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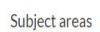
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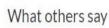
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What and when

Lectures and talks













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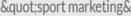






















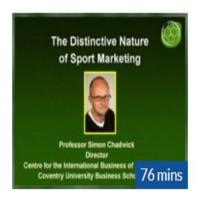
Showing results 1-10 of 13

1. The distinctive nature of sport marketing

By Prof. Simon Chadwick - Professor of Sport Business Strategy and Marketing, University of Coventry, UK Published May 2008

Series: Sport Marketing

The scale and nature of sport - The need and definition of sport marketing -The direct... and indirect sport marketing domains - The scope of sport marketing - The challenges facing sport marketers... - Arguments for and against sport marketing...





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1. Prof. Simon Chadwick

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Professor of Sport Business Strategy and Marketing, University of Coventry, UK

Journal of **Sports Marketing** and Sponsorship and Elsevier's **Sport Marketing** book series. Simon has worked... **Sport Marketing**: Analysis of all the essential aspects of **sport marketing**, illustrated... with numerous real world case studies. The distinctive nature of **sport marketing**...





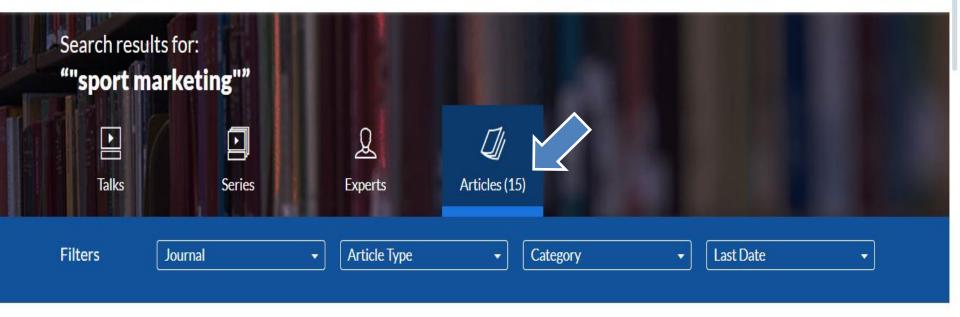
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1. Does **sports marketing** work? How is it measured?

By Scott Horowitz

HSTalks

Subjects !!!

"sport marketing&c Q

Published April 2014

In: Journal of Brand Strategy

...relationship. All companies measure the effectiveness of **sports marketing** differently, and this paper... explores different ways the effectiveness of **sports marketing** can be measured. How does synergy... about how interaction between brands and business influences the effectiveness of **sports marketing**?...





Q

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ChatGPT for marketers: Limitations and mitigations

Received (in revised form): 20th October, 2023

DESPINA CHRISTOU

Chief Al Scientist, GoCharlie.ai, USA

Despina Christou is the chief Al scientist at GoCharlie.ai and a PhD candidate in natural language processing at the Aristotle University of Thessaloniki, where her research focuses on developing large language models for creative writing and multimodal models for generating marketing content. She obtained her BSc in applied informatics from the University of Macedonia, and holds an MSc in Al from the University of Edinburgh. With over eight years of experience as a machine-learning engineer, Despina has led AI teams for a number of Fortune 500 companies. She is also a reviewer at IEEE

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KOSTAS HATALIS

Chief Executive Officer, GoCharlie.ai, USA

Kostas Hatalis is a deep-learning researcher with over 12 years of experience in the field of neural networks, time series analysis and intelligent agents. He holds a PhD in electrical engineering from Lehigh University, where he was honoured as a P.C. Rossin Doctoral Fellow; he also holds an MS in computer science. His graduate research included work in developing deep-learning and probabilistic forecasting frameworks. His expertise spans various disciplines. including natural language generation, large language models, forecasting and optimisation. Kostas is also the founder of GoCharlie.ai, a prominent venture and AI research lab dedicated to creating goal-driven and multi-modal language models and autonomous agents for content creation workflows.

GoCharlie.ai, 116 Research Dr., Bethlehem, PA 18015, USA Tel: +1 610 442 7895; E-mail kostas@gocharlie.ai



MARK G. STATON

Associate Professor of Marketing, Western Washington University, USA

Mark Staton is an associate professor of marketing at Western Washington University, where he teaches digital marketing and marketing strategy at both the undergraduate and graduate levels. He earned his PhD in marketing from the Foster School of Business at the University of Washington. His research interests include consumer psychology, digital marketing, marketing pedagogy and the intersection of marketing and public policy. He serves on the editorial board of the Journal of Marketing Education.

Western Washington University, 516 High Street, Bellingham, WA 98225, USA Tel: +1 360 650 2060; E-mail: mark.staton@wwu.edu



low, we briefly review the basics d LLMs and provide the core artural and training process details of vo core models, that is, GPT-3.5 and 4. We also discuss their differences.36 start with, a LLM is a type of neuetwork-based model that is trained assive amounts of data to understand enerate human language. The model the training data to learn the statispatterns and relationships between s in the language and then utilises nowledge to predict the subsequent s, one word at a time. To output text the GPT-3.5 model accepts text

data as input (see Figure 1). In contrast, GPT-4 can receive both text and image data as input to output text data. That possibility augments the model's reasoning capabilities.

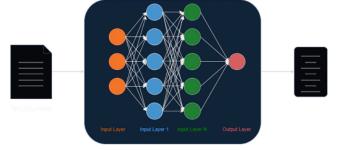
An LLM is also characterised by its size and the number of parameters it contains. The GPT-3.5 has 175 billion parameters spread across 96 layers³⁷ in a neural network, while GPT-4 is said to be

ChatGPT ARCHITECTURE AND TRAINING PROCESS

The current default LLM for ChatGPT is GPT-3.533 but one could also use the latest GPT-4 model under a paid subscription.34

not. Lastly, Claude 2 by Anthropic is an equally impressive model to ChatGPT

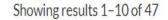
that can process up to 100,000 words.







Q

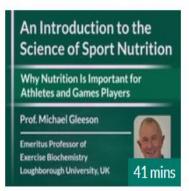


1. An introduction to the science of **sport** nutrition: why nutrition is important for athletes and games players

By Prof. Emeritus Michael Gleeson – Loughborough University, UK Published October 2021

Sport-specific nutrition guidelines - Energy requirements of **sport** - Nutrition requirements... of **sport** - Training day nutrition - Match Day nutrition - Recovery nutrition - Supplements to boost... Athletes/Nutrition; Exercise/Physiological aspects; Physical fitness/Nutritional aspects; **Sports**...

