

NAME: AI detector

DATE: September 12, 2025 5:10 AM

DESCRIPTION OF TECHNOLOGY
De AI detector controleert bij het uploaden van een pin op Pinterest of het werk al eerder is ge-upload en of het auteursrechtelijk beschermd is.



IMPACT ON SOCIETY



Het probleem is dat er op pinterrest te vaak de zelfde afbeeldingen worden ge-upload zonder enige credits voor de echte maker. Veel ontwerpers, kunstenaars en fotografen zien hun werk verschijnen op Pinterest zonder erkenning of bronvermelding. Het is voor Pinterest moeilijk te handhaven omdat er geen effectieve identificatiemethoden bestaat op de app. Maar daar komt dan de AI detector kijken, die kijkt tijdens het uploaden van een afbeelding of die niet al online staat en tot wie de auteursrechten behoren.

HATEFUL AND CRIMINAL ACTORS



Hoewel de AI-tool is ontworpen om plagiaat op Pinterest tegen te gaan, zijn er potentiële manieren waarop de technologie misbruikt zou kunnen worden. De AI scant en herkent afbeeldingen wat kan leiden tot onterecht labelen van een gebruiker als plagiaatpleger. Of denk aan gebruikers die bewust anoniem willen blijven maar die worden alsnog zonder hun toestemming geïdentificeerd.

PRIVACY



Om de tool zijn werk te laten doen moet er wel persoonlijke data van de gebruikers beschikbaar zijn, denk aan volledige naam en gebruikersprofiel. Ook hun geregistreerd werken.

HUMAN VALUES



Te complex

STAKEHOLDERS



-

DATA



Te complex

INCLUSIVITY



Te complex

TRANSPARENCY



Voor een technologie als deze is transparantie essentieel. Gebruikers moeten begrijpen hoe de tool werkt, waarom bepaalde beslissingen worden genomen. Daarom is er een duidelijke uitleg over hoe de tool afbeeldingen vergelijkt en plagiaat detecteert.

SUSTAINABILITY



Niet relevant

FUTURE



Als elke afbeelding voortaan wordt gecontroleerd tijdens het uploaden zorgt het ervoor dat er minder plagiaat plaats vind en gebruikers meer waardering krijgen voor hun werk.

FIND US ON www.tict.io

THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON [WWW.TICT.IO](http://www.tict.io)



NAME: AI detector

DATE: September 12, 2025 5:10 AM

DESCRIPTION OF TECHNOLOGY
De AI detector controleert bij het uploaden van een pin op Pinterest of het werk al eerder is ge-upload en of het auteursrechtelijk beschermd is.



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...

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...

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...

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?...

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.

...

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;...

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....

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...

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?

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?

FIND US ON WWW.TICT.IO

THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON WWW.TICT.IO





