




NAME: Deepfakes 

DATE: May 15, 2026 11:30 AM


DESCRIPTION OF TECHNOLOGY
A quickscan of the impact of Deepfakes.

HUMAN VALUES 


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.

TRANSPARENCY 


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.

IMPACT ON SOCIETY 

The problem is that deepfake technology makes it possible to manipulate someone's 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.

STAKEHOLDERS 


- Politicians, they are usually a target or the one targeting someone else.
- Teens, a lot of teens use this technology, mostly for fun without bad intentions but there are some bad apples.

SUSTAINABILITY 


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.

HATEFUL AND CRIMINAL ACTORS 


identity fraud, blackmailing, political manipulation,...

DATA 


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.

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.

PRIVACY 

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


INCLUSIVITY 

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.

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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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