

# Digital application / online platform

Eventify is a web application that helps users discover live music events based on location and personal preferences. The platform aggregates events from external sources and allows users to add local events.

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Context of use: Education

Level of education: Bachelor

# Technology Impact Cycle Tool

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## Impact on society

What impact is expected from your technology?

*This category is only partial filled.*

### **What is exactly the problem? Is it really a problem? Are you sure?**

The problem is that event information is fragmented across many platforms such as social media, ticket websites and venue agendas. Users often miss relevant local events or spend a lot of time searching. This is a real problem for music lovers and local organisers, because interesting events remain undiscovered. Solving this problem improves access to culture and supports local music scenes, which has a positive societal impact.

### **Are you sure that this technology is solving the RIGHT problem?**

*This question has not been answered yet.*

### **How is this technology going to solve the problem?**

*This question has not been answered yet.*

### **What negative effects do you expect from this technology?**

*This question has not been answered yet.*

### **In what way is this technology contributing to a world you want to live in?**

*This question has not been answered yet.*

### **Now that you have thought hard about the impact of this technology on society (by filling out the questions above), what improvements would you like to make to the technology? List them below.**

*This question has not been answered yet.*

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## Hateful and criminal actors

What can bad actors do with your technology?

*This category is only partial filled.*

### **In which way can the technology be used to break the law or avoid the consequences of breaking the law?**

The technology could potentially be misused to publish misleading or fraudulent events, or to harass users via user-generated content. There is also a limited risk of privacy misuse if location data were handled incorrectly. These risks are mitigated through moderation, reporting mechanisms, limited data collection and role-based access.

### **Can fakers, thieves or scammers abuse the technology?**

*This question has not been answered yet.*

### **Can the technology be used against certain (ethnic) groups or (social) classes?**

*This question has not been answered yet.*

### **In which way can bad actors use this technology to pit certain groups against each other? These groups can be, but are not constrained to, ethnic, social, political or religious groups.**

*This question has not been answered yet.*

### **How could bad actors use this technology to subvert or attack the truth?**

*This question has not been answered yet.*

### **Now that you have thought hard about how bad actors can impact this technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Privacy

Are you considering the privacy & personal data of the users of your technology?

*This category is only partial filled.*

### **Does the technology register personal data? If yes, what personal data?**

Yes, the technology registers limited personal data. This includes an email address, a hashed password, user preferences (music genres), and a rough location used for distance filtering. No sensitive personal data such as health, ethnicity or financial information is collected.

### **Do you think the technology invades the privacy of the stakeholders? If yes, in what way?**

*This question has not been answered yet.*

### **Is the technology is compliant with prevailing privacy and data protection law? Can you indicate why?**

*This question has not been answered yet.*

### **Does the technology mitigate privacy and data protection risks/ concerns (privacy by design)? Please indicate how.**

*This question has not been answered yet.*

### **In which way can you imagine a future impact of the collection of personal data?**

*This question has not been answered yet.*

### **Now that you have thought hard about privacy and data protection, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Human values

How does the technology affect your human values?

*This category is only partial filled.*

### How is the identity of the (intended) users affected by the technology?

The technology empowers users by helping them discover events that match their interests and location. It creates new ways to interact with local culture and music communities. The platform does not stigmatise users and aligns with how users want to present themselves as culturally engaged and socially active individuals.

### How does the technology influence the users' autonomy?

*This question has not been answered yet.*

### What is the effect of the technology on the health and/or well-being of users?

*This question has not been answered yet.*

### Now that you have thought hard about the impact of your technology on human values, what improvements would you like to make to the technology? List them below.

*This question has not been answered yet.*

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## Stakeholders

Have you considered all stakeholders?

*This category is only partial filled.*

**Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by answering these questions.**

### Name of the stakeholder

Main users are music lovers looking for concerts and live events. Other stakeholders include local artists, small event organisers, venues and moderators of the platform. Indirect stakeholders include external event platforms providing data. The interests of these stakeholders are mostly aligned around visibility and accessibility of events.

