QUICKSCAN - CANVAS

ChatGPT

NAME: ChatGPT

DATE: December 14, 2025 11:23 AM

DESCRIPTION OF TECHNOLOGY

ChatGPT is a powerful AI tool that can understand and generate human-like language. Built on a deep learning model called a Transformer and trained on a vast dataset of text, ChatGPT offers features like real-time internet browsing, image generation, and data analysis in some versions. These features make it a multi-purpose tool across various areas, including education, customer support, business, writing, an…

HUMAN VALUES

ChatGPT has different users students, professionals, writers, developers, and individuals who use it to help with thinking, writing, and decision-making. It can boost confidence, especially for those struggling with language or complex tasks, giving them a sense of support and clearer self-expression. However, theres also a risk: relying too much on ChatGPT may make users question if their work is really their own, affecting how they see creativity and authorship. ChatGPT doesnt have to threaten personal identity, but it…

TRANSPARENCY

Yes but only to a certain extent. OpenAI provides general information about ChatGPT, including how its trained and its intended uses, through resources like help centers and blog posts. However, its less transparent about how specific answers are generated, as the model works like a black box and developers cant always explain how it arrived at a response. This makes it harder for users to critically evaluate answers, especially when they sound factual.
…

IMPACT ON SOCIETY

ChatGPT helps reduce the struggle people face with reading, writing, or understanding information. In high-pressure environments, language tasks can cause stress. ChatGPT offers quick support through writing help, summaries, or explanations. Its especially helpful for people with limited language skills or learning difficulties. It doesnt need to be perfectjust useful. The goal is to make communication and learning more accessible for more people.

STAKEHOLDERS

- Students / Individual Educational Users

SUSTAINABILITY

ChatGPT runs on powerful cloud-based infrastructure, which requires a large amount of energy to process and generate responses especially when serving millions of users worldwide. The most energy-intensive processes happen in large data centers during model training and while handling daily user queries.

OpenAI does not publicly provide detailed data about energy use or carbon footprint, but it's known that training large…

HATEFUL AND CRIMINAL ACTORS

Yes, under certain circumstances ChatGPT can be used to break the law. Because it can generate convincing text, it could be misused to create phishing emails, fake job offers, or scams that trick people into giving away personal information. Some users may also try to use ChatGPT to write harmful content like hate speech or harassment messages. It could also be used to spread misinformation or impersonate someone online, especially as the generated text becomes more natural. In extreme cases, someone might use it to…

DATA

ChatGPT gives answers based on what it learned from a lot of internet text. But that text can include mistakes, old info, or unfair opinions. So sometimes, ChatGPT might give biased answers or repeat stereotypes, especially about things like gender, race, or politics.

Also, ChatGPT doesnt really understand the world like people do. If a question isnt clear, it might still sound confident even if its wrong. It cant check facts or tell if something is actually…

FUTURE

ChatGPT has over 800 million weekly users globally, which is already changing how people write, learn, work, and communicate.

When so many people use the same AI tool daily, it shapes habits and social norms. Relying on ChatGPT for writing, studying, or decision-making might reduce critical thinking or creativity. In schools, the line between human effort and AI help is becoming harder to define.…

PRIVACY

ChatGPT can process personal data based on how its used and the type of data users share. Even though its not designed to remember information across chats (unless persistent memory is used), it can still handle personal data like names, emails, locations, health concerns, and financial details during a session. In some integrated environments, it might also access account data or usage patterns, especially if customized by third parties. Some interactions may involve sensitive data, raising concerns about misuse or privacy.…

INCLUSIVITY

ChatGPT has built-in bias. This is mainly because it was trained on huge amounts of text from the internet, which includes existing cultural, political, and social biases. So the way ChatGPT responds often reflects the dominant views found in that data especially from Western and English-speaking sources.

This means the tool might give more attention to some perspectives while ignoring or misunderstanding others. It…

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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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