

NAME: Information Monitor, Screen


DATE: July 12, 2025 8:13 AM

DESCRIPTION OF TECHNOLOGY

We have another project which is cat social media. With a layout similar to short video content websites, the user can scroll through different cat memes and upon engaging with them they will be met with info about the minor.




HUMAN VALUES



The product can be relatable or familiar, as it's a combination of the use of cat memes and a TikTok style interface. The people already engage with similar contents on their phone, so the experience can be kind of familiar and matches their humor. It's playful though it doesn't really come across to people who don't like cats or memes but they seem to be a minority. It promotes the belief education can be fun and approachable. It suggests being informed doesn't have to be serious.


TRANSPARENCY



People can easily understand how to interact with the info monitor it is pretty much an imitation of TikTok. It has clear buttons like QR code, like button and just interactive popups on the screen. People can figure out what to do as there's also help on the screen like swipe down or up.

The behavior goes as following, it shows cat memes to get attention and then if they interact they take them towards the informational page.


IMPACT ON SOCIETY



The Uni has created a new minor which will kick off next year in February.


As of right now the minor is still being developed and is completely unknown to the potential target audience. The goal is to market the new minor to reach the target audience with unique marketing and have our products ready before September 2025.

STAKEHOLDERS



- Students
- Suzette van Deelen(direct client)

SUSTAINABILITY



Limit active hours, only use it during certain times of the day where people are present(Uni start and closing time). Could potentially have the screen turn on with sensors when user's are present but sensors also take up energy.


The direct energy is always since the info monitor is a large digital screen it always consumes energy when it's on. However it does reduce paper use and waste, no proper research done yet on how valuable though.

HATEFUL AND CRIMINAL ACTORS




Copy right on cat memes, famous cat memes, gifs from the internet or short video's. We're just a screen that displays information with interactivity currently.

DATA




Data pitfalls are not really relevant now, but it's good to be aware that data collection must be something carefully considered. Our project is mainly just engaging content through an interactive info monitor. We are not collecting any data or analyzing any user data extensively.

FUTURE




If people use this technology, it could change the way people engage with educational content. Currently most of the stuff regarding educational is serious. So it could potentially be more social, playful or even more interactive.

PRIVACY



No, it does not.

INCLUSIVITY



It does kind of have a bias since it relies on cat memes and a TikTok style interface, it is appealing to people familiar with it but when they're not people might feel excluded or uninterested. It's also biased towards younger students, due to the meme-driven approach we are taking.

In a way there's also a language bias as it's only in English so people who don't speak English might feel left out. We have also not considered accessibility for blind or deaf people but have thought about it

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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...

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...

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...

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?...

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.

...

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;...

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....

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...

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?

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?

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