

# Improved Snapchat MY-AI

Een verbeterde versie van de huidige Snapchat MY-AI die bescherming biedt tegen mensen op Snapchat met slechte intenties.

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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?**

Op Snapchat kunnen mensen gemakkelijk misbruik maken van andere. Door middel het feit dat de hele basis van Snapchat staat op niet permanente gesprekken en foto's, kunnen mensen vele 'duistere' dingen doen zonder enig consequentie. Denk hierbij aan mensen misbruiken voor foto's.

### **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.**

De technologie zou de mogelijkheid hebben om de nare situaties/gesprekken te kunnen ontwijken voordat ze überhaupt kunnen plaats vinden.

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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?

Er is geen manier waarop deze versie van MY-AI de wet zal kunnen breken.

## 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.

De technologie kan niet op 'slechte' manieren worden gebruikt.

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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?**

De enige mogelijk persoonlijke data zijn de gesprekken die worden gescand voor de dan gegeven antwoorden. Wel zijn deze gesprekken vaak niet dierbaar voor het persoon, en kan je zelf besluiten of je dit gesprek wil geven aan de AI.

### **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.**

Geen, het is niet mogelijk om deze technologie te laten werken zonder het scannen van gesprekken.

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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?

De identiteit van de gebruiker word niet aangepast door deze technologie.

## 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.

Geen, de technologie gaat niet in op de waarde van de gebruiker.

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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**

Gebruikers van Snapchat

**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.**

De functie moet makkelijk te gebruiken zijn voor iedereen die er mee in aanraking komt.

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## Data

Is data in your technology properly used?

*This category has not been filled yet.*

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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?

De technologie gaat er van uit dat de andere partij 'slecht' is.

### 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 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.

Zelfde punt. Het moet makkelijk te gebruiken zijn voor iedereen die in aanraking komt.



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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?**

De eerste keer dat je het gebruikt krijg je een kleine pop-up.

**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.*

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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?**

Gebruikt niet meer energie dan Snapchat normaal zou doen

**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.*

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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?**

Meer protectie bieden

**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.**

Mogelijk zou de AI kunnen worden toegepast op andere apps met soort gelijke problemen.