

NAME: Improved Snapchat MY-AI


DATE: July 4, 2025 6:57 PM

DESCRIPTION OF TECHNOLOGY

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



HUMAN VALUES



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

TRANSPARENCY




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

IMPACT ON SOCIETY




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.

STAKEHOLDERS



- Gebruikers van Snapchat

SUSTAINABILITY




Gebruikt niet meer energie dan Snapchat normaal zou doen

HATEFUL AND CRIMINAL ACTORS



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

DATA




FUTURE



Meer protectie bieden

PRIVACY



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.

INCLUSIVITY



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

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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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