QUICKSCAN - CANVAS

Movie Recommendation System

NAME: Movie Recommendation System

DATE: September 5, 2024 1:49 PM

DESCRIPTION OF TECHNOLOGY
A model that predict which movies you might like using an algoritm that is trained on data based on what movies the viewer watched and how they rated the movie

HUMAN VALUES
Users will spend less time searching for movies on multiple platforms. It's also a way of introducing movies & shows that aren't generally popular, but might be a good fit for this user because often the platforms recommend popular movies. It improves the user-friendlyness.

TRANSPARENCY
Since it is a recommendation system, the user doesn't have to do a lot to get an output. The model needs to know their interests and what movies they liked and which streaming platforms they are currently using.

IMPACT ON SOCIETY
There are a lot of streaming platforms with a big variaty of movies & shows so there's something for everyone and you always have something to watch. However, since there are so many options, users tend to spend too much time searching for movies to watch which can be irritating and time consuming while this time should be spend to relax. It's improving the user-friendliss rather than a serious societal problem.

STAKEHOLDERS
- Streaming Platforms
- User of movie streaming platform(s)
- Cinemas

SUSTAINABILITY
It needs some data capacity of the internet, but since people will save some time in searching for a movie, they might also save some energy becasue they are finished earlier.

HATEFUL AND CRIMINAL ACTORS
The model itself only needs an user-id for personal information. The only personal information that will be used for the model, is the watch bahaviour, genre and movie preferences. This information is not traceble to a person, their contact information, profession, address etc

DATA
In case a movie does not have the right data, there might still be enough other recommendations that can be made. The user will probably miss out a lot of good movies because there are so many of them. Besides, there are many labels we can assign to movies & shows. The technology will still work without these shortcomings.

FUTURE
The dataset the model uses for these predictions might be outdated very quick. The dataset has to be updated or the model has to find a way to search the internet to fill in the data by itself. Secondly, the movie industry might get more succesfull because people are using their watching time more efficiently.

PRIVACY
No, the model itself doesn't need any personal information. Only preferences. Since these users need to log in and this might require a mail address, some personal data like name and mail address might be collected for this manner but not used in the database that the model will be using for these recommendations.

INCLUSIVITY
The bias can come from various sources such as the data used to train the system, the algorithm used to make recommendations, and the preferences of the creators of the model. Its important to note that bias in recommendation systems can lead to unfairness and discrimination and might not recommend movies with black leading actors or LGBTH+ subject because some people tend to avoid them.

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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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