

# Information Monitor, Screen

We have another project which is cat social media. With a layout similar to short video content websites, the user can scroll through different cat memes and upon engaging with them they will be met with info about the minor.

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Context of use: Education  
Level of education: Bachelor

# 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?**

The Uni has created a new minor which will kick off next year in February. As of right now the minor is still being developed and is completely unknown to the potential target audience. The goal is to market the new minor to reach the target audience with unique marketing and have our products ready before September 2025.

### **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.*

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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?**

Copy right on cat memes, famous cat memes, gifs from the internet or short video's. We're just a screen that displays information with interactivity currently.

### **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.*

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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?**

No, it does not.

**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.*

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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?**

The product can be relatable or familiar, as it's a combination of the use of cat memes and a TikTok style interface. The people already engage with similar contents on their phone, so the experience can be kind of familiar and matches their humor. It's playful though it doesn't really come across to people who don't like cats or memes but they seem to be a minority. It promotes the belief education can be fun and approachable. It suggests being informed doesn't have to be serious.

### **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.*

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## 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**

Students

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

No

**Are you going to take this stakeholder into account?**

No

**Name of the stakeholder**

Suzette van Deelen(direct client)

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

No

**Are you going to take this stakeholder into account?**

No

**Did you consider all stakeholders, even the ones that might not be a user or target group, but still might be of interest?**

-

**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.*

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## 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?**

Data pitfalls are not really relevant now, but it's good to be aware that data collection must be something carefully considered. Our project is mainly just engaging content through an interactive info monitor. We are not collecting any data or analyzing any user data extensively.

### **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.*

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## 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?**

It does kind of have a bias since it relies on cat memes and a TikTok style interface, it is appealing to people familiar with it but when they're not people might feel excluded or uninterested. It's also biased towards younger students, due to the meme-driven approach we are taking.

In a way there's also a language bias as it's only in English so people who don't speak English might feel left out. We have also not considered accessibility for blind or deaf people but have thought about it

### **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.*

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## 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?**

People can easily understand how to interact with the info monitor it is pretty much an imitation of TikTok. It has clear buttons like QR code, like button and just interactive popups on the screen. People can figure out what to do as there's also help on the screen like swipe down or up.

The behavior goes as following, it shows cat memes to get attention and then if they interact they take them towards the informational page.

### **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.*

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## 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?**

Limit active hours, only use it during certain times of the day where people are present(Uni start and closing time). Could potentially have the screen turn on with sensors when user's are present but sensors also take up energy.

The direct energy is always since the info monitor is a large digital screen it always consumes energy when it's on. However it does reduce paper use and waste, no proper research done yet on how valuable though.

### **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.*

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## Future

Did you consider future impact?

*This category is only partial filled.*

### **What could possibly happen with this technology in the future?**

If people use this technology, it could change the way people engage with educational content. Currently most of the stuff regarding educational is serious. So it could potentially be more social, playful or even more interactive.

### **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.*