



NAME: AI tool for predicting MMA matches
DATE: June 6, 2025 4:00 PM
DESCRIPTION OF TECHNOLOGY
With this tool it will be possible to predict the outcome of a fight between two fighters.




HUMAN VALUES




The technology can enhance relationships by fostering shared interests and creating new ways for fans to engage with sports analytically. However, it may detract from relationships if disagreements arise over predictions.

TRANSPARENCY



The tool will not be publicly available, but the work behind it will be completely transparent. Comprehensive documentation will be provided to explain how the technology functions, the methodologies used, and the intended use cases. This ensures that users and stakeholders fully understand the tool's purpose, capabilities, and limitations.

IMPACT ON SOCIETY




There is not actual problem to which the tool answers to. It does not help in any specific way. However, the tool could be used to enhance the performance of a fighter. This is due to the fact that if a fighter sees what could be the likelihood of the outcome of the bout he is attending, maybe he could develop further the skills the person needs in order to reduce the chance of being defeated.

STAKEHOLDERS




- Fighters

SUSTAINABILITY




The project makes use of different machine learning models which are very energy consuming. Another direct energy use would be the computational power required for real-time predictions when users input new data. Minimal energy use will be achieved if the model design is optimized, meaning that if a simpler model achieves the similar result to a more complex model, the simpler model should be used.

HATEFUL AND CRIMINAL ACTORS




There are two main things to consider in the project. Compliance to the GDPR, since I am processing personal data and the betting system that could be further developed from the project.

DATA




In the technology I am currently developing there are many pitfalls. Predicting the outcome of a sports bout is very difficult given the reason that there are many external factors that influence the decision if a fighter will win.

FUTURE




The technology could potentially disrupt betting systems by providing highly accurate predictions that skew betting odds, giving an unfair advantage to certain users or organizations. Additionally, it may influence public perception of matches, causing fans to lose interest in specific match-ups if the predictions heavily favor one fighter, reducing the excitement and anticipation. This could also discourage promoters from organizing certain fights, impacting the sport's diversity and growth. To address these issues, the technology should...

PRIVACY



The tool uses personal data of all the fighters in the organization 'The Ultimate Fghter (UFC)'. That means that the project needs to obey the GDPR. The data was taken from the website 'kaggle' and it is licensed. The dataset has been used previously by other people for the creation of different models.




INCLUSIVITY



A potential built-in bias in the MMA prediction tool could stem from historical or systemic biases in the data, such as underrepresentation of female fighters, fighters from certain regions, or specific fighting styles. If the data used for training primarily reflects trends or fighters from dominant demographics or regions, predictions could unfairly favor these groups.

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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:

- 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?

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