


**NAME:** Baby Don't Cry

**DATE:** October 13, 2021 2:00 PM


**DESCRIPTION OF TECHNOLOGY**  
An app that 'listens' to a crying baby and analyzes the crying. The app knows if the baby is hungry or tired or in pain (for example)

The app is trained on over 200.000 crying babies and can be personalized on your baby. The analysis is 80% accurate for identifying a baby's emotional state.




**IMPACT ON SOCIETY**

Being a new parent can be stressfull. Having a baby is new and parents are often insecure. Why is the baby crying and how can we comfort the baby? The app helps parents to analyse the crying of the baby. This accounts for parents that have more confidence, are less insecure and therefore have a more positive influence on the wellbeing of the baby. The app therefore is primary designed to increase the wellbeing of the baby by boosting the confidence of the parents.



**HATEFUL AND CRIMINAL ACTORS**


We do not really see any way that our technology can be used to break the law or avoid facing the consequences of breaking the law.



**PRIVACY**


Yes, it does. We ask the user of the app to give information on the gender and race of the baby. We do this, so we can improve our app. Also, we ask the user to give information like a name and address.

We trained the app with data of crying babies that is anonymized.




**HUMAN VALUES**

This is something we worry about. We want our users to be good parents. We do not want to give the impression that an app can replace parental instincts. However parenting is something you have to learn and can be stressfull. That is why we want to support parents with our app. It helps you to become the young parent you want to be.




**STAKEHOLDERS**

- The baby
- The Parents
- Grandparents
- Consultancy agencies
- Privacy Organisations
- Researchers



**DATA**


Very much. We understand that we only listen to the baby. We do not monitor other things (like temperature of heart rate). We also know that background noise can influence our analysis. That is why we are careful to communicate that our app is only correct 80% of the time and parents should be aware of false positives or negatives.



**INCLUSIVITY**


We made sure the data in our app was collected from babies from all kind of races and gender. However, we are continously improving with new data by users from the app. These users are often caucasian and it are parenst that really care about their baby or parents with problem babies.

That is why we have a large group of researchers to help us find an correct biases.




**TRANSPARENCY**

Yes, we are very clear about that. Our app reaches conclusions using machine learning in a black box based on 200.000 crying babies. We make money by selling licenses, we do not sell or share data.




**SUSTAINABILITY**

Our servers are hosted in green datacenters. The app has a license system so it is only used when a parent decides to 'listen' to a crying baby. There is no always-on-app. Also, you do not have to buy a new phone for the app. The app runs on older model phones.



**FUTURE**

We envision a future in which machine learning becomes better and our app improves a lot. Using an app to analyze your baby's crying will be standard for all care takers and will greatly improve the care for babies. In some countries the app will be provided for by health Insurance companies. The app will just be something that is very normal in a world full of artificial intelligence.



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

**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.

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