Video Segment 6: Damar Hamlin and Athlete Safety

"Data science, while there are privacy issues, is going to help player safety going forward."
-Dr. Eric Bradlow, Wharton Professor

NOTE-TAKING GUIDE

Professor Eric Bradlow mentions a few ways that data science might be used to help player safety. Name 3 of them:

1.

2.

3.

Reflection: These days it's possible to collect lots of data about personal health and performance and shape that insight into a science-backed wellness plan. Do you use technology to monitor your exercise and optimize your workouts, either at home or on a sports team? What products do you use? How do you feel about the intersection of data, body health and sports performance? Does outside access to your health and wellness-related stats violate your privacy?

THE LANGUAGE OF BUSINESS
(Linked terms are defined in the Wharton Global Youth Video Glossary)

Data

Marketing

MBA or Master of Business Administration

Artificial Intelligence or AI: Intelligence demonstrated by machines (computers), rather than humans.

Beyond Business: An ongoing conversation at the Wharton School of the University of Pennsylvania that explores the most complex and pressing issues impacting individuals and organizations across the world. Each year Wharton Global Youth creates Explore Business mini-sites for high school students around different Beyond Business themes.

Big Data: Large datasets that can be analyzed computationally to reveal patterns and trends.

Damar Hamlin: A professional American football player for the Buffalo Bills team of the National Football League (NFL) who suffered a cardiac arrest on January 2, 2023, following a hit during a game with the Cincinnati Bengals. While unable to play out the season, he recovered from his life-threatening injury.

Eric Bradlow: A marketing professor at the Wharton School of the University of Pennsylvania and Vice Dean of Analytics at Wharton.

Erika H. James: Dean of the Wharton School with research interests in crisis leadership, workplace diversity and management strategy. Erika James hosts the annual Beyond Business series of business conversations around which Wharton Global Youth's Explore Business mini-sites are built.

Sports Analytics: The analysis of sports data, including information on player performance and business operations, to make predictions and support decision-making on and off the playing field.

Wharton Moneyball: A weekly radio program airing on SiriusXM 132 that features Wharton School professors and statisticians Eric Bradlow, Adi Wyner, Cade Massey and Shane Jensen talking about sports decision-making from the perspective of data and analytics.

The Wharton Neuroscience Initiative: An initiative at the Wharton School of the University of Pennsylvania that seeks to build better business through brain science.

The Wharton School: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

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