"In Search of Good Practices Regarding Data and Artificial Intelligence in Physical Education, Sport, and Leisure,"

Lamartine DaCosta & Wagner Gomes, Position paper, eMuseum of Sport, Rio de janeiro, 2024.

INTRODUCTION

This document records statements by Lamartine DaCosta with Wagner Gomes as the interlocutor during an interview for Radio MEC of Rio de Janeiro in June 2024. The focus of the questions and answers that follow is related to the publication of a book about data and Artificial Intelligence. The publication in question refers to cases of experience in collecting and using data within Physical Education, Sport, and Leisure in Brazil and abroad. The importance of the topic addressed by the new publication lies in the fact that Artificial Intelligence relies on data for its operation. Therefore, understanding and managing data provide some autonomy for users facing increasingly powerful Large Language Models (LLM) in any field of activity or knowledge.

INTERVIEW

What is the motivation behind publishing a non-commercial book on data and Artificial Intelligence (AI) in the field of Physical Education and Sports?

The motivation b is not merely opportunistic. Rather, it's a deliberate choice to empower users of AI by providing greater participation and benefits. Unlike social media, where followers are created, our approach aims for equality in the use of AI tools. Sharing, in this case, proves more productive than mere adherence.

"In this case, how to strengthen the user?

Giving equal or greater emphasis to the data that feeds the so-called 'generative' machines than to their usage procedures. This is because famous and impactful Chatbots (AI systems that 'converse' with users) rely on input data for their operations: the higher the quality and quantity of data provided, the more efficient the results. And data can – and should, whenever possible – be constructed and organized by AI users, especially when dealing with organizational entity management approaches and scientific research work. From this understanding, the idea for the book being presented emerged.

Why were Physical Education and sports chosen for proposals to enhance AI usage?

Due to extensive experience in generating data for national diagnostics in Brazilian circumstances. Governments, whether federal or state, have consistently overlooked Physical Activities – for health, education, or leisure – in various censuses and surveys. Consequently, creative initiatives arose to obtain data, some on a

large scale and even internationalized, now revisited in our book. We delved into the past to reexamine data collection, structuring, and management strategies across different scales and environments to create solutions for the present. Only one chapter specifically describes data generation through digital technology to provide a comprehensive and up-to-date framework for data strategies.

Can the book be considered an innovation?

No, because in the business environment, there are already established routines for structuring and updating data of localized interest or business transactions. Internally generated data is combined with AI tools, aiming for a certain level of user independence and better results. This approach, known as "Data Intelligence," is now common in various countries, especially in the business sector. As for the newly released book, it was assumed as a general objective, adaptable to various activities across different entities, including companies.

Is it multidisciplinary, with a focus on Physical Education and sports as its experimental basis?

Certainly! The new publication does not focus solely on Physical Activities because we are in an era where disciplinary boundaries are being eliminated. Digital technologies reinforce the multidisciplinary nature of knowledge, and AI operates in an interdisciplinary manner. The new book reflects these innovative trends, adhering to academic procedures and principles, including the preservation of identity and copyright—both increasingly threatened by AI. For these fundamental reasons, we chose to make the book freely accessible online, with an inaugural circulation in both Portuguese and English.

Could collaborative and somewhat socio-cultural choices in dealing with AI create an interpretation of activism in a publication that presents itself as technical and scientific?

There is indeed this risk, but the booklet (the chosen format for the work) aligns with the editorial offerings of the eMuseu do Esporte in Rio de Janeiro. This institution stands out for its innovation, entrepreneurship, and digitization, providing national and international exposure to books and projects similar to the one now developed on data strategy. As authors, we are not activists but rather innovators, committed to our original academic areas.

Can we say that there is an ethical stance in the booklet's proposals?

Yes, there is an underlying ethical intention that contextualizes the work, even though it remains implicit. The content is pragmatically and explicitly oriented, focusing on practical situations and operational aspects useful for readers. In this sense, the booklet serves a didactic purpose.

What format did you choose for the book?

After several experiments, we opted for a hybrid organization for the booklet. In this approach, AI generates concise summaries and images based on both human-authored texts and images. Put simply, the content domain remains human-driven, complemented by AI generative programs. Furthermore, this human-machine hybrid composition includes a link to the author's text and formally referenced works in each significant approach. In the final step, we display a link to the cited text alongside the hybrid composition. Ultimately, we've created a digital library accessible to readers, with clear identification of intellectual property.

What stands out in the new book regarding a better and more appropriate use of AI?

In essence, we are not opponents of AI, and our collaboration doesn't cover all its ever-expanding possibilities in today's world. Our focus primarily lies in understanding and mastering data, as this approach directly relates to the practical lives of people and human organizations. It's not about winning or losing; rather, we seek balanced outcomes.