▶ Play ≡ More Details





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SEND SYLLABUS









An Introduction to the Science of Sport Nutrition

Why Nutrition Is Important for Athletes and Games Players

Prof. Michael Gleeson

Emeritus Professor of
Exercise Biochemistry
Loughborough University, UK





Printable Handouts

PDF

Navigable Slide Index

- 1. Introduction
- 2. After this lecture you should
- 3. What athletes and games players want to be able to do
- Statements from IOC & IAAF sport nutrition reviews
- 5. The importance of nutrition
- Nutrition guidelines need to be sport specific
- 7. Nutrition requirements of sport

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Player

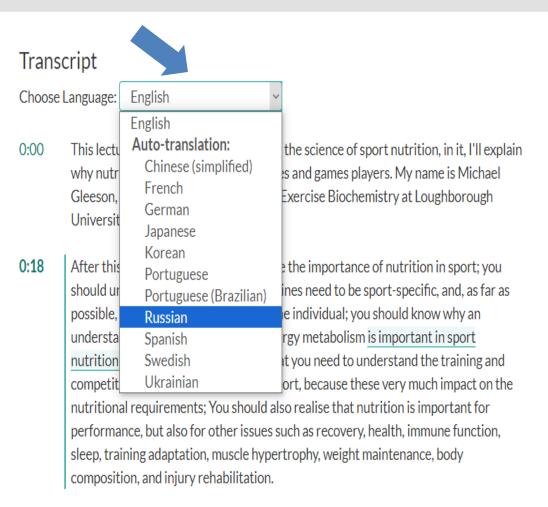
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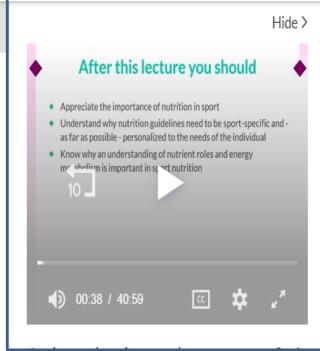
Subjects **!!!**

Transcript

Search



Let's first think about what athletes and games players want to be able to do. They want to be able to perform well in competitions, obviously, that's the main aim. To do



An introduction to the science of sport nutrition: why nutrition is important for athletes and games players

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Player

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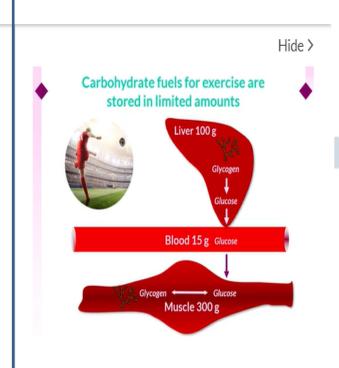
Transcript

Search

структурную работу в организме, поэтому мы не расщепляем его для получения топлива, когда у нас есть много жиров и углеводов для этой цели.

10:26 На этом слайде схематично показаны запасы, которые есть в нашем организме. Основная роль гликогена печени (который является полимером глюкозы) заключается в том, что он может быть расщеплен до глюкозы и высвобожден в кровь, где он служит топливом для многих тканей организма, включая клетки, которые находятся в крови (красные и белые кровяные тельца), а также для мозга. Кроме того, особенно во время тренировок, он может поглощаться мышцами и использоваться в качестве дополнительного углеводного топлива, в дополнение к расщеплению гликогена, который уже присутствует в мышцах. Эти запасы очень ограничены, и это может создать спортсмену или игроку (например, футболисту) потенциальную проблему, особенно если в начале игры они не имеют достаточно больших запасов в печени и мышцах.

3апасы углеводов обычно быстро истощаются во время тренировок, основным топливом для которых служит мышечный гликоген, но запасы в печени также уменьшаются за ночь, когда мы не едим - у нас период голодания, - и запасы гликогена в печени разрушаются, чтобы поддерживать постоянный уровень глюкозы в крови, чтобы мозг мог получать энергию. Когда мы просыпаемся утром, нам нужно восстановить этот процесс с помощью высокоуглеводного завтрака и вернуть гликоген печени в норму. Запасы гликогена в мышцах обычно истощаются примерно через один-два часа интенсивных тренировок. Игра в футбол обычно длится 90 минут, хотя может быть еще 30 минут дополнительного времени. При очень высокой интенсивности тренировок

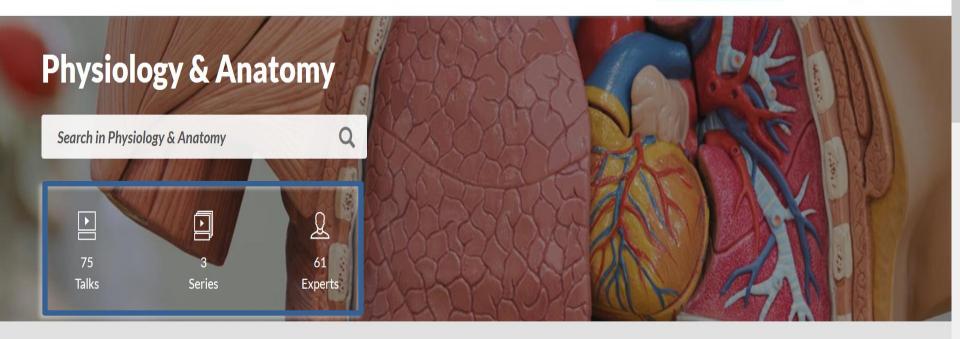


An introduction to the science of sport nutrition: why nutrition is important for athletes and games players

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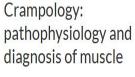


30 min

Ожидание ответа от www.google-analytics.com...



54 min



18 min





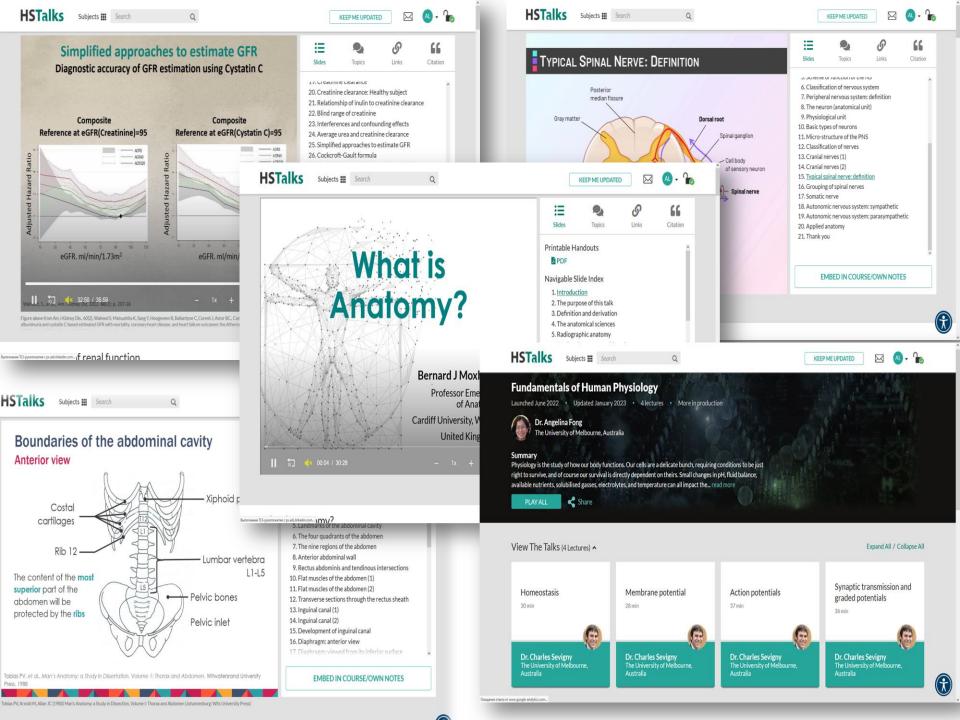




Dr. Hans Katzberg University of Toronto, Canada















View The Talks (4 Lectures) ^

Expand All / Collapse All

Homeostasis

30 min

Membrane potential

28 min



Action potentials

37 min



Synaptic transmission and graded potentials

36 min















Dr. Angelina Fong

The University of Melbourne, Australia



Biography

Dr. Angelina Fong is a cardiorespiratory neurophysiologist, and Physiology Discipline Co-or • • • • • • 0.14 / 4:17 • Introduction >

