QUICKSCAN - CANVAS

Movie succes prediction

NAME: Movie succes prediction

DATE: May 16, 2026 10:14 AM

DESCRIPTION OF TECHNOLOGY

I am creating a technology to predict the succes of an upcoming movie, by assigning it a label ranging from not-successfull to very successfull. By using this label, movie theatres can decide to hire more staff for the viewing of a film and decide to make it appear more often in the first weekend of its release.

HUMAN VALUES

This technology will not take over certain works that are currently being done by human beings, because a tool such as the one I have described currently does not exist yet. It also has no certain beliefs or world views or changes the interaction between different users.

TRANSPARENCY

The technology is fairly easy to understand and has clearly defined goals. It is beneficial to both the movie theatres and the visitors, because the visitors are able to see their newly anticipated film more easily and the movie theatres will have an increased revenue, because of a higher amount of sold tickets.

IMPACT ON SOCIETY

The problem I am trying to solve is that movie theatres can't know for sure in advance whether a film is going to perform well, meaning that they'll show most newly releasing films equally, despite certain ones performing way better than others. With this model in place, theatres can decide to hire more staff on a certain day and also get more viewers watching a film at once, increasing their revenue.

STAKEHOLDERS

- Movie theatres
- Visitors of the movie theatres
- Film producers
- Actors and actresses

SUSTAINABILITY

Since this is a technology that is used from the comforts of a company's pc it shouldn't have a big effect on energy efficiency. There is however the fact that cinema theatres will be filled with more people for each viewing, which means that the energy needed to keep a cinema screen running for an entire film won't be wasted on smaller groups of individuals.

HATEFUL AND CRIMINAL ACTORS

I can't think of any ways this technology could be used in a malicious manner. Since this technology is designed for movie theatres to use, the general public will not get their hands on it and only a select few will. The result will also just be a piece of advice and prediction, meaning there's no real use in stealing it.

DATA

There will always be more films releasing in the future which, currently aren't accounted for in the data that is currently being used. There is also a decent amount of missing data present in my dataset and it is incredibly difficult to make an accurate prediction on something as complex as the success of a film, which is why I decided to categorize the data and not give a percentage-rate of success.

FUTURE

It could potentially cause the downfall of certain smaller movie industries, because a lot of them don't have a massive budget to spend at the start, meaning their rating of a success could potentially be labeled as not that successfull. This could mean that most films that are produced will be reduced to only those of big companies, but this will also assure a certain quality of assurance.

PRIVACY

The technology does not register any personal data. It registers data about movies available to the public. The only data that could be considered as being personal is the ratings of users which it uses to come up with a result, but these are also available to the public.

INCLUSIVITY

Since part of the result used to generate a prediction involves the ratings of actual people, the bias of this public providing could potentially influence the final result of the prediction the model comes up with. This however isn't the only way to calculate the succes, and has the lowest influence to determine the final score.

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QUICKSCAN - CANVAS - HELPSIDE

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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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