



Dr. Yoseph Mamo

Background

Yoseph Mamo is a professor and Data analyst at Old Dominion University. Previously Working in IT, Dr. Mamo knew that technology and analytics can be used in sport. Following 5+ years in the IT field, he decided to make the switch to Data Analytics and Academia.

With the switch to Data Analytics and Sport, Dr. Mamo decided to focus on Corporate Social Responsibility. Through multiple journal articles, Dr. Mamo has exemplified how sport organizations use their influence on society.

Corporate Social Responsibility (CSR) is the idea that organizations have the responsibility to think and put effort towards their impact on society, the environment, and those who come across their company or content. For sport organization, CSR is important as most leagues and teams are highly influential on society. Using Data Analytics we are able to analyze if sport organizations are positively affecting their consumers.

How Social Media & Communication is used as Data

For Dr. Mamo, social media is one of his biggest tools when identifying CSR efforts by sport organizations. Social Media has a nearly infinite amount of data for data analyst to use. For Dr. Mamo, Twitter is the social media platform he uses the most when conducting his research. As a former Twitter developer, Dr. Mamo has extensive experience on pulling data from twitter is using for his research.

The use of Data Analytics in Sport

After Dr. Mamo gathers his data and information on CSR, he uses data analytics to decipher if sport organizations has an effective CSR plan. Analytic techniques such as Natural Language Processing (NLP) can be used to identify the different emotions of sport consumers. For example, using NLP, Dr. Mamo can perform a sentiment analysis. A sentiment analysis allows Dr. Mamo to know whether or not CSR initiatives are working to their desired outcome.

