



Ariel Dynamics Inc. Media Library - Video

Scientific American



Code adi-vid-01134
Title Scientific American
Subtitle Analysis of Rodeo Calf Roping
Description Biomechanical Analysis of Rodeo activities with the APAS system
Subject APAS;Favorite;Performance Analysis;Science
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Synopsis

Join Alan Alden on Scientific American Frontiers as he explores the world of rodeo through the eyes of Whisper Alexander, a cowgirl from Montana. Despite being a top-notch rider, Whisper struggles with roping, a key rodeo event. To improve her skills, she volunteers for a new program at Montana State University run by sports physiologist and former rodeo rider, Mike Myers. The program uses high-speed cameras and reflective markers to track Whisper's body and rope movements, a technique commonly used in established sports. The aim is to apply scientific expertise to improve performance in rodeo, a non-traditional sport.

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Audio transcription

Frame	#	Time	Spoken text
	0.	00:00:00	Go to the rodeo with a cowgirl who used science to win.
	1.	00:00:07	I'm Alan Alden.
	2.	00:00:08	Join me in the Wild West on Scientific American Frontiers.
	3.	00:00:30	It was a time and place that dying novels and later the movies burned vividly into our imaginations.
	4.	00:01:00	Whisper Alexander has been tending cattle on her family's Montana ranch since she was a toddler.
	5.	00:01:17	The skills she needs go back centuries and they've been refined over the generations into the West's home grown sport, rodeo.
	6.	00:01:28	And when the chores are done, it's the rodeo Whisper lives for.
	7.	00:01:32	I love it. It's just the adrenaline rush and the competition. I love the competition.
	8.	00:01:42	But Whisper, a top-notch rider, has a weak point.
	9.	00:01:50	And Roping is a key rodeo event.
	10.	00:01:55	I just need to throw it out there. I'm kind of soft-loofing it and not throwing it bad. I'll get it though.
	11.	00:02:06	But try as she might. Practice is not making perfect.
	12.	00:02:13	Which is why Whisper is a volunteer subject and a brand new program at Montana State University.
	13.	00:02:20	The project is being run by sports physiologist and former rodeo rider, Mike Myers.

Frame	#	Time	Spoken text
	14.	00:02:25	<i>What we want you to do is not make any practice throws. We want this to be a real rodeo runner.</i>
	15.	00:02:30	<i>So I like this is the last calf, final performance, last run. It's taken off like a rocket.</i>
	16.	00:02:38	<i>The bright lights and high-speed cameras that will track the reflective markers on Whisper's body and rope are now familiar tools in established sports.</i>
	17.	00:02:48	<i>Even though rodeo has been around for a long time, it's really considered a non-traditional sport.</i>
	18.	00:02:53	<i>And so along this scientific expertise that we've used in other sports such as baseball, track and so on have not been utilized in this field.</i>
	19.	00:03:00	<i>What we're trying to do is...</i>

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