

# Movie success model

The technology is comprised of a database and an analyzing algorithm. The algorithms look at the features of a movie or series and then at the ratings and/or revenue the movie is created.

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Created on: October 13, 2021 8:21 PM  
Changed on: October 20, 2021 10:23 AM

# Technology Impact Cycle Tool

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## Impact on society

What impact is expected from your technology?

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

The fact is that writers or creators don't always know what an audience wants or don't know what is popular with the audience if they maybe aren't sufficiently familiar with a genre. The technology could give them a good indication of what works and what doesn't.

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

There always will be the argument that the creators of movies will need to be original and shouldn't look at the past, but in the end, movies need to make a profit and if there is a system that could help creators maximize profit it would be helpful.

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

It will advise makers by giving them either a list of successful projects based on a certain feature or giving them a probability score of success based on the parameters they give.

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

If the system is followed too directly it could lead to very similar movies or series which in turn could lead to lower revenue and ratings. This means that creators still have to input their creative spin on a project.

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

Well, truth be told who doesn't enjoy a good movie or series? If the possibility exists to have more good content I would like to live in that world.

**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.**

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## Hateful and criminal actors

What can bad actors do with your technology?

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

The technology can't be used to break the law or the consequences because of the fact that it only will be used by a small number of individuals and the system is used for a very specific use.

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

Individuals could possibly use bots to increase or lower the ratings of movies to influence the results that the technology provides.

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

As said before hateful actors could use bots to influence the results of specific movies that maybe have certain ethnic groups or social classes in them.

### **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.**

The technology can't directly be used to pit groups against each other.

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

Bad actors could use bots to influence the result and through this method hide the real opinion from the audience about the movie.

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

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## Privacy

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

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

Yes, the movie ratings are all from either professional opinions or individuals expressing their opinion. But all these are on public websites so privacy is not in question.

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

No, because all the information the technology uses is publicly available so it doesn't invade privacy.

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

It's compliant with all data and privacy laws because the technology only uses publicly available data.

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

The technology doesn't mitigate any privacy or data protection because there are virtually no risks since all the data is publicly accessible.

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

The technology could influence the life actors because they could possibly get more or less work if the technology praises or denounces them.

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

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## Human values

How does the technology affect your human values?

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

The technology doesn't affect the identity of the users because the de actual result it delivers is about movies and nothing about their personal life.

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

The technology doesn't influence the autonomy of the users but the technology wants to help users in making certain choices when creating a movie.

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

The technology will not be influencing the health or well-being of the users.

**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.**

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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**

Writers and creators of movies

### **How is this stakeholder affected?**

They will be the main intended users of the system to steer them to more success.

### **Did you consult the stakeholder?**

Yes

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

Yes

### **Name of the stakeholder**

Production companies

### **How is this stakeholder affected?**

These companies could use the system to see what budgets could be for possible productions.

### **Did you consult the stakeholder?**

Yes

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

Yes

### **Name of the stakeholder**

Movie viewers

### **How is this stakeholder affected?**

If the system is used frequently and correctly movie viewers should have more and better-suited movies for them.

### **Did you consult the stakeholder?**

Yes

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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?**

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

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## Data

Is data in your technology properly used?

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

The pitfall that is the most prominent is that bad actors could possibly influence the ratings which in turn could steer the technology.

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

Since the ratings are from public websites they need to be actively updated periodically to make sure the technology works optimally.

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

Since the websites are public domains with a business model that needs to have the information publicly available the data will likely stay available. As mentioned earlier the data will be periodically updated.

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

Data will be collected from the users of the websites but the technology will only record data to keep the technology functional.

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

The fact that bad actors could manipulate the data has made me think that there at least needs to be a backup for all data so these can be fallen back upon.



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## Inclusivity

Is your technology fair for everyone?

### **Will everyone have access to the technology?**

It is still not sure if the technology will be free to access or that there will be a monthly fee but it in principle will be accessible to all individuals interested.

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

The technology does have the bias that is in the film industry so some genres or actors will be more successful or popular and the technology will favor them. This is one important reason for the users to specify multiple features.

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

The technology will calculate the best option for their selected features so the technology will decide which movies the user should use as markers.

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

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

A small group is directly affected by the technology because they are the users but indirectly a whole lot of movie viewers will be affected.

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

No

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

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## Transparency

Are you transparent about how your technology works?

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

It still isn't sure if the technology will be monetized but if it will be the users will be asked a monthly fee to utilize the technology.

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

If the users that desire it will be possible to explain how the technology achieves the results.

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

No, at the current size and prospected use of the project it will not be possible to ask questions.

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

In the deployment report, a few of the shortcomings will be clarified and explained to make sure users are aware of these things.

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

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## Sustainability

Is your technology environmentally sustainable?

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

The only real energy use of the technology is the energy that the machine that runs the technology consumes and the servers that store the data and websites that provide data.

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

Since every individual user is responsible for the machine they use the team can't be held accountable for that.

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

As long as the data provision won't stop and the technology will keep its checks and balances it will have a life span of 20-30 years. However, the chance that a competing technology will surpass it in a lot fewer years will be likely.

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

The production of the machine to run the technology is done by mostly big tech companies and these use quite a bit of energy to make these machines.

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

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## Future

Did you consider future impact?

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

It could possibly keep its function but it will be likely surpassed by a better-designed technology with has more features and/or more nuance.

### 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.

When sketching a utopian scenario for the usage of the technology firstly it would become a standard consulting tool for writers and creators alike this would increase both the number of movies and the quality of them. It would also hopefully lead to the creation of a real company that would create a better version of the technology.

### 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.

When sketching a dystopian scenario for the usage of the technology the first thing that comes up is that it won't work or the technology won't function correctly. Writers and creators then couldn't or just simply don't want to use the technology and in the end, neither movies nor movie viewers are better off.

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

I would like to live in the utopian scenario because who doesn't like a good movie and why wouldn't an individual want more of that.

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

Well if a big movie production or publishing companies would buy the technology they could manipulate results which would be positive for them but negative for the rest of the industry.

### 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.

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