

- 1) Data anonymization exists as a way to protect people's sensitive data. The goal of this is to make it extremely difficult for people to identify certain data that belongs to a specific person.
- 2) The Havasupai tribe of Arizona felt victim to misuse as researchers did not get their full extent to do additional studies outside of the one the tribespeople consented to. In this sense, they felt violated considering the fact that the way future studies were conducted went against their culture and beliefs.
- 3) The biggest data breach occurred in 2015 by Anthem inc. as 78.8 million people had their health data in the hands of hackers.
- 4) The issue with pulse oximeters is the fact that there might have been racial bias as this device was three times as likely to miss a lot of indicators for certain health issues in black patients.
- 5) The IRB's goal is to ensure that research is conducted in a safe and ethical manner. The IRB goes over all factors of a research study as a way to ensure that there is no misrepresentation in ethics.
- 6) Spreadsheet software usually looks at a data set based on a particular study, database software usually entails a large scale data source which has multiple data points
- 7) A conflict of interest in public health is where a person or an organization has another interest outside of the results of the study.
- 8) Informed consent is important in a health data collection sense as it ensures the individual that the data they are giving to the researchers is being used for the intended purpose and should not violate any boundaries. In this sense, data collection is able to be more widespread as people have more faith in researchers.
- 9) Data masking is important as it replaces certain identifiers for an individual and if needed, can erase all identifiers to a person.
- 10) K-anonymity is a way to group data so that it is hard to tell which data belongs to who and keeps the people anonymous.
- 11) Conflicts of interest in public health can lead to certain issues such as bias in data collection, skewed data based on interest, and changing research methods to look for a favorable outcome.
- 12) The first step in combating conflict of interest is avoidance and making sure to avoid the conflict of interest at all costs.
- 13) Independent oversight can be important as a way to ensure that the conflict of interest isn't there and can be identified and dealt with properly from a third party perspective.
- 14) One way to deal with conflict of interest is through public disclosure as a way to allow for the audience to determine whether or not the conflict of interest is a big influence.
- 15) The potential impact of not managing a conflict of interest in the study is that the study may lose its credibility.