



NAME: Malhalla

DATE: November 20, 2024 11:59 AM

DESCRIPTION OF TECHNOLOGY

Webshop to buy anything




HUMAN VALUES


It could bring 2 friends closer together. For example, if a kids parents dont have time to drive him to the toy store during the day/open hours they can order it online from my webshop. Now the kid can have the same toy as his best friend.

TRANSPARENCY


No. But the technologies used on my website are generally well known.

IMPACT ON SOCIETY


It can be difficult to find a specific product somewhere. You could be wasting a lot of time by figuring out where to find it. Using my webshop too much could result in not leaving the house.

STAKEHOLDERS


- Customers
- Any store that sells similar products


SUSTAINABILITY

If we look at just the webshop which i am developing, I would only need a way to host the entire application. There are no additional costs besides hosting.


HATEFUL AND CRIMINAL ACTORS

If all the security measurements are followed correctly there shouldnt be anything that breaks the law. However, there will always be ways to hack an application and steal data. But I will try to take as many security steps as possible to prevent this.


DATA

FUTURE

It could go viral and I could become very rich. The application will be designed to handle a ridiculous amount of concurrent users so design-wise it is safe for a long time.

PRIVACY

Yes, full name, physical address, email address

INCLUSIVITY

Yes. Products that are searched for will be shown as "hot products". This takes biases of customers and exposes it to other customers.

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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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