


NAME: Self driving car

DATE: March 31, 2022 3:33 PM


DESCRIPTION OF TECHNOLOGY

It is a self-driving car. It has sensors used in combination with GPS to assess the risks around it and safely deliver its passenger to their destination. Includes self-parking features.




HUMAN VALUES

Driving a car has been a big part of society for the last 100 years. A self-driving car is a major change and people have to get used to this idea. Maybe they don't feel safe when they are not in control themselves.




TRANSPARENCY

To be as transparent as possible we clearly state in our terms of service and privacy policies the data that we gathered about and from our users and for what purpose we collected it. This includes for example the speeds they are driving so that if many users are driving 20km/h in a 100km/h road we can warn others that there is a lot of traffic there.




IMPACT ON SOCIETY

A self-driving car could be really useful. The most important advantage is delegating the responsibility to computers. As a result, the human factor would be minimal as well as the number of car accidents.




STAKEHOLDERS

This technology can be used by people who can drive (those who can afford it). The stakeholder will be all the car companies that want to install this technology in their cars.




SUSTAINABILITY

Driving could become more sustainable, because the cars can calculate fuel and drive more efficiently.




HATEFUL AND CRIMINAL ACTORS

Since the self-driving car would contain many software parts, nobody excludes the possibility of it being hacked. Afterwards, it could be stolen or used for other criminal purposes (murdering, terrorism).




DATA

We will store data about the cars. We are going to store the amount of fuel cars currently have. Then we will store data about customers' destinations. Optionally, if customers want to store their favourite location, they can store that data too.




FUTURE

In the future when this technology reaches full maturity it will take over many of the daunting tasks that people would prefer not to have to do, like being a truck driver, a bus driver... This will decrease the price of transport of goods and decrease the amount of drivers needed.




PRIVACY

The technology registers data, for example frequent destinations. Those are related to the customer account and not to the car so the customer can easily access their travel history. To take care of the privacy policies we will show it in an accessible way when a user registers an account, so the customer is agreeing with our company using that data to improve their experience.



INCLUSIVITY

To be inclusive with our users and avoid a built-in bias with our cars, we have different modes for driving depending on if the user wants to take a touristic route (people on holidays) or the fastest one (workers). We also thought about different body sizes and shapes by making our elements inside the cars (such as chairs and controls) as much adaptable as possible.




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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:

- Can the technology be perceived as stigmatising?
- Does the technology imply or impose a certain belief or world view?...


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.


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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