




NAME: Potential Impact Assessment 

DATE: September 6, 2024 3:30 AM


DESCRIPTION OF TECHNOLOGY
Genuine Challenge 1: Prediction of Fifa player values

HUMAN VALUES 


The model that will be produced in this project will have little to no influence on the identity of the user. Some users (players whoms value is to be predicted) might be disappointed or over the moon with the result of the predicted value, when this influences the identity of the user, I am of the opinion that this is not due to the technology, but more due to the personal traits these persons have.

TRANSPARENCY 


The technology will be fully transparant throughout this project, every input variable will be made public and the way the technology is supposed to work will be shared with the general public. Since there is no intention of making money from this project, there is no business model to be disclosed.

IMPACT ON SOCIETY 


The problem this project tackles is the unfair distribution of players values, where external factors (non-football related) influence the value of a player. It also tackles the lack of a fair distribution of knowledge, where a football manager affiliated with a player has a lot more information about that players value than a potential buyer (a football club), giving them an unfair edge in negotiations.

STAKEHOLDERS 


- Fifa (Fédération Internationale de Football Association)
- Football players
- Football players agents
- Football clubs
- Football leagues

SUSTAINABILITY 


The energy use of this technology is minimal. The indirect energy use to acquire the data (which has been done for us) is difficult to take into account since there is no transparency of the sustainability of the acquiring of this data. Besides that the direct energy use for this project will mostly be for scraping the data from the web and training the model with the dataset. The use of the predictive function of this project will be demand based (ie: it will only be active when it get a request)

HATEFUL AND CRIMINAL ACTORS 


When an external person is able to influence the provided data that is used to train this model, the outcomes will not be accurate, rendering the model useless. When a person is able to modify the statistics about a player the value is to be predicted of, the outcome will differ from reality and might be used to influence the negotiations for this particular player.

DATA 


The way the statistics of players are measured are unclear to me, as previously stated in the project proposal, these measurements will be considered as a black-box during this project. However, when thinking about it, these are probably human evaluations and are therefore prone to bias (a player in a major league might get improved statistics compared to an identical player from a minor league). I dont think its realistic to remove this bias at this point in time.

FUTURE 

In the future, other aspects of a football player might influence their value. If that were to be the case the model needs to be updated to the most current factors that influence the players value. Also the value of money needs to be taken into account, when a players value is predicted the value of money is not taken into account (for example 10 euros in 2021 is worth way less in relative terms than 10 euros in 2011), which might be improved in the future

PRIVACY 

The data used in this model uses some personal data, most of it is dropped from the original dataset (like date of birth, since it is useless when the age is known in the current context of this project), however for convenience the names of the players are saved in the entries (but not used for training the model). All the data that has been used for this project is publicly accessible and therefore in compliance with all privacy regulations.


INCLUSIVITY 

As mentioned in the question above (the pitfalls of the shortcomings in the data), it is likely the scores of particular player skills are prone to bias and since this data will be used to train the model there is a risk the model would have built-in bias, to minimize the effect of this potential bias, new values will be derived from the measured data to minimize the influence of personal bias from the persons that 'measured' this data.

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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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