Department of Anatomy and Physiology, at the University of Melbourne, Australia. After earning her PhD in

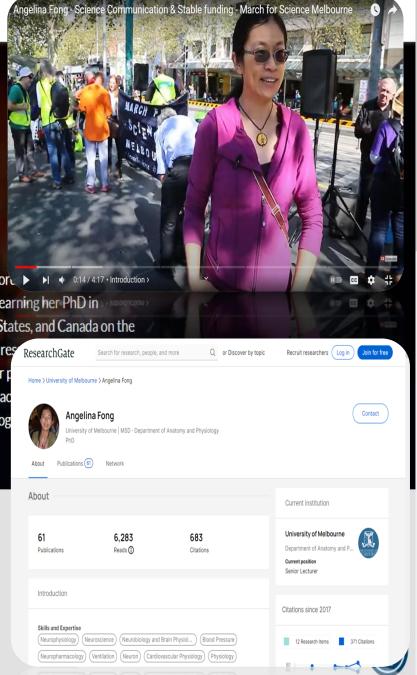
Pharmacology at Monash University, she went on to continue her research in the United States, and Canada on the

control of cardiovascular and respiratory systems within the brainstem, focusing on their respectatory systems within the brainstem, focusing on the brainstem of the brain

Series (1)

Series

Fundamentals of Human Physiology



Полезные ссылки



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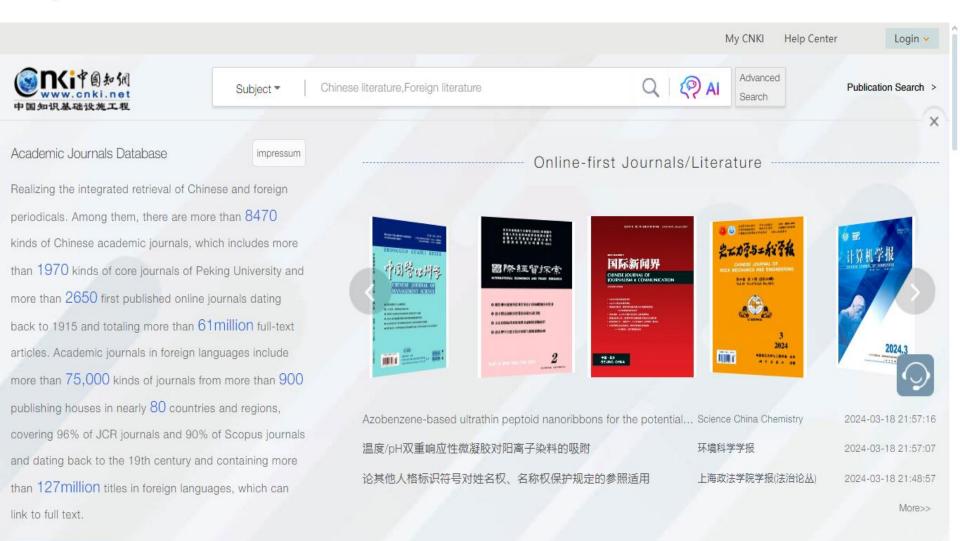
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- Полномасштабная система информационных ресурсов КНР "China Integrated Knowledge Resources Database"





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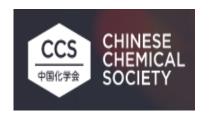
















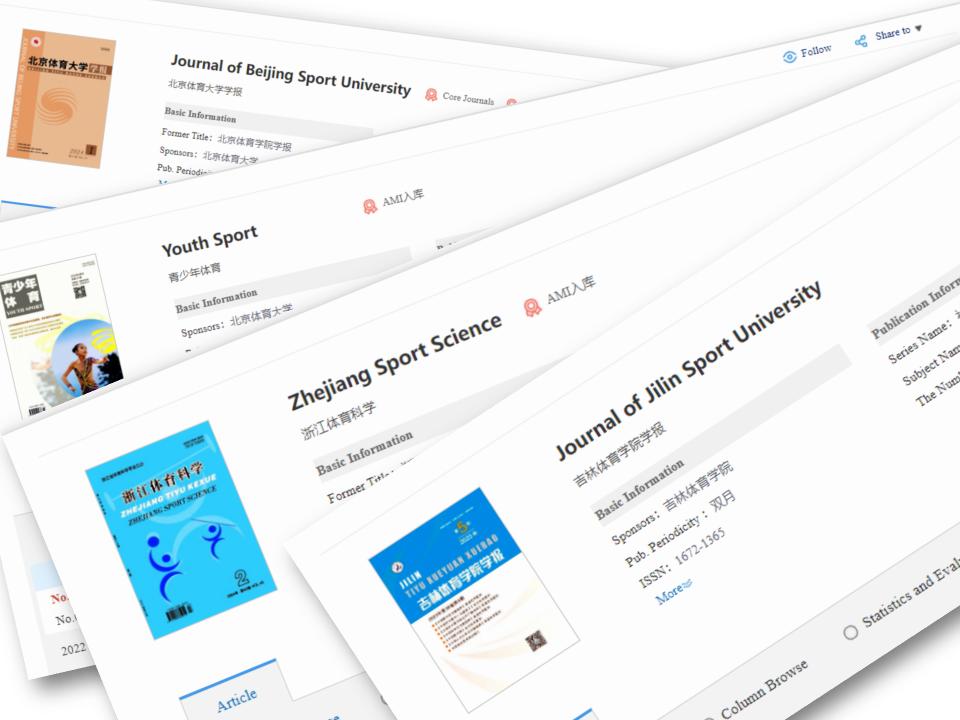














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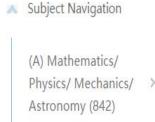




