**NAME:** ring doorbell

**DATE:** July 31, 2025 9:21 AM

**DESCRIPTION OF TECHNOLOGY**
The Ring video doorbell is a smart home security device that integrates a video camera, motion detection, and two-way audio, enabling users to monitor their front door remotely via a smartphone app. As part of the broader Internet of Things (IoT) ecosystem, Ring has become widely adopted for enhancing residential safety and convenience.

## HUMAN VALUES

The Ring doorbell can affect how users see themselves and how others see them. It may make people feel more in control or responsible, but also more suspicious or anxious. It can change how neighbors interactless face-to-face contact, more watching from a distance. Some may see it as empowering, while others may feel it shows distrust or fear. It also replaces small social moments, like greeting a delivery person, with automated interactions

## TRANSPARENCY

Ring explains the basic features of the technology, like motion detection and alerts, but not everything is fully transparent. Its not always clear to users why certain footage is saved or flagged. The business modelwhich includes selling devices and offering paid subscriptions for extra featuresis also not always well explained. More transparency about how data is used and how Ring profits from it would help users better understand what theyre agreeing to.

## IMPACT ON SOCIETY

The Ring video doorbell aims to make homeowners feel safer by letting them see and speak to visitors remotely. It helps prevent theft and offers more control when not at home. However, it can also make users more anxious or suspicious, constantly checking the app. At the same time, people being recorded,like neighbors or passers-by,may feel uncomfortable or invaded, as if theyre always being watched. So while the technology solves one problem, it can create new ones around privacy and trust.

## STAKEHOLDERS

## SUSTAINABILITY

## HATEFUL AND CRIMINAL ACTORS

Yes, Ring can be used to break the law. People might aim the camera at neighbors windows or shared spaces, invading privacy. Others could share footage online to harass or shame someone. If a user deletes recordings, they could hide their own bad behavior. A bigger risk is hackingif someone gets into a Ring account, they can see when someone leaves the house, which could lead to stalking or burglary. Even though its designed for safety, the technology can be misused in harmful ways, especially if people arent aware of the risks.

## DATA

Ring records fragments of reality, and people might draw wrong conclusions from short clips. The data can be biasedlike who gets recorded moreand lacks context. Also, footage is often shared without the recorded persons consent, which raises ethical concerns. Ring should do more to explain data limitations and ask for permission or give warnings before users share videos publicly.

## FUTURE

If millions more people use Ring, it could normalize constant surveillance and reduce real social contact. People may feel watched, act more cautiously, and rely on the app instead of face-to-face interaction. Trust between neighbors could fade, since people might avoid direct contact and rely on footage instead. Over time, this might change habits and social norms, making screen-based monitoring feel normal and lowering the need to connect with others in person.

## PRIVACY

Yes, the Ring doorbell collects personal data. It records video, audio, faces, and movement, even of people who havent given permission. It also stores timestamps and activity patterns, which can show when someone is home or away. This type of data can identify individuals, so privacy laws like the GDPR apply, and careful handling is important.

## INCLUSIVITY

The Ring doorbell doesnt have a built-in bias by itself, but the way people use it can be biased. Users decide what to record, save, or reportand those choices can be influenced by personal or social biases. For example, someone might judge a person as suspicious based on looks or behavior. So, while the tech isnt biased by design, human bias can still shape how its used.

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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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