QUICKSCAN - CANVAS

AI to detect non-natural bodies

NAME: AI to detect non-natural bodies
DATE: July 4, 2025 1:39 AM
DESCRIPTION OF TECHNOLOGY
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HUMAN VALUES

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.

TRANSPARENCY

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IMPACT ON SOCIETY

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.

STAKEHOLDERS

- Easily influenced average user
- Top models / athletes

SUSTAINABILITY

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

HATEFUL AND CRIMINAL ACTORS

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.

DATA

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

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

PRIVACY

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

INCLUSIVITY

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

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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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