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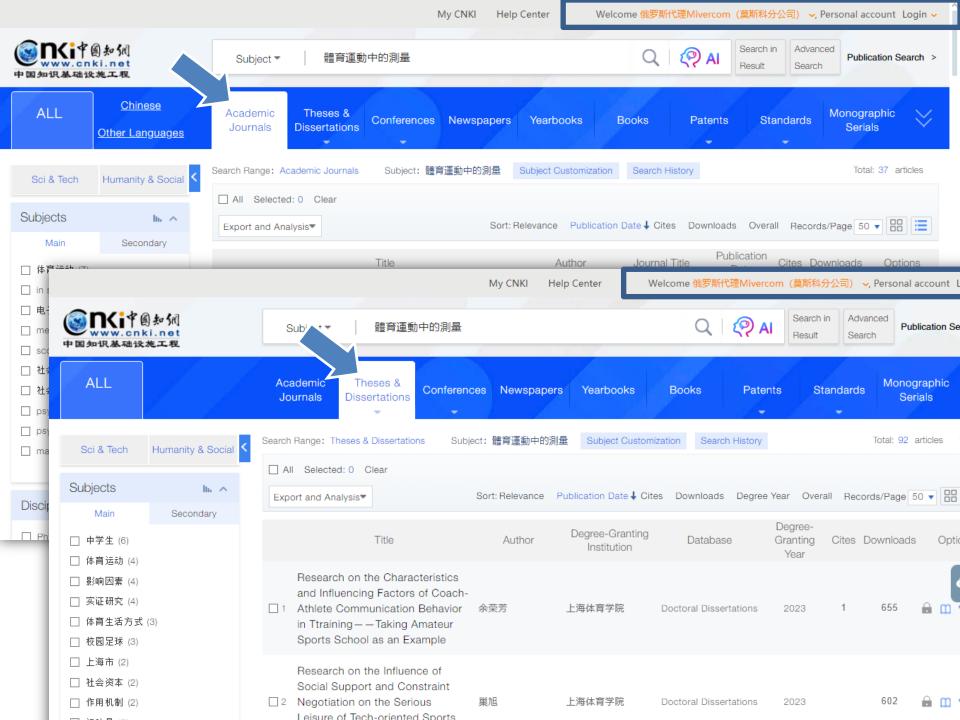


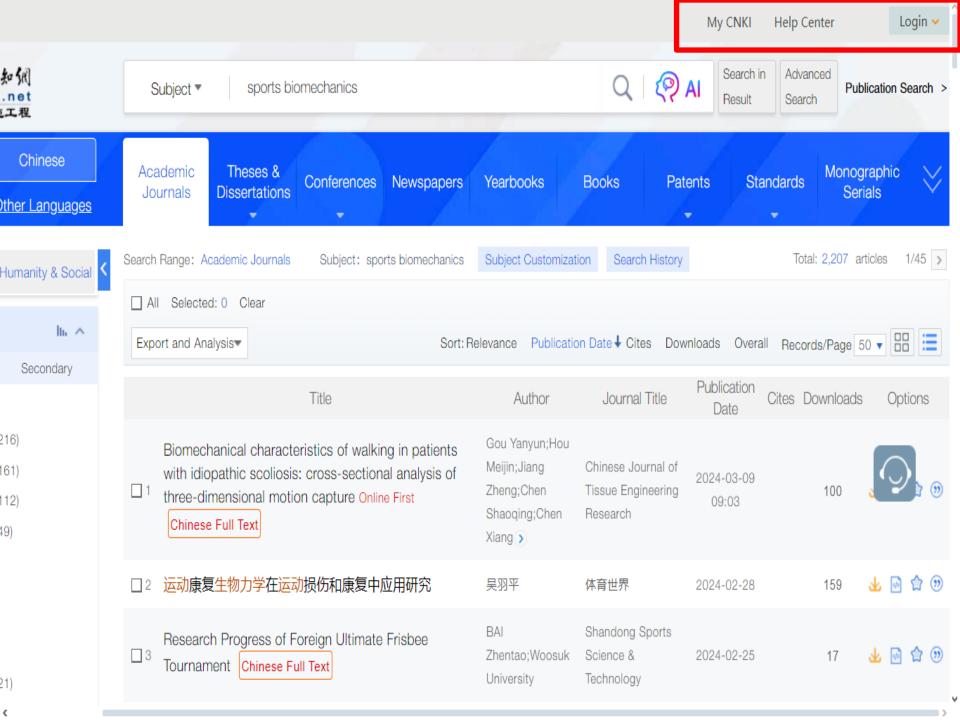
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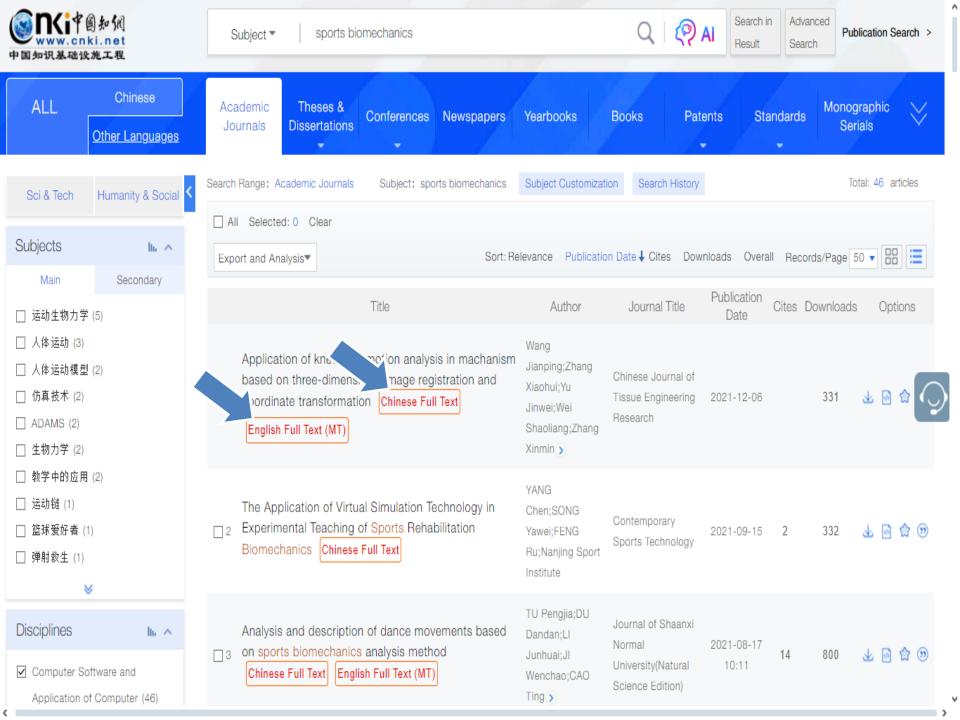
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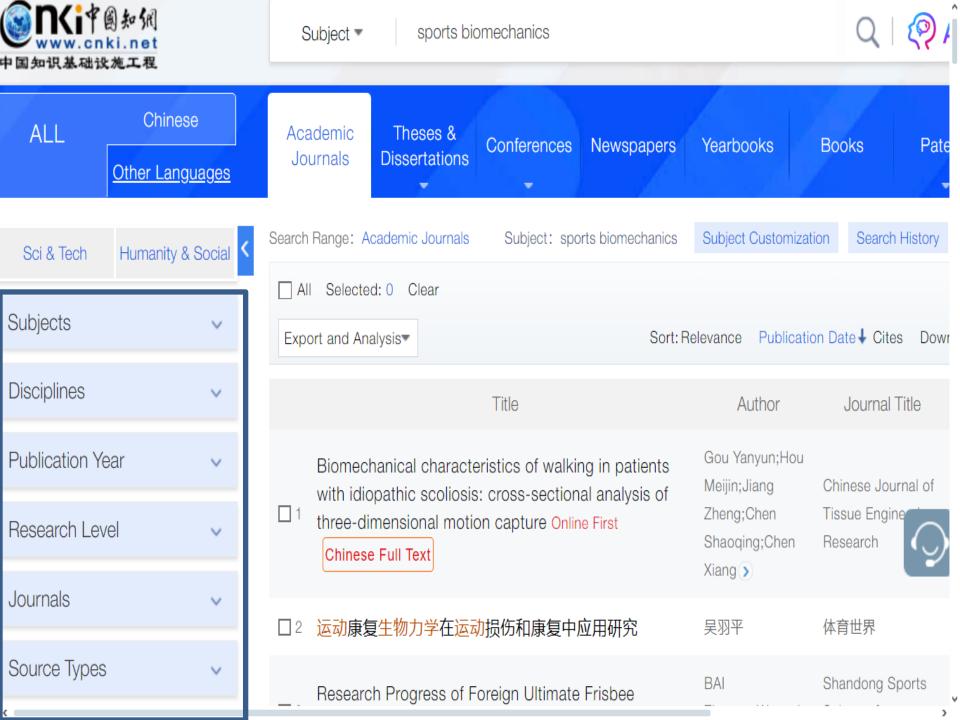
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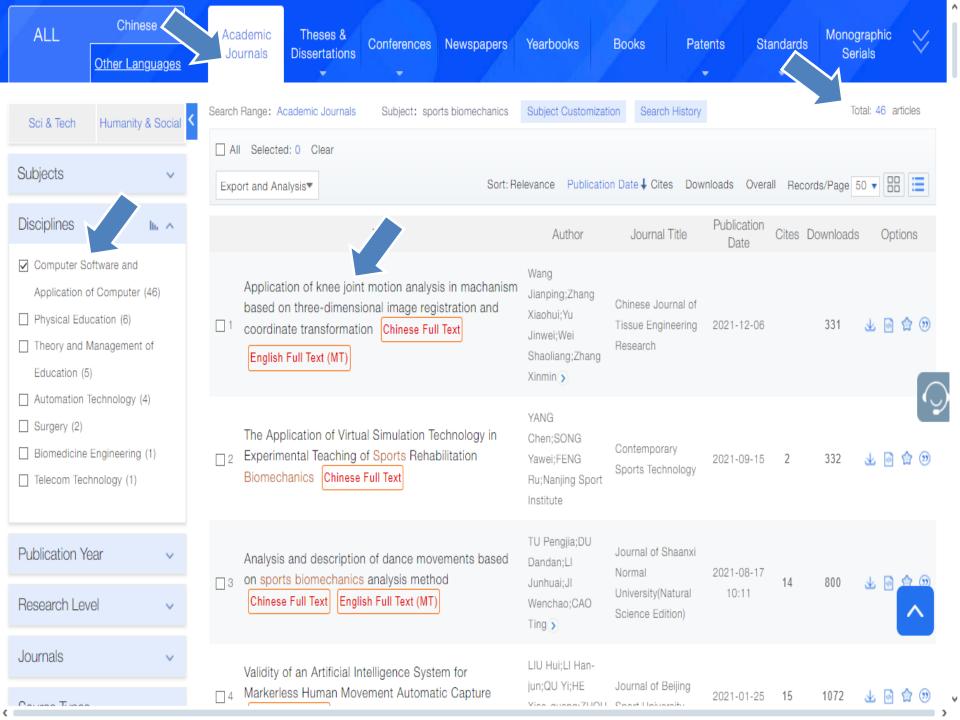
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0引言Introduction

