Garbage in, garbage out

- Make sure you use the data

    - Appropriately

    - Ethically

    - Really think through and understand your data, your question, and how they relate

    - Don't just dump things into AI just because it's the cool thing

Big Data + ML/AI ≠ Sorceror's Stone

* Big Data can mean Big Noise

  * No signal to be had

  * ML will give spurious, irreproducible answers

  * Dietary studies are notorious for this, as are psych studies