Beyond Analytics: How AI Is Changing the Game

AI is reshaping sports, from analyzing performance and predicting outcomes to supporting coaching decisions, personalizing training, and enabling intelligent autonomous systems.

Beyond technological advancements, this transformation raises important questions about trust, fairness, human judgement, and the evolving role of AI in sports.

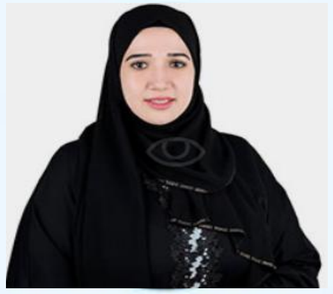
Where should we draw the line between AI-driven decisions and human control?

MODERATOR



Prof. Leila Ismail
United Arab Emirates University (UAEU)

PANELISTS



Dr. Abrar Abdulnabi
Saal.ai,
United Arab Emirates (UAE)



Prof. Abdessamad Tridane
United Arab Emirates University (UAEU)



Dr. Arto Grasten
United Arab Emirates University (UAEU)

AI in Sports: A Game Changer or a Game Controller?

Can AI make better decisions than human coaches, athletes, and sports professionals?

- Predictive accuracy, patterns, prediction
- Human expertise and intuition, creativity, emotions, team dynamics, contextual factors, …
- Data quality and bias

If AI can outperform human judgment, should we allow it to make decisions autonomously?

- Levels of autonomy
- Trust and Explainability
- Human oversight and accountability

From Principle to Practice: Responsible AI in Sports

What does Goodhart's Law reveal about the risks of optimizing AI for sporting performance, and what does it overlook?

- Competitive success
- Fairness, athlete well-being, …
- Performance metrics

How can we translate this principle into the design and deployment of AI systems that optimize performance while safeguarding fairness and athlete well-being?

- Data selection, optimization objectives, …
- Ethics, validation, human oversight, …

The Future of Sports: Human-Led or AI-Driven?

Closing

As AI becomes increasingly capable of making autonomous decisions in sports, where should we draw the line between AI-driven decisions and human control?