1 材料和方法Materials and methods

1.1 设计

1.2 时间及地点

1.3 材料

1.4 方法

1.4.1 建立膝关节的三维几 何模型

1.4.2 骨组织正交坐标系的 构建

1.4.3 膝关节三维图像的配准

1.4.4 膝关节相对运动计算

1.5 主要观察指标

2 结果Results

3 讨论Discussion

Application of knee joint motion analysis in machanism based on three-dimensional image registration and coordinate transformation Chinese Full Text

English Full Text (MT)

Wang Jianping; Zhang Xiaohui; Yu Jinwei; Wei Shaoliang; Zhang Xinmin; Xu Xingxin; Qu Haijun; School of Mechanical and Power Engineering, Henan Polytechnic University; Department of Orthopedics, the First Affiliated Hospital of Henan Polytechnic University;

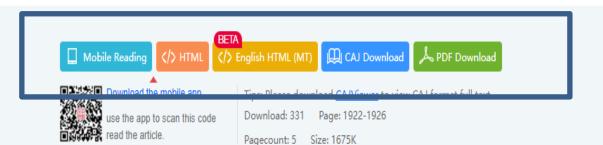
Abstract: BACKGROUND: Research on movement process, data, and mechanism of the knee joint is helpful to design and modify a knee joint prosthesis, and improve the knee joint movement function according to its movement characteristics and biomechanical characteristics, so as to avoid sports injuries, improve sports performance and prolong sports life. The movement data of the knee joint are the basis for studying its mechanical properties.OBJECTIVE: According to the three-dimensional geometric model of the... More

Keywords: motion analysis; mechanism; three-dimensional image processing; image registration; coordinate transformation; knee joint; motion measurement; biomechanics;

Series: (E) Medicine & Public Health; (I) Electronic Technology & Information Science

Subject: Biomedicine Engineering; Surgery; Computer Software and Application of Computer

Classification Code: R318.01;R684;TP391.41







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中国组织工程研究 2022,26(12),1922-1926

三维图像配准及坐标变换膝关节运动分析在机构学中的

应用

王建平 张晓辉 余进伟 魏绍亮 张新民 许幸新 曲海军 河南理工大学机械与动力工程学院 河南理工大学第一附属医院骨科



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Abstract: 背景: 对膝关节各组织的运动过程、运动数据、运动机制的研究,有助于根据其运动特性及生物力学特征,设计、改进膝关节假体,改善膝关节运动功能,以及避免运动损伤、提高运动成绩和延长运动寿命。膝关节的运动数据是研究其力学特性的基础。目的:根据膝关节的三维几何模型,求解膝关节在不同屈曲角度时胫股关节、髌股关节的运动数据,为机器人等空间复杂机构的运动分析、人工假体的力学分析及其设计提供新的研究途径和参考方法。方法: 首先,采用CT数据得到人体静态下屈曲0-120°范围膝关节典型相位的三维点云; 其次,提出将三维图像配准和坐标变换相结合的方法以精确分析膝关节的相对运动。将不同屈曲位的膝关节各部分如股骨、胫骨、髌骨三维图像及其坐标放在同一坐标系下,分别建立膝关节各骨组织的正交坐标系,通过绕运动坐标系的Z-Y-X欧拉角方法进行坐标变换来研究膝关节的运动。结果与结论: (1)分别得到了膝关节屈曲0-120°范围内的胫股关节、髌股关节在5个自由度下的运动数据,为膝关节的力学特性及假体设计的研究提供支撑,适用于机构学中复杂运动形态运动副的运动分析; (2)该研究所提出的方法基于多静态离散医学影像进行人体运动的测量和分析,既能够利用既有的CT扫描设备和现有软件,设备成本低、方法简单易学; 同时获得较高的测量精度,其精度误差小于1 mm。

Keyword: 运动分析; 机构学; 三维图像处理; 图像配准; 坐标变换; 膝关节; 运动测量; 生物力学;





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- 1.1 Design
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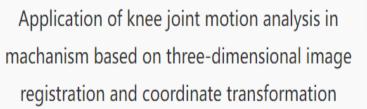
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Table 2|Relative rotation and translation of the p.....

