Changes in Behaviours and Norms | Consequences

What type of behaviours does your product incentivise? (ex: a post that collects 'likes' from others incentivises sharing)? What outcomes could these incentivised behaviours cause in the real world?
Case Studies: How Tinder Has Changed Dating; (1) What if Facebook Was a Real Place? (2)

Our product provides subtitles for videos in a foreign language. This would incentivise people to explore more websites and view videos that previously would been skipped by the individuals.

If people are able to follow news that are broadcasted in other countries they may find a new interest in news and politics. This way, people may have a more spherical approach for the topics they are interested in, as they are able to get information from multiple sources

Displacement | Consequences

Are there sectors, services or jobs your technology could be changing or replacing? Are there any new ones you could be creating?

Currently, for live videos where there are subtitles there is a stenographer typing words phonetically as they listen to the ongoing programme. If our product is used for videos that are broadcasted in a nation-wide scale, it could replace the existing stenographers.

Additionally, it may also create jobs by generating a need in improving the quality of the subtitles. This would mean that funding may be provided in research in this field and more job offers for research in natural language processing.

Unintended Users & Uses | Consequences

How would you be able to discover if people were using your product or service in ways you didn't plan for? Have you built in any monitoring or alerts for your client?

By adding a subscription basis, people need to be authorised to log on, which would prevent people from using it if they are not meant to.

A possible danger is that users may be selling their account to other people to avoid paying an additional subscription fee.

To tackle this problem, we can link the subtitle generation to a specific account, which means that any user would only be able to have a single session at any time.

Data Considerations | Contribution

What considerations did you give to the reliability of the sources of data you are using? What do you know about the consent data owners might have provided?

The original data is taken from the website the user is currently browsing, so we are not able to ensure that the data is reliable. However, the translation of the data is done using an external translating service (currently, Google Translate) and is as reliable as the external service itself.

By creating a subscription basis, we will only be storing basic information about a user (name, username, email, password), and we would have to make sure that the users consent in us keeping their data.