NAME: Movie success model
DATE: July 12, 2025 6:31 AM
DESCRIPTION OF TECHNOLOGY
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.

HUMAN VALUES

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.

TRANSPARENCY

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.

IMPACT ON SOCIETY

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.

STAKEHOLDERS

- Writers and creators of movies
- Production companies
- Movie viewers

SUSTAINABILITY

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.

HATEFUL AND CRIMINAL ACTORS

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.

DATA

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

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.

PRIVACY

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.

INCLUSIVITY

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.

FIND US ON WWW.TICT.IO

THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON WWW.TICT.IO

NAME: Movie success model
DATE: July 12, 2025 6:31 AM
DESCRIPTION OF TECHNOLOGY
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.

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.…

FIND US ON WWW.TICT.IO