

# AI to detect non-natural bodies

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Context of use: Education  
Level of education: Bachelor

# Technology Impact Cycle Tool

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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?**

People's vision on social media is often unrealistically warped, leaving them to believe they are lesser than they are. Influencers using certain tools to have an unfair advantage make this phenomenon much worse. Having greater clarity on whether certain influencers are unnaturally advanced may help people have a more realistic vision of themselves.

### **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.**

instead of giving a black&white answer, give a likelihood in %  
Get a large and fair dataset as to not incriminate certain people

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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?**

Certain people may be unfairly targeted due to AI mistakes. If athletes get detected for likely advanced-supplement use they may have trouble upholding their reputation.

### **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.**

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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?

Yes, it uses public online posts to analyze pictures of people.

### 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.

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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?

Some people may get their online reputation hurt or gained because of the AI's result. Likely leading to more positive image for the average user, but making life for the top models more difficult.

### 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.

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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**

Easily influenced average user

**How is this stakeholder affected?**

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**Did you consult the stakeholder?**

No

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

No

**Name of the stakeholder**

Top models / athletes

**How is this stakeholder affected?**

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**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.**

Allow people who get detected to prove themselves to make the detection correct itself

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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?**

Because many people using unfair advancements not being open about it, AI may have trouble getting enough data to correctly analyze pictures.

**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.**

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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?

It's more likely to target people with high quality posts (camera / lighting quality)

### 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.

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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?**

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**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.**

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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?**

AI uses quite a lot of energy to train and run itself.

**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.**

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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?

It can cause a lot of body positivity in many people, but also cause some difference between people who do and do not trust the AI

**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.**

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