Figure 2|Relative rotation and translation of the

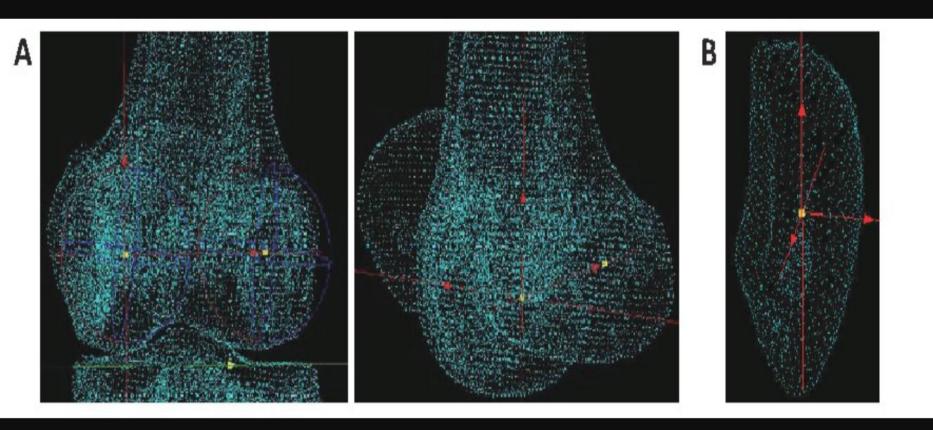
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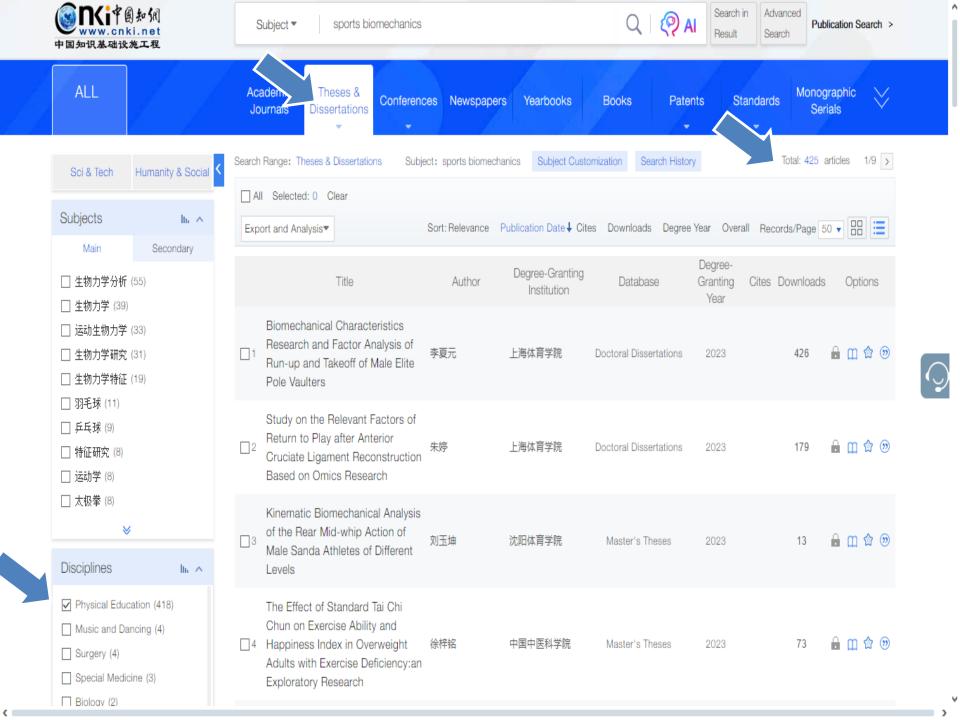


Wang Jianping Zhang Xiaohui Yu Jinwei Wei Shaoliang Zhang Xinmin Xu Xingxin Qu Haijun School of Mechanical and Power Engineering, Henan Polytechnic University Department of Orthopedics, the First Affiliated Hospital of Henan Polytechnic University

Abstract: BACKGROUND: Research on movement process, data, and mechanism of the knee joint is helpful to design and modify a knee joint prosthesis, and improve the knee joint movement function according to its movement characteristics and biomechanical characteristics, so as to avoid sports injuries, improve sports performance and prolong sports life. The movement data of the knee joint are the basis for studying its mechanical properties.OBJECTIVE: According to the three-dimensional geometric model of the knee joint, to determine the movement data of the tibiofemoral joint and the patellofemoral joint at different flexion angles, thereby providing a new approach and reference for the kinematic analysis of complex spatial mechanisms such as robots and for the mechanical analysis and design of artificial prostheses.METHODS: First, the three-dimensional point cloud of the knee joint at 0°-120° static knee flexion was captured using computed tomography. Secondly, the combination of three-dimensional image registration and coordinate transformation was proposed to accurately analyze the relative motion of the knee joint.Three-dimensional images of the knee joint(including the femur, tibia, patella) in different flexion positions and their coordinates were



)













摘要

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3 研究对角与方法

Kinematic Biomechanical Analysis of the Rear Mid-whip Action of Male Sanda Athletes of Different Levels

刘玉坤

沈阳体育学院

Abstract: Research purposes: Vicon infrared three-dimensional motion capture system and Kistler three-dimensional force platform were used to synchronously measure the back whip leg movements of male Sanda athletes of different grades. This paper makes an in-depth research and analysis on the changes of supporting legs, attacking legs and torso of different levels of male Sanda athletes in the process of using the back whip leg movement, finds out the factors that affect the application effect of the back w... More

Keywords: Sanda; back middle whip leg; kinematics; dynamics;

Series: (H) Education & Social Sciences

Subject: Physical Education

DOI: 10.27329/d.cnki.gstyc.2023.000004

Classification Code: G852.4

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全日制学术型硕士学位论文

不同等级男子散打运动员后中鞭腿动作的 运动生物力学分析

究 生 姓 名: 刘玉坤

教 师: 曲润杰(教授) 00 Contents

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- 2、搏克运动的基本动作技术
- > 3、文献综述
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- > 5、结果与分析
- > 6、结论和建议

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致谢

作者简历



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搏克侧踢技术动作的生物力学分析

00

Abstract

前言

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- > 4、研究对象与方法
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- v 6、结论和建议
 - 6.1 结论
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致谢

作者简历

1. This paper analyzes the time and reaction speed of side kick from six joints: shoulder, elbow and wrist of upper limb and hip, knee and ankle of lower limb. In order to more accurately evaluate the characteristics of side kick technique.

