

On the benefits and challenges of using ethical guidelines to regulate the use of AI in sport

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The use of AI in sport is paramount and it is easy to predict that its use will increase over the next decades. The use of AI in sport is used for a variety of reasons. For example, AI can collect and analyze huge amounts of data (e.g. data concerning endurance, technique, tactics, mental well-being, sleep and diet), that can be used to improve training, competition and restitution and prevent injury. Furthermore, data on opponent's performance over time and in real time can be used to assist sports coaches in predicting what opponents will do on the pitch or court in specific situations. Such knowledge is important and can be very useful when coaches have to inform their player on what to expect from the opponent and how to handle the opponent's next move. Further, promising studies have shown that computer systems handling big data sets, can increase the efficiency and reliability of detecting doping fraud (e.g. the use of banned physical and cognitive enhancement of athletes) compared to the current non-AI system.

However, the use of AI in sport – as the use of AI in other areas such as sentencing and employment - do also raise some ethical challenges. First, the data collected and handled by an AI system has the potential to be misused. For example, the use of AI can be used to increase cheating and match fixing. Further, personal data concerning diet, health and whereabouts may, if not protected properly, violate the privacy of athletes.

One instrument, in the effort to secure or minimize that AI is not used in a way that is morally problematic, is the introduction of ethical guidelines for the use of AI. After having describe some of these guidelines in details, I will clarify some of the advantages and disadvantages of using ethical guidelines in an ethical analysis of the use of AI in sport. I will here conclude and argue for the view that the implementation and use of ethical guidelines is morally good. Second, I will focus on one specific and important problem with the use of ethical guidelines. Namely, what the users of AI or decision-makers that regulate the use of AI, should do in situations when there is a conflict between the values listed (e.g. privacy, transparency, and potential misuse) in the ethical guidelines. In dealing with this question, I will first differentiate between different kinds of value conflicts that ethical guidelines can invoke. Further, I will critically discuss different kinds of strategies to resolve such conflicts. Among these strategies, I will discuss what I will call The Ranking Strategy, The Strategy from Value Monism and The Acceptance of Conflict View. I will defend the last view, although I will show that the first two views are more satisfying from a theoretical point of view, they are less satisfying than the latter view when it comes to real life decision-making.