## **ASSIGNMENT-1**

- 1)The problem with the google flu detection algorithm is that reports asserted that the detection algorithm have sometimes been very inaccurate, it is consistently overestimated relative flu incidence in the years 2012-2013 flu season predicted that twice as many doctors' visits as the CDC recorded and also the algorithm overfitting with seasonal terms which are unrelated to the flu which causes the algorithm with inaccurate and unrelated data. And also GFT is not a static entity- the company is constantly testing and improving search. And also Flu trends could only measure what people search for, it didn't analyze why they were searching for those words.
- 2)**Big Data Hubris:** The term "big data hubris" often refers to the implicit assumption that big data is a replacement for, rather than a supplement to, traditional data collection and analysis, i.e., just because there is a large amount of data does not mean that foundational issues of measurement, construct validity, reliability, and data dependencies can be overlooked.
- 3)There are some approaches that could have been used to improve the Google flu detection algorithm, Best results can be obtained by combining the GFT with near-real-time health data and also by combining GFT with lagged CDC data as well as dynamically recalibrating GFT, by these approaches which could help to improve the GFT.
- 4) Algorithm Dynamics: Algorithm Dynamics is nothing but the changes made by the engineers in order to improve the commercial services and by the consumers using that service. And these changes are the main reason which affected the GFT's tracking algorithm.

5)

- The Algorithm Dynamics affected Google's search algorithm which caused the Google flu detection algorithm to be unstable which shows the inconsistent reflection of flu rate.
- GFT has never documented the 45 search terms used, and the examples that have been released appear misleading.
- Several changes in google search algorithm and user behavior affected the GFT.
- Google correlate is limited to national level data, whereas the GFT was developed using correlation at the regional level.
- Recommended searches will raise the relative magnitude of some searches, usually based on what others have searched.

## **PART-2**





