Aaron Roberts

Problem Set #4

Monday

1. This might be problematic because data scientists ARE capable of showing how data relates and might be selling scientists short on what they are capable of.
   I think he said this because he wanted Data Scientists to remain as analytical as possible and to not get involved with what they data is saying as that may sway how you interpret that data.

Wednesday

2. From 1970 – early 2000's we went from just having/collecting data to being able to use it to our advantage and learn from it. The shift began when we started looking at data analysis more like a science and less like mathematics. New methods were invented such as KDD to make sure the information we were working with was meaningful. Even as late as the mid-90's, companies had amassed an enormous amount of data, but they still didn't know how to best navigate through that data.
3.
    1. **Cheaper Storage:** If you would like to save every email you've received, or will receive, you can do it now and for cheap compared to 1980. With the ability to store information for an indefinite amount of time, the data we continue to produce will only keep getting larger.
    2. **Spread of Technology:** A quick google search said that in 2019 the number of mobile phone users is forecast to reach 4.68 billion. That means there is still room to grow, which means there is just more data waiting to be discovered. Cell phones have had a lot to do with the explosion of data as they offer data scientists a great view of day-to-day life.
    3. **Faster Internet:** I can remember having to use dial-up internet in the early 2000's, it greatly hindered the user experience of the internet. With the spread of highspeed internet over the last 15 years, users can spread information easier and quicker.

Friday

4. Observations, Interviews and Surveys three data collection methods that have similar characterizes. These methods are similar because they all play a part in getting the overall picture of the data you are gathering. They are all very different ways of collecting data, too. Observations may answer HOW and WHAT, but it doesn't answer WHY. If you wanted to know WHY someone did something you should conduct an interview to get a much closer look into why someone does something. While interviews answer WHY, it does not do a good job at getting you quantitative data. If qualitative is what you are looking for, surveys can provide that for you and can be done anonymously.