AI – fact checking

De AI-functie die moet de gebruiker aan kunnen geven wanneer bepaalde content echt is of niet. Hierin geeft hij meldingen of symbolen aan om de content te filteren, zodat het zelfbeeld van mensen niet beschadigd wordt.

Technology Impact Cycle Tool

AI - fact checking

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?
Mensen die Instagram gebruiken en bekendheden volgen hebben vaak de neiging om zichzelf te vergelijken met deze mensen, waardoor hun zelfbeeld van zichzelf vaak achteruit gaat.

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.
This question has not been answered yet.

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?
Door een AI-functie toe te passen krijgen mensen een melding als ze een bepaalde foto aanklikken. Deze functie laat dan zien bij de gekozen foto of dat hij origineel is of in zeker zin nog bewerkt. In de vorm van privacy wordt hierin de wet dat wel overtreden, maar niet als de persoon er zelf voor heeft gekozen om die informatie te delen.

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.
This question has not been answered yet.

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 AI-functie maakt gebruik van alle informatie die op het platform zelf al staan en waar jij als gebruiker dan de toestemming aan hebt gegeven om voor andere mensen te zien. Door de functie toe te voegen kun je als gebruiker zelf controleren of de informatie, die andere mensen delen ook echt klopt of orrigineel is.

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.

This question has not been answered yet.

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?

Door deze AI-functie toe te passen krijgen mensen die vaak onrealistische bewerkte foto's posten zelf ook een melding als hun posts benaderd zijn met een deep-fake intentie. Hierdoor zullen ze in het vooruitzicht waarschijnlijk ook minder fake berichten posten en zal Instagram zo beter zijn voor het zelfbeeld, omdat niks meer bewerkt is in een zin, die mensen pijn kan doen.

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.

This question has not been answered yet.

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
Instagramgebruikers

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.
This question has not been answered yet.

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?
Mensen zijn niet tevreden met de manier hoe ze eruit zien, waardoor ze zich gaan aanpassen en vergelijken.

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.
This question has not been answered yet.

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?
Om een zo gelijk mogelijkheid te creëren en het zelfbeeld neutraal te houden, wordt deze AI-functie ingezet. Echter kan het voor sommige zijn dat dit dan negatief uitpakt.

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.
This question has not been answered yet.

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?
Je moet de functie zien als een soort 3e partij, die het mogelijk maakt voor mensen om te controleren of hun idolen wel echt zo nastreefbaar zijn in het echte leven. Hierbij worden dan ook meldingen gegeven

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.
This question has not been answered yet.

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?
Aangezien er gebruik wordt gemaakt van een online platform is er niet echt een mogelijkheid om verbetering voor het milieu aan te brengen. Echter kan het scrollen en lange kijken wat gebeurd bij het achterhalen of iets echt is of niet wel verminderd, omdat de app dit al voor jou bepaald.

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.
This question has not been answered yet.

Future
Did you consider future impact?

This category is only partial filled.

What could possibly happen with this technology in the future?
Dit zou al geïntegreerd kunnen worden in de software, zodat je bij het plaatsen al een melding zou kunnen krijgen, die zegt dat er al iets "fakes" aan de afbeelding is.

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.
This question has not been answered yet.