



1 point

1. Joe proposes a data science project applying neural networks to all the data stored in her companies internet logs. Why might this project be hype?
- ☒ The project isn't designed to answer a concrete question.
  - ☐ Internet log files are notoriously messy and hard to analyze
  - ☐ There may be outliers, since some of the companies' users are power users.
  - ☐ Neural networks are known not to work on databases

1 point

2. This is an interesting article about the end of theory due to data collection:

[http://archive.wired.com/science/discoveries/magazine/16-07/pb\\_theory/](http://archive.wired.com/science/discoveries/magazine/16-07/pb_theory/)

One quote from the story is:

"There is now a better way. Petabytes allow us to say: "Correlation is enough." We can stop looking for models. We can analyze the data without hypotheses about what it might show. We can throw the numbers into the biggest computing clusters the world has ever seen and let statistical algorithms find patterns where science cannot."

Which hype vs. reality question does this paragraph fail?

- ☐ If you could answer the question, could you use the answer?
- ☐ Do you have the data to answer that question?
- ☒ What is the question you are trying to answer with data?

1 point

3. The Netflix prize offered participants \$1 million to improve Netflix's algorithm by a specified amount. Several teams did. This is an interesting article on why the Netflix prize solution was never implemented.

<http://www.wired.com/2012/04/netflix-prize-costs/>

Which of the hype versus reality questions did this project fail?

- ☐ What is the question you are trying to answer with data?
- ☐ Do you have the data to answer that question?
- ☒ If you could answer the question, could you use the answer?

1 point

4. This article describes some problems with the Google Flu trends algorithm:

<https://www.newscientist.com/article/dn25217-google-flu-trends-gets-it-wrong-three-years-running/>

Which of the hype versus reality questions did Google Flu trends fail?

- ☒ Do you have the data to answer that question?
- ☐ If you could answer the question, could you use the answer?
- ☐ What is the question you are trying to answer with data?

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