5 /45 >

- 2. According to the data, the reaction time of wrestling hands with strong weight is greater than that of wrestling hands with small weight, which reflects that the reaction speed of high-level athletes is slower than that of low-level athletes.
- 3. The time from the beginning to the end of each wrestler's technical action is different, because each wrestler's action technology, habits and strength are different. In attack or defense, the pre action before the action is started is small, the action range is small, and the action technology is fast, which is convenient for better attack or defense.
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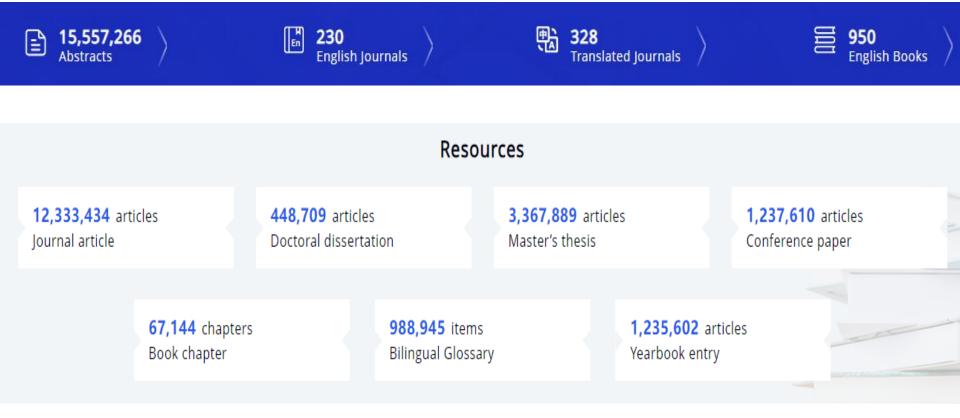


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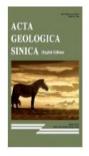
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Ying Sun; Chi Chen; Yuetian Yu; Haojie Zhang; Xiao Tan; Jihui Zhang; Lu Qi; Yingli Lu; Ningjian Wang; Institute and Department of Endocrinology and Metabolism, Shanghai...

Abstract



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2. Prospective associations between joint categories of physical activity and insomnia symptoms with onset of poor mental health in a population-b 运动与健康科学(英文), Issue03, 2023

Mitch J Duncan; Elizabeth G Holliday; Nicola W Burton; Nicholas Glozier; Stina Oftedal; School of Medicine and Public Health, College of Health, Medicine, and Wellbeing, . . .

Abstract



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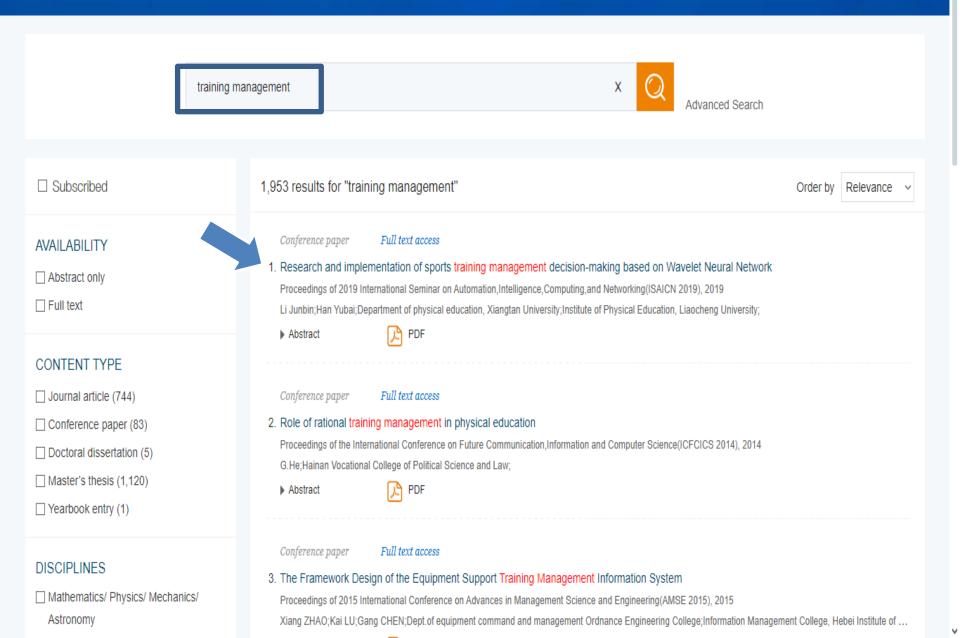
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Research and implementation of sports training management decision-making based on Wavelet Neural Network

Li Junbin; Han Yubai; Department of physical education, Xiangtan University; Institute of Physical Education, Liaocheng University;

Institute of Management Science and Industrial Engineering

Keywords

wavelet;;neural network;;physical training;;management decision

Abstract

In order to improve the decision-making ability and planning ability of sports training management, a decision model of sports training management is proposed based on wavelet neural network, the fuzzy data collection of sports training management decision evaluation data is carried out by statistical characteristic analysis. The similarity feature is extracted from the collected data of sports training management decision information, and the time-frequency decomposition of the information flow of sports training management decision data is carried out by wavelet transform, and the associated information feature quantity which reflects the sports training management decision is extracted. Neural network classifier is used for information classification fusion to extract feature quantity, and big data mining of sports training management decision information is realized in fuzzy clustering center, which combines with optimization evaluation and prediction to realize sports training management decision optimization. The simulation results show that the evaluation accuracy and convergence control performance of this method for sports training management decision analysis are higher.

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Research and implementation of sports training management decision-making based on Wavelet Neural Network

Li Junbin¹, Han Yubai²

¹Department of physical education, Xiangtan University, Hunan, Xiangtan, 411105, China ²Institute of Physical Education, Liaocheng University, Shandong, Liaocheng, 252000, China

Keywords: wavelet; neural network; physical training; management decision

Abstract: In order to improve the decision-making ability and planning ability of sports training management, a decision model of sports training management is proposed based on wavelet neural network, the fuzzy data collection of sports training management decision evaluation data is carried out by statistical characteristic analysis. The similarity feature is extracted from the collected data of sports training management decision information, and the time-frequency decomposition of the information flow of sports training management decision data is carried out by wavelet transform, and the associated information feature quantity which reflects the sports training management decision is extracted. Neural network classifier is used for information classification fusion to extract feature quantity, and big data mining of sports training management decision information is realized in fuzzy clustering center, which combines with optimization evaluation and prediction to realize sports training management decision optimization. The simulation results show that the evaluation accuracy and convergence control performance of this method for sports training management decision analysis are higher.

1. Introduction

In recent years, the application of computer technology in sports training management decision-making has developed rapidly. The practice of sports training management decision-making has proved that the application of computer technology in sports training management decision-making is feasible^[1]. It opens up a broad prospect for the reform of sports training management decision-making. Traditional sports training management decisions depend on teachers' actions, equipment and venues. Applying computer technology to sports training

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LIU Haoyang

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Journal of Beijing Sport University ,lssue04, 2018

Keywords

artificial sports trainer; motion capture; functional movement pattern evaluation; sports technique evaluation; real-time feedback

Abstract

feedback in training, and assistant robot trainer.

