NAME: Predicting match outcome with AI

DATE: July 4, 2025 6:12 PM

DESCRIPTION OF TECHNOLOGY

Using different ai machine learning methods, giving it data from former football matches to predict weither a game will result in a win, draw or loss for a team.

HUMAN VALUES

The technology could make football more engaging for users by providing data-driven predictions, helping fans and coaches understand the game better and sparking more discussions. It may create new ways for fans and coaches to interact with football through AI insights. However, if people rely too much on these predictions, it might reduce their own judgment or critical thinking.

TRANSPARENCY

The technology is designed to ensure users and stakeholders clearly understand how it works and how the business model operates. The explanation of how the technology makes predictions and the factors influencing its behavior are easily accessible. The goals of the system and its purpose are clearly outlined, and transparency is maintained regarding the business model, so users can fully comprehend how the technology functions and what they can expect from it.

IMPACT ON SOCIETY

The problem is predicting football match outcomes (win, lose, or draw) using AI. Football results are influenced by various factors like team performance, player conditions, and match context, making predictions challenging. Solving this can help coaches make better strategic decisions and allow fans to engage more deeply with the game.

STAKEHOLDERS

- Football fans
- Football coaches
- Football players
- Football teams
- Analysts
- Betting companies

SUSTAINABILITY

In this technology, the direct energy use is associated with the energy consumed by servers running the predictive models and processing match data. The indirect energy use arises from data transfer and storage, which can be reduced by utilizing energy-efficient data centers and ensuring that the data is processed and stored in an environmentally friendly way.

HATEFUL AND CRIMINAL ACTORS

The technology could be misused to exploit gambling addiction by creating an over-reliance on predictions. As people begin to trust AI-driven outcomes, they might become more dependent on the technology, potentially leading to compulsive betting behaviors. This could result in individuals making high-risk bets based solely on predictions, which may not be accurate, causing financial harm and deepening addictive behaviors.

DATA

Yes, there is a potential built-in historical bias in this technology due to the dataset being based on two seasons of Premier League data, where relegated teams have fewer statistics. This could lead to the model favoring teams with more data, as they are overrepresented. To reduce this bias, we need to ensure that relegated teams are not ignored or underweighted.

FUTURE

In the future, this technology could make more accurate predictions by using real-time data, like player performance or game conditions. It could extend beyond football, applying AI to other sports. The technology could become a key tool for coaches, analysts, and fans, shaping strategies, tactics, and engagement. As AI improves, it may work with augmented reality, offering immersive experiences during games and change how people experience sports.

PRIVACY

No, the technology does not register personal data. It primarily works with match-related data such as team performance, goals, and other statistical information. However, if personal information like player names or other identifiable details were included in the dataset, that would constitute personal data, and proper data protection measures would need to be in place.

INCLUSIVITY

No i could not find any built-in bias in this technology. All the data is subjective and could not be influenced by a persons bias or any other influence.

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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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