

Problem 3

1) Let's say you now work at twitter and are part of a team that builds dashboards of geotagged tweets. You're able to monitor these for indicators of happiness, food, and physical activity. You're also able to build associations with various desirable and undesirable health conditions. BlueCross Blueshield comes to you with a project: they want to use your predictive tools along with their own databases of individuals to augment risk factor analysis with data from individual's social media streams.

a) How would you go about building such a tool? What are the main technical and data challenges that you foresee? b) A member of your team feels uncomfortable about doing this for the insurance company on ethical grounds, and seeks to void the contract. What is your position on this and why?

2) Consider the same scenario above, but now instead of BlueCross BlueShield, it's the Center for Medicare and Medicaid Services (a federal government entity). Does your answer in b) above change?