With the rapid advances of computing technology, artificial intelligence (AI) has been developed from research to application, and starts to revolutionize sports. The concept of artificial sports trainer is explored based on the research of applications of AI in sports; it evaluates functional movement and sports techniques based on related data, and establishes the training mode of multi-objective feedback to help the athletes improve the training level. Four key topics of development of artificial sports training system are elaborated in the paper, including functional movement assessment and training, sports technique evaluation and improvement, real-time

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Artificial Intelligence Rehabilitation Evaluation and Training System for Degeneration of Joint Disease

LIU Weichen; SHEN Mengqi; ZHANG Anda; CHENG Yiting; ZHANG Wenqiang; Academy for Engineering and Technology, Fudan University; School of Computer Science, Fudan
University;

Academy for Engineering and Technology, Fudan University; School of Computer Science, Fudan University;

rehabilitation;;Traditional Chinese Medicine;;artificial intelligence;;degeneration of joint disease

Abstract

Degeneration of joint disease is one of the problems that threaten global public health. Currently, the therapies of the disease are mainly conservative but not veiy effective. To solve the problem, we need to find effective, convenient and inexpensive therapies. With the rapid development of artificial intelligence, we innovatively propose to combine Traditional Chinese Medicine (TCM) with artificial intelligence to design a rehabilitation assessment system based on TCM Daoyin. Our system consists of four subsystems: the spine movement assessment system, the posture recognition and correction system, the background music recommendation system, and the physiological signal monitoring system. We incorporate several technologies such as keypoint detection, posture estimation, heart rate detection, and

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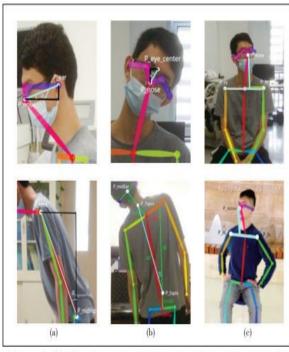
Degeneration of Joint Disease

中兴通讯技术(英文版) ,Issue03, 2021

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Artificial Intelligence Rehabilitation Evaluation and Training System for Degeneration of Joint Disease

LIU Weichen, SHEN Mengqi, ZHANG Anda, CHENG Yiting, ZHANG Wengiang



▲ Figure 3. (a) Extension angles; (b) lateral bending angles; (c) rotation angles

▼Table 1. Results of our spine movement assessment (SMA) system

Different Joints	True Value/º	Measured Value/	Error/0
Cervical anterior extension	20.00	18.48	1.52
Cervical posterior extension	22.50	24.55	2.05
Cervical left bending	14.00	13.85	0.15
Cervical right bending	20.00	20.69	0.69

The estimated coordinates of the eye_center key point are shown as follows.

$$x_{\text{eye_center}} = \frac{\left(x_{1_\text{eye}} + x_{r_\text{eye}}\right)}{2},\tag{3}$$

$$y_{\text{eye_center}} = \frac{\left(y_{1_\text{eye}} + y_{r_\text{eye}}\right)}{2},$$
(4)

where, x_i is the horizontal coordinate of key point i, and y_i is the vertical coordinate of key point i.

Calculation of the patient's cervical lateral bending angle is shown as follows.

$$\propto_{\text{cl}} = \tan^{-1} \left(\frac{\left| y_{\text{eye_enter}} - y_{\text{nose}} \right|}{\left| x_{\text{eye_enter}} - x_{\text{nose}} \right|} \right), \tag{5}$$

where \propto d is the cervical lateral bending angle, x_i is the horizontal coordinate of key point i, and y_i is the vertical coordinate of key point i.

As for the patient's lumbar lateral bending angle, we calculate it from the estimated coordinates of the 7th cervical spinous process and the 5th lumbar spinous process key points in the back view.

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石坚.易丹 编 重庆大学出版社

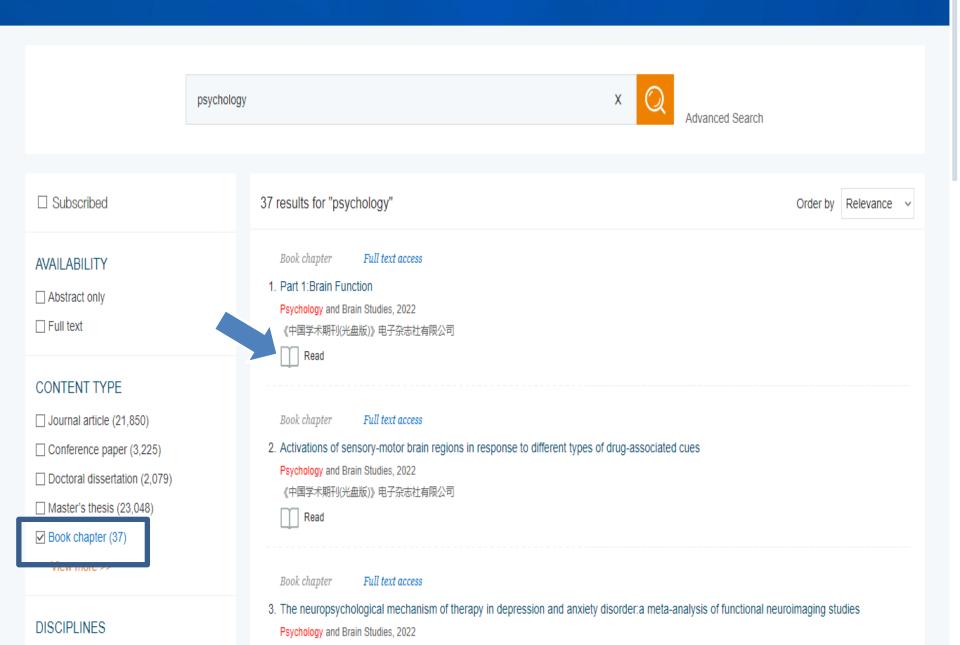


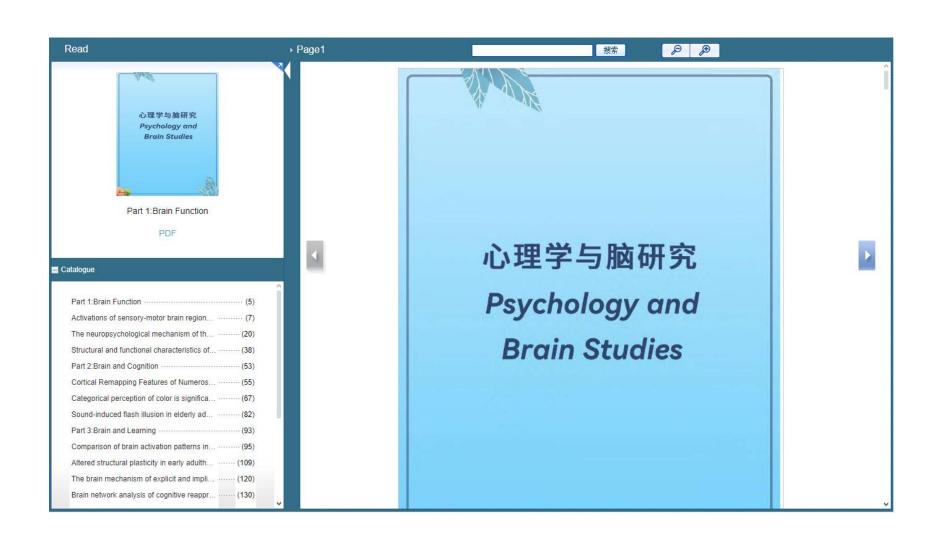
风貌建筑

Historical Architectures

天津市旅游局 编 天津古籍出版社

Academic Reference





Тестовые доступы к базам данных

5 марта – 4 апреля



6 марта – 6 мая



13 марта – 30 апреля



13 марта – 12 мая





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