

AI ethics & Integrity in Sport

ASPC XII International Forum on Elite Sport: Enhancing Elite Sports – Asian Perspectives and Development



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A promising alliance

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Sports and tech go hand in hand

Wearable devices and activity trackers

Data analytics

Digital Twins

Brain Computer Interfaces

The extended mind and its possibilities

Sports as first realization of the Quantified Self





...but also of great ethical concern



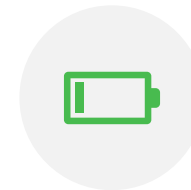
MANIPULATION OF
ATHLETES



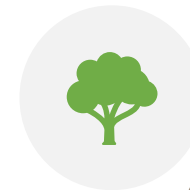
BRAIN
MANIPULATION



WHO IS IN CHARGE?



HUMAN NATURE OF
SPORT MISSED



SPECTACLE RATHER
THAN SPORT



Firsts things first: the data problem

- Data are raw material
- Current uses of AI/High tech devices
- Data bias from the past
- Current biased applications at play
- Data collection
- Data manipulation
- Data purposes



Feet on track

- No policies on AI and high tech yet
- Ignoring impact in main stakeholders
- Inability to provide innovative solutions
- Disregarding athletes' rights
- Playing with the risk
- Failing to safeguard athletes
- Strict liability for athletes' harms
- Failing to comply with sport ethical codes



Legal problems arising

- Lack of consent for data collection
- Informed consent without information?
- Liability for harms and lost
- Failure in implementing good governance principles
- Inconsistency with own rules



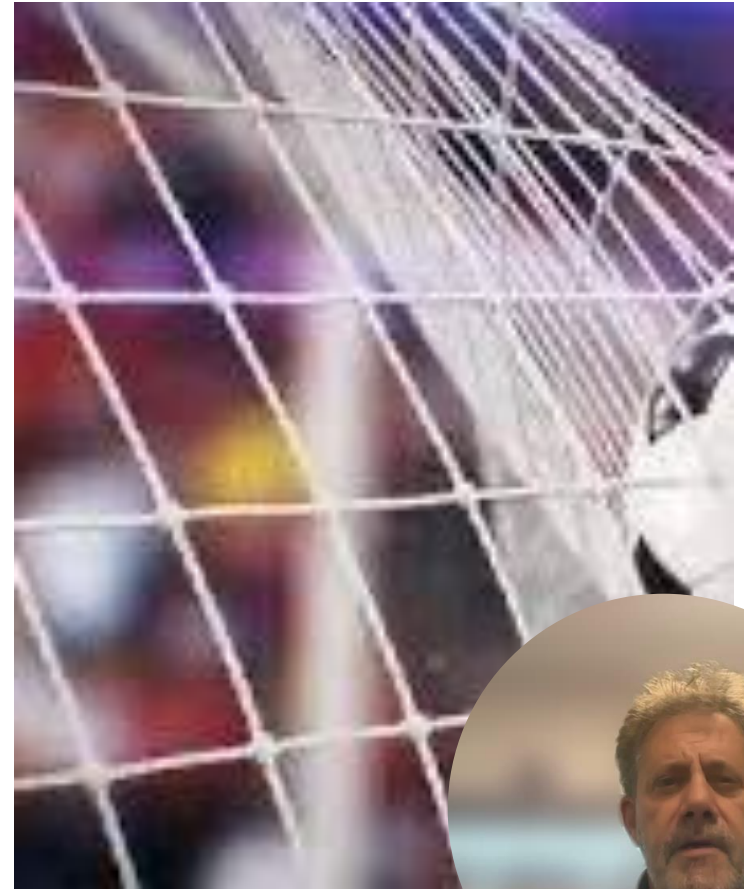
But also ethical concerns

- Autonomy
- Privacy
- Authenticity
- Beneficence
- Self
- Is human centered?



Kicking the ball

- Urgent action required
- Ethical guidelines on AI uses
- Apply good governance principles
- Address specific data protection in sports
- Athletes safeguarding first
- Embedding AI ethics in sport policies
- Specific Agency on AI ethics in sport



Many thanks for your attention

