

# AI Zoekhulp

Deze AI helpt je met zoeken wat je wil kijken op Youtube

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# Technology Impact Cycle Tool

AI Zoekhulp

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## Impact on society

What impact is expected from your technology?

*This category is only partial filled.*

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

Het probleem is dat mensen veel te lang aan het zoeken zijn naar een video die ze willen gaan kijken op Youtube.

## Are you sure that this technology is solving the RIGHT problem?

*This question has not been answered yet.*

## How is this technology going to solve the problem?

*This question has not been answered yet.*

## What negative effects do you expect from this technology?

*This question has not been answered yet.*

## In what way is this technology contributing to a world you want to live in?

*This question has not been answered yet.*

## Now that you have thought hard about the impact of this technology on society (by filling out the questions above), what improvements would you like to make to the technology? List them below.

Deze is niet relevant omdat, ik niet zou weten wat je kan aanpassen aan AI

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## Hateful and criminal actors

What can bad actors do with your technology?

*This category is only partial filled.*

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

Het is bij deze AI zoekhulp niet echt mogelijk om de wet te overtreden, het enige wat deze zoekhulp doet is jou helpen met zoeken naar iets wat je graag zou willen kijken.

### Can fakers, thieves or scammers abuse the technology?

*This question has not been answered yet.*

### Can the technology be used against certain (ethnic) groups or (social) classes?

*This question has not been answered yet.*

### In which way can bad actors use this technology to pit certain groups against each other? These groups can be, but are not constrained to, ethnic, social, political or religious groups.

*This question has not been answered yet.*

### How could bad actors use this technology to subvert or attack the truth?

*This question has not been answered yet.*

### Now that you have thought hard about how bad actors can impact this technology, what improvements would you like to make? List them below.

Ervoor zorgen dat woorden worden gefilterd zodat gebruikers geen ongepaste video's kunnen opzoeken.

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## Privacy

Are you considering the privacy & personal data of the users of your technology?

*This category is only partial filled.*

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

Het enige wat de zoekhulp opslaat aan persoonlijke data zijn video's die je eerder hebt gezien zodat de AI nog beter kan helpen met zoeken naar iets wat je leuk vind.

### **Do you think the technology invades the privacy of the stakeholders? If yes, in what way?**

*This question has not been answered yet.*

### **Is the technology is compliant with prevailing privacy and data protection law? Can you indicate why?**

*This question has not been answered yet.*

### **Does the technology mitigate privacy and data protection risks/ concerns (privacy by design)? Please indicate how.**

*This question has not been answered yet.*

### **In which way can you imagine a future impact of the collection of personal data?**

*This question has not been answered yet.*

### **Now that you have thought hard about privacy and data protection, what improvements would you like to make? List them below.**

Deze is niet heel relevant voor mijn product omdat, deze niet veel gegevens van je nodig heeft.

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## Human values

How does the technology affect your human values?

*This category is only partial filled.*

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

De zoekhulp zal niet veel veranderen aan de identiteit van de gebruiker.

## How does the technology influence the users' autonomy?

*This question has not been answered yet.*

## What is the effect of the technology on the health and/or well-being of users?

*This question has not been answered yet.*

## Now that you have thought hard about the impact of your technology on human values, what improvements would you like to make to the technology? List them below.

Ervoor zorgen dat de gebruiker goed zelf keuzes kan maken van welke Youtuber ze een video willen zoeken, of bijvoorbeeld van welke game ze video's willen zoeken.

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## Stakeholders

Have you considered all stakeholders?

*This category is only partial filled.*

**Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by answering these questions.**

**Name of the stakeholder**

Mensen die Youtube kijken

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

No

**Are you going to take this stakeholder into account?**

No

**Did you consider all stakeholders, even the ones that might not be a user or target group, but still might be of interest?**

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**Now that you have thought hard about all stakeholders, what improvements would you like to make? List them below.**

De maker van Youtube

Medewerkers van Youtube

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## Data

Is data in your technology properly used?

