

# Movie succes prediction

I am creating a technology to predict the succes of an upcoming movie, by assigning it a label ranging from not-successfull to very successfull. By using this label, movie theatres can decide to hire more staff for the viewing of a film and decide to make it appear more often in the first weekend of its release.

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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 I am trying to solve is that movie theatres can't know for sure in advance whether a film is going to perform well, meaning that they'll show most newly releasing films equally, despite certain ones performing way better than others. With this model in place, theatres can decide to hire more staff on a certain day and also get more viewers watching a film at once, increasing their revenue.

### **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?**

I can't think of any ways this technology could be used in a malicious manner. Since this technology is designed for movie theatres to use, the general public will not get their hands on it and only a select few will. The result will also just be a piece of advice and prediction, meaning there's no real use in stealing it.

### **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?**

The technology does not register any personal data. It registers data about movies available to the public. The only data that could be considered as being personal is the ratings of users which it uses to come up with a result, but these are also available to the public.

### **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?**

This technology will not take over certain works that are currently being done by human beings, because a tool such as the one I have described currently does not exist yet. It also has no certain beliefs or world views or changes the interaction between different users.

### **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**

Movie theatres

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

Yes

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

Yes

**Name of the stakeholder**

Visitors of the movie theatres

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

Yes

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

Yes

**Name of the stakeholder**

Film producers

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

Yes

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

Yes

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Name of the stakeholder

Actors and actresses

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

Yes

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

Yes

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

-

**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?**

There will always be more films releasing in the future which, currently aren't accounted for in the data that is currently being used. There is also a decent amount of missing data present in my dataset and it is incredibly difficult to make an accurate prediction on something as complex as the success of a film, which is why I decided to categorize the data and not give a percentage-rate of success.

### **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?

Since part of the result used to generate a prediction involves the ratings of actual people, the bias of this public providing could potentially influence the final result of the prediction the model comes up with. This however isn't the only way to calculate the succes, and has the lowest influence to determine the final score.

## 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?**

The technology is fairly easy to understand and has clearly defined goals. It is beneficial to both the movie theatres and the visitors, because the visitors are able to see their newly anticipated film more easily and the movie theatres will have an increased revenue, because of a higher amount of sold tickets.

### **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?**

Since this is a technology that is used from the comforts of a company's pc it shouldn't have a big effect on energy efficiency. There is however the fact that cinema theatres will be filled with more people for each viewing, which means that the energy needed to keep a cinema screen running for an entire film won't be wasted on smaller groups of individuals.

### **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?**

It could potentially cause the downfall of certain smaller movie industries, because a lot of them don't have a massive budget to spend at the start, meaning their rating of a success could potentially be labeled as not that successfull. This could mean that most films that are produced will be reduced to only those of big companies, but this will also assure a certain quality of assurance.

**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.*