

Beer recommmandation system

An AI system that can recommend an beer based on the taste preference of the user.

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Context of use: Education
Level of education: Bachelor

Technology Impact Cycle Tool

Beer recommendation system

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?

There are thousands of different types of beers available, and it can be difficult for a person to know which one to choose based on their personal taste preferences. This problem is particularly relevant for people who are not beer experts, and may not know the characteristics of different beers or how to choose a beer that will suit their taste.

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?

the specific use case of an AI system for recommending beer based on a user's taste preferences does not inherently lend itself to criminal activities or avoidance of consequences.

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?

We may not necessarily need to register personal data, but it would likely result in less personalized recommendations. Without personal data, the system would not be able to tailor recommendations to a user's specific taste preferences or account for other factors such as age, gender, or location that may affect their beer preferences.

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?

By using the system, users may feel more confident in their beer choices and may be more likely to try new beers that they would not have considered otherwise. This could result in a more enjoyable and satisfying beer-drinking experience, as they would be drinking beers that are better suited to their personal taste preferences.

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

Beer enthusiasts

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

Casual beer drinkers

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

Beer retailers

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

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Name of the stakeholder

Beer manufacturers

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?

it's important to use high-quality and diverse data sources and to continuously monitor and evaluate the performance of the AI system to ensure that it's providing accurate and fair recommendations. The use of transparent algorithms and explanations for the system's recommendations can also help to build trust and ensure that users understand how the system works.

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?

if the training data includes a disproportionately high number of recommendations for beers that are popular among men, the AI system may learn to prioritize these beers over other options when making recommendations for male users. This could result in a gender bias in the recommendations, with female users being less likely to receive recommendations for beers that they would enjoy.

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?

A transparent approach to explaining the technology could include providing information about the types of data that are collected, how the data is used to make recommendations, and the criteria that the system uses to determine which beers to recommend. This could be done through user guides, online documentation, or other communication channels.

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?

To take into account the direct and indirect energy use of the technology, developers could use energy-efficient hardware and optimize the software to reduce energy consumption. This could include using cloud-based services that are designed to be energy-efficient, implementing energy-saving features such as dynamic frequency scaling or minimizing data transfers to reduce the energy consumption of the system.

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?

the widespread use could potentially lead to changes in consumer preferences, industry practices, and community dynamics, as users are exposed to new options and become more engaged in the world of beer. However, the extent and nature of these changes would depend on the specific design and implementation of the technology, as well as broader social and cultural factors that influence consumer behavior and norms.

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.