



**NAME:** Minor marketing campaign 

**DATE:** May 15, 2026 4:32 PM


**DESCRIPTION OF TECHNOLOGY**  
A marketing campaign with the mission to inform Fontys students on the new creative minor- Virtual production.

**HUMAN VALUES** 


Even though its not in its design, the game can help bring people together as they can play it along and talk about it after. They can even spread the word around about it. The only big change the game can make, is make those who were wondering what minor to take choose the Virtual production one.

**TRANSPARENCY** 


Yes, it's very easy to explain and understand. I've already presented it to the stakeholders and they found it easy to understand.

**IMPACT ON SOCIETY** 


There are many boring posters all around the university campuses. In order to catch a students attention, a simple paper is not enough. Thats why I created an engaging short game that informs the user of the minor after they complete it. As its something uncommon, even users who havent played will hear about it and what it's about.

**STAKEHOLDERS** 


- Fontys students
- Fontys marketing department
- Fontys teachers

**SUSTAINABILITY** 


The energy use is based on the energy label the info monitor has

**HATEFUL AND CRIMINAL ACTORS** 


The technology cannot be used to break the law, as its a simple informational game.

**DATA** 


I collect no data with my game. The only data I would need if I were to collect it, would be counting how many users have completed the game. That data would be a simple number. All users will be anonymous.

**FUTURE** 

The game could get even more detailed and complex

**PRIVACY** 

No, it does not.

**INCLUSIVITY** 

There are 3 biases my technology has:

1. We assume the user will enjoy cats and thus be interested. People in the target audience who do not like cats or cat memes are a minority our campaign hasn't fully covered.
2. We assume the user is capable of playing the game.
3. We assume the user speaks english.

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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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