



# QUICKSCAN - CANVAS Communication effectiveness analyzer & generator


**NAME:** Communication effectiveness analyzer & generator 

**DATE:** September 5, 2024 6:36 AM


**DESCRIPTION OF TECHNOLOGY**  
A tool that allows users to analyze their texts and regenerate them according to certain criterium.

**HUMAN VALUES** 


The technology can affect how users view and possibly change the way they communicate about environmental issues. It can give people the power to communicate in an impactful way which could lead to imposing ideas on others.

**TRANSPARENCY** 


The inner workings of the technology can be found in the belonging documentation, however, the tool itself only displays limited information about it.

**IMPACT ON SOCIETY** 


Initiatives and NGOs, work to raise awareness about climate change and are faced with challenges in effectively delivering the messages to promote behavioral change in the receiving population. The COP conference showed opinions from NGOs about the need for people to take action to combat global warming. It is challenging to find a way to motivate people to change their behavior.

**STAKEHOLDERS** 


- AiREAS
- Journalists
- Politicians
- Public speakers
- Activists

**SUSTAINABILITY** 


While deploying the application the direct energy use can be taken into account and a provider can be chosen that keeps energy efficiency in mind. The third-party service that the technology relies on affects energy use considerations as well, therefore it is advised to investigate their practices in this regard and reconsider replacing the service with a more energy-efficient solution.

**HATEFUL AND CRIMINAL ACTORS** 


In future versions of the tool when inputted data is saved, data leaks can lead to the invasion of privacy and/ or non-public information disposal. However, the current prototype does not store any data.

**DATA** 


During the process of building the tool no data was used, however, a third-party service is being used and we are not aware of their data. The third-party service's shortcomings could affect our tool in this aspect.

**FUTURE** 

By effectively using the technology people's behavior towards climate action can change, which could hopefully lead to a positive impact. However, the tool could be misused to impose ideas on people as well.

**PRIVACY** 




Our tool does not register personal data. It is important to note that the tool uses a third-party provider (OpenAI) and changes to the provider's privacy policy could affect the views on this matter.

**INCLUSIVITY** 


The technology is based on effective communication principles which were described in a publication. The tool highly relies on these principles, however, taking someone's research as ground truth can result in bias towards one kind of point of view.

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**THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON [WWW.TICT.IO](http://www.tict.io)**


  

# QUICKSCAN - CANVAS HELPERS: An effectiveness analyzer & generator

**NAME:** Communication effectiveness analyzer & generator 

**DATE:** September 5, 2024 6:36 AM


**DESCRIPTION OF TECHNOLOGY**  
A tool that allows users to analyze their texts and regenerate them according to certain criterium.

**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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