

# Predicting F1 races excitement level based on historical data

I will use historical data from f1 races to find out what makes a f1 race exciting and use that to predict future races for people who want to attend a f1 race but dont know which one to go to.

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Context of use: Other

# Technology Impact Cycle Tool

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## Impact on society

What impact is expected from your technology?

*This category is only partial filled.*

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

The purpose of the F1 Race Excitement Prediction Tool is to enhance the Formula 1 viewing experience for fans and assist broadcasters in event planning. Recognizing that the unpredictability of excitement in races can lead to viewer dissatisfaction, this tool aims to predict excitement levels using data analytics. It evaluates factors like driver performances, track characteristics, and historical race data, offering fans insights into which races might be the most thrilling. For broadcasters, these predictions aid in strategic planning and marketing, potentially increasing viewership and revenue. Ultimately, the tool strives to make Formula 1 racing more engaging for fans and more predictable for broadcasters, enriching the sport's overall appeal.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

### **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.**

*This question has not been answered yet.*

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## Hateful and criminal actors

What can bad actors do with your technology?

*This category is only partial filled.*

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

The F1 Race Excitement Prediction Tool, while designed to enhance viewing experiences, could be misused for illegal betting, giving some users an unfair advantage. There's also a risk of data breaches or misuse for manipulative marketing if race data falls into the wrong hands. Additionally, the tool's predictions could be exploited to unethically influence stock markets or financial standings of teams and sponsors. It's crucial to ensure strong safeguards against such misuse of the tool's data analytics capabilities to prevent these potential illegal activities.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

### **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.**

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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## Privacy

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

*This category is only partial filled.*

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

The F1 Race Excitement Prediction Tool uses public race data and doesn't directly collect personal data. However, integrating user feedback could indirectly gather personal opinions, potentially falling under GDPR regulations. Expansion to include personalized features based on viewing history would involve processing personal data, requiring strict adherence to privacy laws. In such cases, data protection principles must be rigorously applied to ensure security, transparency, and consent in data handling. When interfacing with user accounts or social media, the tool must prioritize user privacy to prevent unauthorized access or data misuse.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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## Human values

How does the technology affect your human values?

*This category is only partial filled.*

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

The F1 Race Excitement Prediction Tool enriches Formula 1 fan experiences by offering data-driven race excitement predictions. It fosters shared interests and discussions among friends, enhancing their enjoyment of the sport. This tool doesn't replace human roles but adds a new dimension to race watching. It's designed to respect users' dignity and aligns with their identity as informed enthusiasts, empowering them with knowledge. However, it doesn't fundamentally change people or impose beliefs. Instead, it serves as an engaging, informative tool for a more immersive Formula 1 experience.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

### **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.**

*This question has not been answered yet.*

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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**

Regular F1 fans

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

No

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

No

**Name of the stakeholder**

Broadcasters

**How is this stakeholder affected?**

-

**Did you consult the stakeholder?**

No

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

No

**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.**

*This question has not been answered yet.*

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## Data

Is data in your technology properly used?

*This category is only partial filled.*

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

We acknowledge that data can be subjective and incomplete, with potential biases and complexities. Our tool mitigates these challenges by using diverse, comprehensive datasets and continually updating its algorithms. We prioritize transparency in how data influences predictions and actively work to address biases. Recognizing that data cannot perfectly capture race excitement, we emphasize the tool's role as an informative guide rather than an absolute authority, and we educate users about these data limitations.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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## Inclusivity

Is your technology fair for everyone?

*This category is only partial filled.*

## Will everyone have access to the technology?

*This question has not been answered yet.*

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

Built-in bias in our tool could stem from historical race data reflecting past technological or team advantages, or from the subjective nature of what constitutes 'excitement.' Data primarily from certain circuits or eras might skew predictions. Our team regularly reviews and updates the datasets to ensure diversity and contemporary relevance. We acknowledge our own biases and challenge assumptions by considering diverse fan perspectives. This continuous critical evaluation helps us refine the tool, aiming for an unbiased, inclusive representation of what makes a Formula 1 race exciting.

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

*This question has not been answered yet.*

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

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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## Transparency

Are you transparent about how your technology works?

*This category is only partial filled.*

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

Our technology's workings and goals are explained through accessible resources. Users can find information on how race data feeds into our predictive models on our website. While the detailed algorithmic functions aren't fully disclosed partly due to the complexity of AI processes we ensure transparency in our business model and the tool's purpose. We aim for clarity on the technology's scope and limitations, providing insights into what factors influence excitement predictions. However, like many AI systems, pinpointing exact reasoning for specific predictions remains a complex challenge.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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## Sustainability

Is your technology environmentally sustainable?

*This category is only partial filled.*

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

Our tool operates largely through cloud-based services, which require energy. We prioritize hosting with environmentally responsible data centers to minimize our carbon footprint. While cloud computing is energy-intensive, we explore ways to optimize our algorithms for efficiency, reducing unnecessary data processing and storage. Future updates could shift more computational tasks to local devices, decreasing reliance on central servers and further conserving energy. Continuous evaluation and adoption of greener technologies remain a key part of our sustainability commitment.

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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## Future

Did you consider future impact?

*This category is only partial filled.*

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

If 100 million people use our tool, it could significantly alter how Formula 1 is consumed and discussed. The tool might foster a more data-driven fan community, where discussions are influenced by predictive analytics. This could change viewing habits, with fans prioritizing races predicted to be more exciting. It might also shift norms around sports betting, with increased reliance on data predictions. However, widespread use could also lead to unintended consequences, such as overly homogenized perceptions of races or excessive emphasis on data over the spontaneous enjoyment of the sport.

**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.**

*This question has not been answered yet.*

**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.**

*This question has not been answered yet.*

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

*This question has not been answered yet.*

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

*This question has not been answered yet.*

**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.**

*This question has not been answered yet.*