

## Google Flu Parable

- A parable is meant to serve as a warning or foreshadowing
- In 2013, the Google Flu trends overestimated flu cases by more than double what the CDC had estimated
  - Shows that data might not always be right
- This overestimation shows how data science can be manipulated
- Many tech companies don't inform the public about the inner-workings of how they collect data and what they do with that data
  - In that sense, it's difficult to determine how Google trends calculated the numbers that it came up with it
- Tech companies are constantly updating their software so that outside users won't be able to figure out what's going on
- Even though in modern times, there's a lot of data available, we have to be smart consumers of the data