



The Incredibles

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Presentation Overview

01

**Movie
Summary**

02

Conclusion Technologies

03

Main Characters

- The Incredibles Family
 - Mr. Incredible
 - Elastigirl/Mrs. Incredible
 - Dash
 - Violet
- Syndrome
- Omnidroid



Plot Timeline

Before
Superhero
Ban



Mr. Incredible
works



Syndrome's
Invitation



Syndrome sends
the Omnidroid
into the city



Mr. Incredible
is out saving
the day

Superhero
Ban

Mr. Incredible
got invited from
Syndrome

Ending



Conclusion

Technology is the great equalizer but needs to be monitored accordingly

- The great equalizer
 - Tech creates more equal opportunity
 - Syndrome's goal in the movie
 - "When everyone's super, then no one will be"
- Need for monitoring
 - Power corrupts; absolute power corrupts absolutely
 - Potential misuse of universal superpowers
 - Tech can be too powerful for average person

Film Maker's Intent

- Technology portrayed in an evil light
- Skeptical of the power and dangers tech brings
- Inferior to natural human ability



Brad Bird, writer and director of The Incredibles
Courtesy of Animation Magazine

1. Database

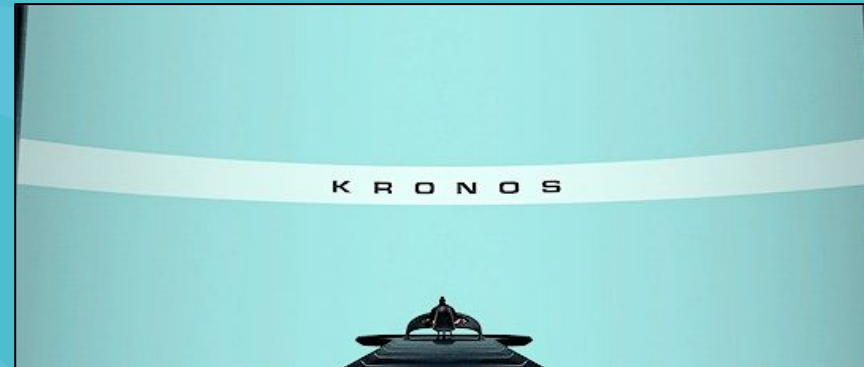
Data

- Names
- Powers
- Threat levels

Abuse of power

- Hacking
 - 191 million voters exposed [1]
- Data mining
- Trade Secrets

Information is power



2. Omnidroid



- Used as a warning for the dangers of technology
- Malfunctioned twice
- “Stop Button Problem”[2]
- AI needs to be safer

3. Gadgets

Velocipod



Zero point energy field gloves



Rocket boots



Energy Prison



“The incredibles(2004).”

3. Gadgets

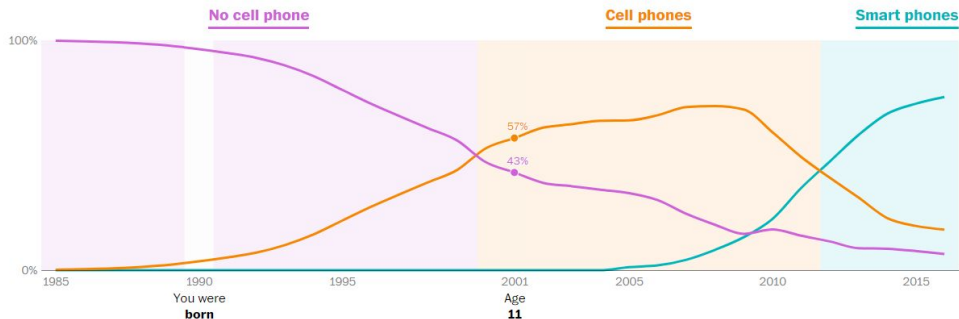


“The incredibles(2004).”

DID PEOPLE HAVE CELL PHONES?

Estimated share of Americans that owned each device

Hover to see details for each year



“What ‘Tech World’ did you grow up in?”

- **Good Equalizer**

- Could be used by anyone
- Powerful
- 96% of Americans had no cellphone(1990) [3]
- 75% of Americans had a Smartphone(2016) [3]

- **Not monitoring**

- Syndrome only saves the best for him
- Fight against the superheros, violating code of ethics 1.1
- Hacking: 557 data breaches resulting in 15.3 million record exposed(2019) [4]

Summary



Conclusion

Technology is good, but only with moderation

Film Maker's Intent

Being careless with technology is dangerous and risky

Technologies

- Database
- Omnidriod
- Gadgets

Implications

Powerful technologies were shown as out of control



Thank You!
Any Questions?

RESOURCES

[1]“Database of 191 million U.S. voters exposed on Internet: researcher”. Finkle, Jim. 28 Dec 2015.
<https://uk.reuters.com/article/us-usa-voters-breach-idUKKBN0UB1E020151229> Accessed 2 Dec 2020.

[2] Thomas Arnold, (2018), *The “big red button” is too late: an alternative model for the ethical evaluation of AI systems*, Ethics and Information Technology, <https://link.springer.com/article/10.1007/s10676-018-9447-7>

[3]“What ‘Tech World’ did you grow up in?” Reuben Fischer-Baum, The Washington Post, Nov. 26, 2017,
<https://www.washingtonpost.com/graphics/2017/entertainment/tech-generations/>. Accessed 2 Dec 2020.

[4]“2019 Annual Report.” Identity Theft Resources Center, 2020, <https://www.idtheftcenter.org/annual-reports/>. Accessed on 2 Dec 2020.

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