

AI aanbevelingen

Met AI wordt ervoor gezorgd dat je verbeterde aanbevelingen krijgt op je Netflix-account, die nauwkeurig aansluiten bij wat jij leuk vindt.

Created by: Armadillo
Created on: March 17, 2025 10:17 AM
Changed on: March 30, 2025 7:06 PM

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 Netflix krijg je veel content aanbevolen. Alle films en series worden in verschillende lijstjes gezet. Door de vele content die aan je wordt aanbevolen, wordt het moeilijker om een keuze te maken welke film of serie je wilt kijken. Er wordt niet kwalitatief en selectief content aan jou aanbevolen. Met AI kan het kijkgedrag van gebruikers heel goed worden geanalyseerd om zo de best mogelijke content aan jou aan te bevelen.

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.

Strengere privacybescherming.
Waarschuwingen voor overmatig gebruik.
Transparantie in Algoritmes.

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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?

Doordat AI jouw kijkgedrag goed kan volgen en analyseren, kan dit leiden tot schending van de privacy. Het kan zo zijn dat de AI ook buiten netflix jouw kijkgedrag volgt.

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.

Strengere privacybescherming om de gegevens van gebruikers goed te beschermen.

Waarschuwingen voor overmatig gebruik van de app. Zorgen dat gebruikers niet verslaafd raken.

Transparantie in het AI-algoritme: AI kan een kort, begrijpelijk overzicht bieden van waarom een bepaalde film of serie wordt aanbevolen

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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?

Doordat AI jouw kijkgedrag volgt en analyseert op Netflix, verzamelt het gegevens om een persona op te bouwen. Met de persona weet AI welke films en series het jou kan aanbevelen. Zo kan de technologie kwalitatieve en selectieve content aanbevelen.

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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Transparantie in het AI-algoritme: AI kan een kort, begrijpelijk overzicht bieden van waarom een bepaalde film of serie wordt aanbevolen

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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?

Door alle gegevens creëert AI een persona op basis van jouw kijkgedrag. Dit zou geen invloed moeten hebben op jouw identiteit, maar wel op de voorkeuren in films en series die je wellicht leuk gaat vinden. Dit doet de technologie puur op basis van geanalyseerde gegevens van jouw kijkgedrag. Dit kan er echter toe leiden dat je je gedrag verandert, bijvoorbeeld als je bij een film te vaak op de 10-secondenknop drukt.

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.

Door verschillende ethische normen en waarden in het systeem toe te voegen, zorg je ervoor dat het systeem de waarden van de mensen behoudt.

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Stakeholders

Have you considered all stakeholders?

This category has not been filled yet.

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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 has not been filled yet.

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Transparency

Are you transparent about how your technology works?

This category has not been filled yet.

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Sustainability

Is your technology environmentally sustainable?

This category has not been filled yet.

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Future

Did you consider future impact?

This category has not been filled yet.