*This category is only partial filled.*

### **Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into account in the technology?**

Het is bekend dat mensen waarschijnlijk ook dingen gaan vragen die niks met de video's te maken hebben maar in de code van de AI kun je aanpassen dat de AI altijd een antwoord geeft met een Youtube video die past bij hetgene wat er wordt gevraagd, en als de vraag gaat over iets wat niet op Youtube mag, dan staat het ook niet op Youtube en kan YouAI er ook geen antwoord op geven.

### **How does the technology organize continuous improvement when it comes to the use of data?**

*This question has not been answered yet.*

### **How will the technology keep the insights that it identifies with data sustainable over time?**

*This question has not been answered yet.*

### **In what way do you consider the fact that data is collected from the users?**

*This question has not been answered yet.*

### **Now that you have thought hard about the impact of data on this technology, what improvements would you like to make? List them below.**

Deze is niet essentieel voor dit product

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## Inclusivity

Is your technology fair for everyone?

*This category is only partial filled.*

### Will everyone have access to the technology?

*This question has not been answered yet.*

### Does this technology have a built-in bias?

Nee het enige wat de AI zoekhulp weet is wat de vorige video's zijn die de gebruiker heeft gezien en ook weet de AI alles wat er op Youtube staat.

### Does this technology make automatic decisions and how do you account for them?

*This question has not been answered yet.*

### Is everyone benefitting from the technology or only a a small group?

#### Do you see this as a problem? Why/why not?

*This question has not been answered yet.*

### Does the team that creates the technology represent the diversity of our society?

*This question has not been answered yet.*

### Now that you have thought hard about the inclusivity of the technology, what improvements would you like to make? List them below.

Deze is niet heel relevant omdat, iedereen dit product zou kunnen gebruiken.



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## Transparency

Are you transparent about how your technology works?

*This category is only partial filled.*

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

Het is niet heel ingewikkeld, dit hoeft niet uitgelegd te worden aan de gebruikers, het is namelijk een best voor de hand liggende werking.

### **If the technology makes an (algorithmic) decision, is it explained to the users/stakeholders how the decision was reached?**

*This question has not been answered yet.*

### **Is it possible to file a complaint or ask questions/get answers about this technology?**

*This question has not been answered yet.*

### **Is the technology (company) clear about possible negative consequences or shortcomings of the technology?**

*This question has not been answered yet.*

### **Now that you have thought hard about the transparency of this technology, what improvements would you like to make? List them below.**

Deze is ook niet heel relevant omdat, dit product een en al communicatie is.

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## Sustainability

Is your technology environmentally sustainable?

*This category is only partial filled.*

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

Dit voorstel verschilt bijna niet met de batterijverbruik van Youtube, omdat als hij niet gebruikt wordt verbruikt hij ook geen batterij.

### **Do you think alternative materials could have been considered in the technology?**

*This question has not been answered yet.*

### **Do you think the lifespan of the technology is realistic?**

*This question has not been answered yet.*

### **What is the hidden impact of the technology in the whole chain?**

*This question has not been answered yet.*

### **Now that you have thought hard about the sustainability of this technology, what improvements would you like to make? List them below.**

Dit is niet relevant voor mijn product omdat, het geen extra batterij kost voor je telefoon of laptop.

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## Future

Did you consider future impact?

*This category is only partial filled.*

### **What could possibly happen with this technology in the future?**

De AI zou nog slimmer kunnen worden en nog betere hulp bieden bij het zoeken naar een video.

**Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one utopian scenario.**

*This question has not been answered yet.*

**Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one dystopian scenario.**

*This question has not been answered yet.*

**Would you like to live in one of this scenario's? Why? Why not?**

*This question has not been answered yet.*

**What happens if the technology (which you have thought of as ethically well-considered) is bought or taken over by another party?**

*This question has not been answered yet.*

**Impact Improvement: Now that you have thought hard about the future impact of the technology, what improvements would you like to make? List them below.**

Dat misschien door de AI zoekhulp de normale zoekbalk bijna niet meer word gebruikt, je zou dit kunnen verbeteren door 2 chats te maken, een snelle die je zo snel mogelijk helpt, en 1 die je super uitgebreid helpt met zoeken.