

# Deepfakes

A quickscan of the impact of Deepfakes.

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Context of use: Education  
Level of education: Bachelor

# Technology Impact Cycle Tool

Deepfakes

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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 problem is that deepfake technology makes it possible to manipulate someones face and voice without their permission. This allows people to create very realistic fake images, videos, or audio that can be used with harmful intentions. It becomes especially problematic when used against politicians, as it can spread misinformation, but it is also used in cases of blackmail, fraud, and fake news.

### **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?

identity fraud, blackmailing, political manipulation,..

## 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?**

yes, It registers biometric data, voice recordings, video and photos.

### **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 identity of both users and non-users can be strongly affected by this technology. People can lose control over who they are and how they are represented, which can seriously damage their reputation. Even though the technology has some advantages, the disadvantages outweigh them. It also makes it harder to trust visual and audio evidence, since both can be easily manipulated.

### **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

Politicians, they are usually a target or the one targeting someone else.

### How is this stakeholder affected?

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### Did you consult the stakeholder?

No

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

No

### Name of the stakeholder

Teens, a lot of teens use this technology, mostly for fun without bad intentions but there are some bad apples.

### How is this stakeholder affected?

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### 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?**

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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.*

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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?**

There are several problems with the data used for this technology. The data is never perfect or completely neutral, and it often reflects existing biases in society. As a result, the technology can produce harmful or inaccurate images and videos.

### **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?

This is an issue in this technology because the system has to be trained by people to recognize animals, humans, and other elements in videos or photos. There have been many cases where mistakes were made during the collection of this data, which has led to inaccurate or unusual deepfakes.

## 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?**

It is not fully known how this technology works internally, because it is often described as a black box. You can see what data you put in and what comes out, but the process in between is not transparent. Recognizing deepfakes is also becoming more and more difficult as the technology evolves. In addition, it is not always clear how companies make money from this technology.

### **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?**

Deepfake technology uses a lot of energy, like most AI systems. It requires powerful computers, which consume large amounts of electricity. This has a negative impact on the environment.

### **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?**

This technology will have a big impact in the future, especially if many people start using it. Recognizing deepfakes will become more difficult, and it may even become impossible to reliably detect them. This could lead to stricter laws and new regulations. At the same time, people may start trusting online content less.

### **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.*