

TikTok soft modus

Wanneer een gebruiker te lang aan het scrollen is, schakelt AI de TikTok Soft modus is. Dit is een modus waarbij onder andere het scherm op zwart-wit gaat, de afspeelsnelheid verlaagt wordt en waarbij functies zoals liken, reageren en delen worden uitgeschakeld. Hierdoor wordt scrollen een stuk minder aantrekkelijk met als gevolg dat gebruikers de app afsluiten.

Created by: Fenne van kessel
Created on: February 26, 2025 12:47 PM
Changed on: March 26, 2025 5:06 PM

Technology Impact Cycle Tool

TikTok soft modus

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 unieke algoritme van TikTok heeft als doel om gebruikers zo lang mogelijk te laten scrollen op de app. Dit heeft als gevolg dat gebruikers van de app zonder dat ze het door hebben, eindeloos blijven scrollen.

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.

De Soft Modus zorgt ervoor dat gebruikers zich bewust worden van hun eigen schermtijd waardoor ze niet zonder erover na te denken, eindeloos blijven scrollen op de app.

Technology Impact Cycle Tool

TikTok soft modus

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?

TikTok zelf kan ingaan tegen de functie omdat deze functie niet bepaald bijdraagt aan het succes van de app. Door de functie scrollen gebruikers minder lang door en dit is juist ongunstig voor TikTok zelf.

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.

Meer advertenties laten zien wanneer gebruikers de Soft Modus inschakelen. Dit werkt in het voordeel van gebruikers die de modus ingeschakeld hebben omdat advertenties niet zo aantrekkelijk zijn om te kijken met als gevolg dat de schermtijd van de gebruikers omlaag gaat. Maar aan de andere kant werken meer advertenties ook weer in het voordeel van TikTok omdat ze hier weer meer inkomsten uit kunnen halen.

Technology Impact Cycle Tool

TikTok soft modus

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?

De persoonsgegevens die de functie bijhoudt zijn: schermtijd, het aantal pauzemomenten en hoelang deze momenten duren, het scrollgedrag voor het inschakelen van de modus, en erna, en op welke momenten gebruikers de modus inschakelen.

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.

Wanneer de gebruiker de modus activeert, is er een duidelijke melding te zien over welke gegevens de modus bijhoudt. Gebruikers moeten hier ook toestemming voor geven.

Technology Impact Cycle Tool

TikTok soft modus

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 functie helpt gebruikers om bewuster om te gaan met hun tijd. Daarnaast geeft het de gebruikers meer controle over hun eigen schermtijd.

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.

Gebruikers zelf de keuze laten maken of ze de modus wel of niet inschakelen.

Technology Impact Cycle Tool

TikTok soft modus

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

TikTok (ByteDance)

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Name of the stakeholder

TikTok-gebruikers

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Name of the stakeholder

Adverteerders die via TikTok adverteren

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Technology Impact Cycle Tool

TikTok soft modus

Name of the stakeholder
Content creators en influencers

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?

-

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

Adverteerders op TikTok en mensen die TikTok als baan hebben (influencers) worden door de modus benadeeld. Om ze minder te benadelen, kunnen we tijdens de modus ook grotendeels hun content laten zien zodat influencers TikTok nog wel als baan kunnen hebben en zodat adverteerders nog wel veel profijt uit hun advertenties halen.

Technology Impact Cycle Tool

TikTok soft modus

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?

De vraag bij deze modus is hoe AI aan de hand van data bepaalt wanneer iemand 'verslaafd' is. Wat de een ziet als verslaving, vindt de ander misschien wel normaal.

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.

Gebruikers kunnen aangeven wanneer ze vinden dat ze verslavingsverschijnselen laten zien en wanneer de modus dus ingeschakeld moet worden. AI beoordeelt dan per gebruiker of hij/zij verslavingsverschijnselen laat zien in plaats van dat AI een gemiddelde neemt.

Technology Impact Cycle Tool

TikTok soft modus

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?

Als je TikTok zelf deze functie laat uitvoeren, bestaat er een kans dat ze de soft modus minder streng maken dan dat de bedoeling is zodat gebruikers toch langer door blijven scrollen omdat dit voor TikTok op financieel gebied gunstiger is.

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.

Een derde partij kan deze modus aanbieden, zodat TikTok de modus niet kan beïnvloeden om er extra geld aan te verdienen.

Technology Impact Cycle Tool

TikTok soft modus

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?

TikTok is niet volledig transparant over zaken als het bedrijfsmodel en over hoe hun algoritmes werken.

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.

Een infobalk waarin staat hoe de modus werkt en hoe het bijdraagt aan meer bewustwording van de schermtijd van gebruikers.

Technology Impact Cycle Tool

TikTok soft modus

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?

Het kost veel batterij wanneer AI constant kijkt naar je gegevens en kijkt of daar verslavingsverschijnselen in te zien zijn.

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.

Wanneer de modus goed werkt, vermindert de schermtijd van veel gebruikers, waardoor er minder batterij verbruikt wordt.

Technology Impact Cycle Tool

TikTok soft modus

Future

Did you consider future impact?

This category is only partial filled.

What could possibly happen with this technology in the future?

Een goede (mentale) gezondheid is steeds belangrijker aan het worden. Dingen zoals een gezonde levensstijl worden steeds meer benadrukt en daar hoort een lage schermtijd ook bij. Dus de modus zou best een succes kunnen worden bij mensen die mee willen doen aan deze 'trend'.

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.

Zorgen dat een gezonde levensstijl niet slechts een tijdelijke trend is, maar dat gebruikers beseffen dat dit op de lange termijn ook belangrijk is.