QUICKSCAN - CANVAS

Data Mags

NAME: Data Mags

DATE: May 16, 2026 1:47 AM

DESCRIPTION OF TECHNOLOGY

A Data Science and Machine Learning online community platform, with an Integrated Development Environment. Inside this platform users will be able to upload/share their ML models, as well as explore/download other pre-trained models from other users. About the IDE the users will be able to import their dataset and will have the option to visualize it with the help of plots and tables.

HUMAN VALUES

Data Mags changes its users' identities by offering a platform for knowledge exchange within the data science and machine learning communities. Uploading models can help people establish themselves as experts in their fields and create possibilities for recognition and networking. Users who study and interact with the platform's material have the opportunity to learn and grow professionally, perhaps creating their identity as experienced data scientists.

TRANSPARENCY

Data Mags promotes transparency when discussing how its technology works. Users may obtain information on the platform's functionality, such as the data sources and algorithms employed. We give descriptions of our goals, mission, and intended influence on the data science and machine learning communities. However, we recognize that the complexities of AI algorithms may not always be completely obvious to users.

IMPACT ON SOCIETY

Data Mags aims to create a user-friendly platform accessible to all who wish to work within the domain of data science and machine learning. With the goal of easing the accessibility barrier, particularly for those with little or no programming skills, and thus empowering a broader community of users to leverage these tools effectively.

STAKEHOLDERS

- Fontys University
- Data Scientists
- Machine Learning Engineers
- Data Analysts

SUSTAINABILITY

Data Mags promotes energy efficiency by improving platform infrastructure and reducing resource use. To decrease energy usage, we use cloud services that have environmentally friendly data centers and efficient data processing algorithms. Furthermore, we will investigate options to offload computing to client devices, reducing dependency on centralized servers and total energy use.

HATEFUL AND CRIMINAL ACTORS

Data Mags could be misused for unauthorized data access. Users might upload stolen data or manipulate it for personal gain. The AI assistant could give false recommendations, in theory, influencing markets or elections.

DATA

We acknowledge that data is inherently subjective, imperfect, and susceptible to bias. We understand the difficulty of differentiating correlation from causation, as well as the complexities of conveying reality through statistics. To address these challenges, the platform emphasizes transparency in data sources and processes and expects critical thinking and skepticism when interpreting data.

FUTURE

In the future, Data Mags might serve as a global center for data science and machine learning enthusiasts, allowing for cooperation, innovation, and knowledge exchange. As the platform expands and improves, it has the potential to provide access to powerful analytics tools, empowering people with various backgrounds to use data for good.

PRIVACY

Yes, Data Mags collects personal data, mainly related to user accounts and interactions within the platform. This can include but is not limited to names, email addresses, and any information provided during account creation or usage. Additionally, if users upload datasets containing personal information, that could be stored and processed within the platform. It's important to ensure that all personal data is handled securely and compliant with GDPR.

INCLUSIVITY

Data Mags may include inherent biases, which arise mostly from the data used to train machine learning models and the viewpoints of those involved in platform creation. If the training data overrepresents specific demographics or opinions, the models' suggestions may be biased.

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QUICKSCAN - CANVAS - HELPSIDE

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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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Fontys University of Applied Sciences