### How is this stakeholder affected?

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### Did you consult the stakeholder?

No

### Are you going to take this stakeholder into account?

No

**Did you consider all stakeholders, even the ones that might not be a user or target group, but still might be of interest?**

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**Now that you have thought hard about all stakeholders, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Data

Is data in your technology properly used?

*This category is only partial filled.*

**Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into account in the technology?**

Yes. The project acknowledges that data can be incomplete, biased or outdated, especially when coming from external sources or user-generated input. Eventify mitigates this by combining multiple data sources, allowing user feedback, and clearly communicating that event data may change.

**How does the technology organize continuous improvement when it comes to the use of data?**

*This question has not been answered yet.*

**How will the technology keep the insights that it identifies with data sustainable over time?**

*This question has not been answered yet.*

**In what way do you consider the fact that data is collected from the users?**

*This question has not been answered yet.*

**Now that you have thought hard about the impact of data on this technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Inclusivity

Is your technology fair for everyone?

*This category is only partial filled.*

### Will everyone have access to the technology?

*This question has not been answered yet.*

### Does this technology have a built-in bias?

There is a potential bias towards events that are better represented in external APIs or actively submitted by users. Smaller or less digitally visible communities may be underrepresented. Awareness of this bias leads to design choices such as user-generated events and manual moderation to improve inclusivity.

### Does this technology make automatic decisions and how do you account for them?

*This question has not been answered yet.*

### Is everyone benefitting from the technology or only a a small group?

#### Do you see this as a problem? Why/why not?

*This question has not been answered yet.*

### Does the team that creates the technology represent the diversity of our society?

*This question has not been answered yet.*

### Now that you have thought hard about the inclusivity of the technology, what improvements would you like to make? List them below.

*This question has not been answered yet.*



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## Transparency

Are you transparent about how your technology works?

*This category is only partial filled.*

### **Is it explained to the users/stakeholders how the technology works and how the business model works?**

Yes. The core idea and functionality of the platform are explained to users in a clear way. The platform is transparent about its purpose and does not rely on hidden algorithms or opaque data usage. The business model does not depend on selling personal data.

### **If the technology makes an (algorithmic) decision, is it explained to the users/stakeholders how the decision was reached?**

*This question has not been answered yet.*

### **Is it possible to file a complaint or ask questions/get answers about this technology?**

*This question has not been answered yet.*

### **Is the technology (company) clear about possible negative consequences or shortcomings of the technology?**

*This question has not been answered yet.*

### **Now that you have thought hard about the transparency of this technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Sustainability

Is your technology environmentally sustainable?

*This category is only partial filled.*

### **In what way is the direct and indirect energy use of this technology taken into account?**

The technology uses existing web and cloud infrastructure and does not rely on heavy computation, AI or continuous real-time tracking. Energy use is therefore limited. Further optimisation is possible by efficient caching and minimal data transfers.

### **Do you think alternative materials could have been considered in the technology?**

*This question has not been answered yet.*

### **Do you think the lifespan of the technology is realistic?**

*This question has not been answered yet.*

### **What is the hidden impact of the technology in the whole chain?**

*This question has not been answered yet.*

### **Now that you have thought hard about the sustainability of this technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*

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## Future

Did you consider future impact?

*This category is only partial filled.*

### **What could possibly happen with this technology in the future?**

If the platform scales to a large user base, it could significantly influence how people discover live music and support local culture. Communities could become more locally engaged, but there is also a risk of over-reliance on digital discovery. Responsible scaling and transparency will be important.

### **Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one utopian scenario.**

*This question has not been answered yet.*

### **Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one dystopian scenario.**

*This question has not been answered yet.*

### **Would you like to live in one of this scenario's? Why? Why not?**

*This question has not been answered yet.*

### **What happens if the technology (which you have thought of as ethically well-considered) is bought or taken over by another party?**

*This question has not been answered yet.*

### **Impact Improvement: Now that you have thought hard about the future impact of the technology, what improvements would you like to make? List them below.**

*This question has not been answered yet.*