

Persoonlijke Transparantie- Coach (AI-Guide)

Een AI-functie die live uitlegt waarom je bepaalde videos krijgt (op basis van gedrag, interesses, tijdstip, etc.) én die je helpt om bewuster te kiezen wat je wél of níét wil zien.

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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?

Het probleem is dat TikTok-gebruikers niet weten waarom ze bepaalde videos zien. Het algoritme is niet transparant, wat leidt tot verslaving, filterbubbels en negatieve mentale effecten. Ja, dit is een reëel probleem: gebruikers worden onbewust beïnvloed zonder controle over hun content.

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.

Een maatschappelijk dashboard toevoegen dat laat zien wat de algemene impact is van de AI op gebruikspatronen, zoals gemiddelde schermtijd of mentale welzijnsindicatoren. Dit creëert bewustwording op schaal en stimuleert platformverantwoordelijkheid.

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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?

De technologie kan in theorie worden misbruikt om gebruikersinformatie te manipuleren of te verbergen hoe gegevens worden gebruikt. Maar bij correct gebruik helpt het juist om wetgeving rond transparantie en datagebruik beter na te leven (zoals de AVG/GDPR).

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.

Een meldfunctie implementeren waarmee gebruikers misbruik van het systeem kunnen aangeven (zoals het pushen van schadelijke content of manipulatie via hashtags). Daarnaast: AI moet verdachte patronen automatisch kunnen herkennen en blokkeren.

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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?

Ja, het systeem registreert gebruikersgedrag zoals:

kijkgedrag (wat je kijkt en hoe lang)

interactie (likes, comments, shares)

voorkeuren en thema's

tijdstippen van gebruik

Deze data zijn nodig om transparante aanbevelingen te doen, maar moeten goed beveiligd worden.

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.

Een instellingenmenu toevoegen waarin gebruikers zelf kunnen aangeven welke type data verzameld mag worden (bijv. kijkgedrag, reacties, schermtijd). Voeg daarnaast een automatische reminder toe om je data-instellingen elk kwartaal te controleren.

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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?

De AI-coach beïnvloedt het zelfbeeld van de gebruiker op een positieve manier door bewuster gebruik te stimuleren. Gebruikers kunnen beter reflecteren op hun gedrag, interesses en tijdsbesteding. Dit draagt bij aan een gezondere digitale identiteit.

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.

de AI gebruikers actief laten aanmoedigen om gezonde keuzes te maken, zoals het instellen van limieten of het nemen van scherpauzes. Combineer dit met positieve feedback (bijv. Goed bezig, je hebt je schermtijdgoal gehaald!) om autonomie en welzijn te versterken.

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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

Gebruikers van TikTok (vooral jongeren)

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

TikTok als platformbeheerder

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

Ouders en opvoeders

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

Onderwijzers en hulpverleners

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

Regelgevers (zoals toezichhouders op datagebruik)

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.

Regelmatig feedbackrondes met verschillende stakeholders (zoals ouders, onderwijzers, hulpverleners, jongeren) organiseren om input te verzamelen over hoe de AI-coach ervaren wordt en waar verbeteringen nodig zijn.

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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?

Ja. We houden rekening met:

Bias in aanbevelingen

Foutieve interpretatie van gedrag

Privacy en dataveiligheid

Transparantie over wat de AI precies doet

Er is duidelijke uitleg voor de gebruiker, en controle-opties zijn zichtbaar en aanpasbaar.

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.

regelmatige audits uitvoeren op de verzamelde data om te checken op bias of foutieve aannames. Geef gebruikers de optie om hun data in te zien en incorrecte interpretaties te corrigeren.

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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?

Niet relevant

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 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.

niet relevant

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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?

Ja, de werking wordt op een eenvoudige manier uitgelegd via een uitlegmodus binnen de app. Gebruikers zien waarom ze bepaalde content krijgen. Er is geen verborgen verdienmodel aan gekoppeld; de AI dient puur om gebruik gezonder en bewuster te maken.

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.

een overzichtelijke tijdlijn ontwerpen waarbij gebruikers kunnen terugzien hoe hun voorkeuren zijn opgebouwd en aangepast. Combineer dat met een knop Pas mijn aanbevelingen aan voor volledige transparantie én controle.

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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?

Niet relevant

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.

niet relevant

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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?

In de toekomst zou deze AI-coach kunnen uitbreiden naar andere platformen (zoals YouTube of Instagram). Ook kan het systeem zich ontwikkelen tot een persoonlijke content-bewustzijnscoach die gebruikersplatform-onafhankelijk helpt met gezonder mediagebruik.

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.

een lange termijnstrategie voorzien waarbij de AI-coach ook op andere platformen kan worden geïntegreerd en kan samenwerken met educatieve instellingen voor bredere gedragsverandering en digitale gezondheid.