Uber

Marketplace

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Context of use: Education
Level of education: Bachelor

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?

Uber wil het gemakkelijk maken voor mensen om eenvoudig en voordelig een taxirit te bestellen. Met hun app connecten ze gebruikers en dichtstbijzijnde taxichauffeurs met elkaar. Daarnaast maakt Uber het makkelijker om aan de slag te gaan als taxichauffeur. Zo kun je als Uber chauffeur gebruik maken van je eigen auto.

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.

This question has not been answered yet.

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?

De uber app zou buiten de ritten om ook de locatie van de gebruiker kunnen volgen en ze daarmee bespioneren. Daarnaast zouden ze de data kunnen doorverkopen en kunnen gebruiken voor commerciële doeleinden.
Ook zijn er onduidelijke arbeidsovereenkomsten tussen Uber en chauffeurs. Zijn de chauffeurs zelfstandig of zijn het werknemers?

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.

This question has not been answered yet.

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?

Volgens Uber registreren zij het tijdstip wanneer en de locatie waarop ritten zijn aangevraagd, gestart en zijn beëindigd, en de afgelegde afstand. Daarnaast registreren zij ritprijzen en valuta, dertig dagen aan mobiele gebeurtenisgegevens, zoals het besturingssysteem van het apparaat, het model van het apparaat, de taal van het apparaat, de app-versie, en de tijd en locatie van de verzamelde gegevens.

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.

This question has not been answered yet.

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?

Uber heeft een deel van de taxi markt overgenomen waardoor taxichauffeurs/bedrijven te maken hebben met klantenverlies. Daarnaast heeft Uber onduidelijke arbeidsovereenkomsten met hun chauffeurs en hebben taxichauffeurs die hebben moeten switchen het met dat betreft slechter. Aan de andere kant is het met de komst van Uber wel makkelijker geworden om als taxichauffeur aan de slag te gaan aangezien je met je persoonlijke auto kan rijden.

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.

This question has not been answered yet.

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
Uber

How is this stakeholder affected?
-

Did you consult the stakeholder?
Yes

Are you going to take this stakeholder into account?
Yes

Name of the stakeholder
Gebruikers

How is this stakeholder affected?
-

Did you consult the stakeholder?
Yes

Are you going to take this stakeholder into account?
Yes

Name of the stakeholder
Uber chauffeurs

How is this stakeholder affected?
-

Did you consult the stakeholder?
Yes

Are you going to take this stakeholder into account?
Yes

Name of the stakeholder
Uber werknemers (kantoor)

How is this stakeholder affected?
-

Did you consult the stakeholder?
Yes

Are you going to take this stakeholder into account?
Yes

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.
This question has not been answered yet.

Data

Is data in your technology properly used?

This category is only partial filled.

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into account in the technology?

Er heeft binnen Uber meerdere keren een datalek plaatsgevonden. Tijdens deze datalekken zijn er gegevens zoals e-mailadressen, telefoonnummers, namen en inloggegevens gelekt.

How does the technology organize continuous improvement when it comes to the use of data?

This question has not been answered yet.

How will the technology keep the insights that it identifies with data sustainable over time?

This question has not been answered yet.

In what way do you consider the fact that data is collected from the users?

This question has not been answered yet.

Now that you have thought hard about the impact of data on this technology, what improvements would you like to make? List them below.

This question has not been answered yet.

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?

Uber chauffeurs moeten regelmatig een foto van zichzelf uploaden in de app zodat zij geverifieerd kunnen worden. In meerdere gevallen is het voorgekomen dat de verificatie software de foto's van zwarte chauffeurs weigerde met als gevolg dat hun account gedeactiveerd werd.

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 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.

This question has not been answered yet.

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?

Welke gegevens Uber van zijn gebruikers verzameld zijn op de website te vinden. Waarom deze gegeven worden verzameld en wat hiermee wordt gedaan is niet goed te vinden. Voor potentiële Uber chauffeurs is op de website een stappenplan te vinden waarin staat uitgelegd welke stappen je moet ondernemen om Uber chauffeur te worden. Hoeveel commissie een chauffeur moet afdragen aan Uber is niet goed te vinden op hun website. Volgens een Tele2 blogpost moeten chauffeurs 25% afstaan.

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.

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?

Om duurzaamheid te bevorderen zou Uber ervoor kunnen kiezen om alleen maar elektrische auto's toe te staan. Daarnaast mogen auto's (afhankelijk van de categorie) niet ouder zijn dan 6 tot 9 jaar. Dit kan natuurlijk een nadelig effect hebben op verspilling en daarnaast zou een auto uit 2013 het ook nog prima kunnen 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.

Future

Did you consider future impact?

This category is only partial filled.

What could possibly happen with this technology in the future?

Uber zou een nog grotere concurrent kunnen gaan vormen voor de traditionele taxibranche. Dit zou een gevaar kunnen zijn voor het voortbestaan van deze branche. Daarnaast is Uber bezig met het ontwikkelen van zelf rijdende taxi's. Dit zou een gevaar kunnen vormen voor taxichauffeurs.

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.

This question has not been answered yet.