




**NAME:** Kwebbel 

**DATE:** May 16, 2026 7:02 AM


**DESCRIPTION OF TECHNOLOGY**  
A social media platform where users can say something that other users that follow the user can read.

**HUMAN VALUES** 


Twitter can have a significant impact on the identity of its users by providing a platform for self-expression, personal branding, networking, and identity exploration. Users can shape their identity through the content they share, the connections they make, and the communities they engage with, ultimately influencing how others perceive them and how they perceive themselves. However, it's important for users to be mindful of the potential pitfalls and negative impacts that can arise from online interactions and to navigate the platfor...

**TRANSPARENCY** 


The idea of the technology is sharing messages to others

**IMPACT ON SOCIETY** 

Kwebbel solves the problem of real-time communication and information sharing on a global scale. It provides a platform for people to express their thoughts, ideas, and opinions in short messages called tweets.

**STAKEHOLDERS** 

- Users
- Media
- Employees


**SUSTAINABILITY** 

Twitter takes the direct and indirect energy use into account by optimizing the efficiency of its data centers and infrastructure, exploring renewable energy sources, and actively working to reduce its carbon footprint. They prioritize sustainability and have set goals to achieve carbon neutrality and improve energy efficiency in their operations.


...

**HATEFUL AND CRIMINAL ACTORS** 


Twitter can be misused to break the law or avoid the consequences of illegal activities in several ways. Some examples include using the platform to spread hate speech, incite violence, engage in harassment or cyberbullying, coordinate illegal activities, disseminate illegal content, or engage in fraud or scams. However, it's important to note that such activities are against Twitter's terms of service, and the platform actively takes measures to identify and address such violations.

**DATA** 


The fundamental shortcomings and pitfalls of data include issues such as biases, inaccuracies, privacy concerns, and potential misuse. Data can reflect inherent biases and limitations in collection methods, leading to skewed or incomplete representations. Privacy concerns arise when sensitive personal information is collected, stored, or shared without consent or proper security measures. Misuse of data can occur through unauthorized access, hacking, or exploitation for purposes such as manipulation,...

**FUTURE** 

In the future, Twitter could continue to evolve and adapt to changing user needs and societal trends. Some potential developments could include enhanced content moderation measures to combat misinformation and harassment, further integration with emerging technologies like artificial intelligence and virtual reality, expanded monetization options for creators, deeper integration with other platforms or services, and potential shifts in user behavior and preferences. Additionally, regulatory and legal consideration...

**PRIVACY** 

Emailadres, phonenumber, profile picture


**INCLUSIVITY** 

Users themselves may have biases that influence the content they share, the accounts they follow, and the interactions they engage in on Twitter. This can result in the amplification of certain viewpoints or the exclusion of others.

**FIND US ON [WWW.TICT.IO](http://WWW.TICT.IO)**

**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**

**NAME:** Kwebbel 

**DATE:** May 16, 2026 7:02 AM

**DESCRIPTION OF TECHNOLOGY**  
A social media platform where users can say something that other users that follow the user can read.

**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....

**FIND US ON [WWW.TICT.IO](http://WWW.TICT.IO)**

**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**