




NAME: Predicting nations FIFA points 

DATE: September 5, 2024 1:53 PM

DESCRIPTION OF TECHNOLOGY
Predicting nations FIFA points

HUMAN VALUES 


The technology is neutral and objective, empowering users to make informed decisions and engage in discussions about national team performance, providing a new way for football enthusiasts to engage with the sport by increasing their interest, engagement, or knowledge of the sport. It is not designed to stigmatize or discriminate against any group of people and does not impose any subjective beliefs or worldviews on users.

TRANSPARENCY 


Most of the world population knows about the sport football and will easily understand the purpose of this technology. However, this is not an argument and the idea of the technology is carefully explained to the users/stakeholders. By working with the data, displaying it in plots and finding trends, the technology is made transparent to the users and they will understand how it behaves.

IMPACT ON SOCIETY 


The challenge is to predict the FIFA ranking points of a nation's football team accurately. This technology aims to make international football more popular and fun with the fans of the sport. This will be done through more engagement with the people by creating interactive web application and including betting option.

STAKEHOLDERS 


- Users
- Football analysts
- Football fans
- Betting companies
- Football coaches
- Football players

SUSTAINABILITY 


The technology is already made very energy and cost efficient and does not require any improvements in that sense.

HATEFUL AND CRIMINAL ACTORS 


The technology will be used to predict points of a football team, which is not against the law. Moreover, these points are public information, that is why FIFA displays them on their website, and everybody can see them freely. This information is not harmful to anyone and cannot be used for illegal stuff.

DATA 


I am well aware of the shortcomings of data so several steps are taken to combat this. Firstly, a diverse range of data sources are used to train the machine learning model. Secondly, the design of the technology incorporates transparency and accountability, making it clear how the predictions are generated and allowing for ongoing evaluation and adjustment.

FUTURE 

The majority of individuals are well-versed in club football but less so in national football. Users will have a better understanding of how good a national team is. As a result, national football may become more exciting and competitive with club football in terms of popularity.

PRIVACY 




The model is using data to predict, which is public and accessible by everyone. For these predictions the model does not need personal data. Thus the users can view the predictions without the need to give their personal data, which means the technology protects user's privacy.

INCLUSIVITY 


The technology does not have built-in bias. One possible bias is connected with the data collected. If the data is collected in a way that is biased towards certain teams or regions, or if it only includes a limited range of factors, the predictions may be skewed. To ensure that this is prevented, it would be important to carefully evaluate the data, that will be used to train the model. Moreover, the technology incorporates transparency and accountability, which helps to ensure that any biases or issues with the data are identified and...

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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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