

NAME: TikTok AI Tool 

DATE: May 15, 2026 6:59 PM

DESCRIPTION OF TECHNOLOGY
Een AI Tool die automatisch schadelijke inhoud filtert en herkend op TikTok om te voorkomen dat het viraal kan gaan op het platform.

HUMAN VALUES 


Doordat persoonsgegevens vaak worden verkocht en/of gelekt aan andere partijen buiten de organisatie.

TRANSPARENCY 

Ja door middel van transparantierapporten en community richtlijnen en beleid.

IMPACT ON SOCIETY 

Schadelijke content gaat vaak viraal op TikTok, content dat eigenlijk juist tegen de richtlijnen van het platform in gaan. Dit is een probleem aangezien jonge kinderen en/of mensen die niet de doelgroep moeten zijn deze content zomaar te zien krijgen op hun pagina.

STAKEHOLDERS 


- TikTok Inc.

SUSTAINABILITY 


Door data centers en content distributie, alhoewel TikTok hier niet veel over vrij geeft aan publieke informatie.

HATEFUL AND CRIMINAL ACTORS 


Door rekening te houden met de richtlijnen die TikTok heeft ingesteld en de richtlijnen en regels die voor sociale media gelden binnen de EU.

DATA 

Voor zover ik weet word er binnen de regels van de EU voor persoonsgegevens getreden alhoewel TikTok bekend staat van het doorgeven van persoonlijke informatie.

FUTURE 

Het kan verboden worden vanwege de schending van privacy richtlijnen.

PRIVACY 

Ja, TikTok en dus ook mijn AI tool zullen persoonlijke data opslaan en gebruiken, dit gaat over accountgegevens en persoonlijk algoritmes.

INCLUSIVITY 

Ja, zoals algoritmes en aanbevelingssystemen.

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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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