACY

The only personal data it registers is the authors name, the company they work for and personal data that is in the articles.

INCLUSIVITY

We've really thought about this. We've looked at how we collect our data and prepare it. We've taken steps to make the data as un-biased as we could, but there will always be the possibility that our data is biased.

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HUMAN VALUES

How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?…

TRANSPARENCY

Is it explained to the users/stakeholders how the technology works and how the business model works?

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their…

IMPACT ON SOCIETY

What is exactly the problem? Is it really a problem? Are you sure?

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine…

STAKEHOLDERS

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by…

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.
…

SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/ identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder…

DATA

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into…

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;…

FUTURE

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY

Does the technology register personal data? If yes, what personal data?

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like…

INCLUSIVITY

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases.…

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