



COLLEGE of ENGINEERING AND PHYSICAL SCIENCES

SCHOOL OF COMPUTER SCIENCE

MSc Seminar

**Thursday August 24, 2023 at 11:30am in Reynolds 1101
Hoodad Farhad**

Engaging Global Audiences and Enhancing Accessibility:
Multimodal Approaches to Sport Content Understanding

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Advisory: Dr. David Flatla

Abstract:

In a world where sports transcend linguistic and cultural boundaries, the significance of content understanding cannot be overstated. This seminar embarks on a compelling journey through the realms of sport content comprehension, delving into both its universal allure and the challenges it poses for diverse audiences. The focal point of this exploration is the dual pathway approach: the seamless translation of sport commentary for global engagement, and the ingenious methods to cater to audio-deprived or hard of hearing communities.

At its inception, this seminar establishes the pivotal role of content comprehension in fostering connections and sparking enthusiasm among audiences worldwide. From this foundational understanding, the discourse gracefully segues into the realm of sport content understanding.

A dichotomy emerges, giving rise to two distinct yet intertwined paths: The first path navigates the intricacies of accurate sport commentary translation, drawing from the arsenal of Natural Language Processing (NLP), this avenue aims to enhance translation precision and cultural resonance. The second path ventures into uncharted terrain—situations devoid of audio or tailored for the hard of hearing.

Join us in this enlightening seminar as we navigate the crossroads of content comprehension, technology, and inclusivity, all woven together by the universal language of sports.