What was the problem with the Google flu detection algorithm?

Answer:

The problem with the google flu detection algorithm was its accuracy issues, it overpredicted the flu cases i.e., More than twice as many doctor visits for influenza-like illness (ILI) were predicted compared to the Centres for Disease Control and Prevention (CDC).

What is big data hubris?

Answer:

It refers to belief that collecting and analysing large amounts of data can help in solving complex issues and making precise predictions, without considering the consequences of analysing big data which can also lead to inaccurate predictions, overreliance on data, misinterpretation of data, privacy and ethical concerns .

What approach could have been used to improve the Google flu detection algorithm?

Answer:

GFT can add more value when:

- combined with other sources (healthcare reports, reports from public health agencies).
- ensuring algorithm to continuously update with real-time data.
- ensuring the dynamic adaption of algorithm to the new data that becomes available.

What is "algorithm dynamics?"

Answer:

It refers to change in algorithms behaviour over time due to many factors, these dynamics play an important role in algorithm's performance. It also refers to the changes made by engineers and consumers for improving and using the service.

What aspect of algorithm dynamics impacted the Google flu detection algorithm?

Answer:

The aspects that impacted Google flu detection algorithm are:

- Google search algorithm(relative prevalence of search terms)
- User behaviour
- Relative search behaviour
- Blue team dynamics



