

Big Data + ML/AI \neq Sorcerer'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



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- ✧ Finding and assessing rare events is VERY HARD
- ✧ Suppose an event occurs in 1 out of 10,000 people
- ✧ You fit a ML model to this huge database (think Medicare)
- ✧ I use the amazing “Ostrich Method”: Just say no
 - ✧ I’ll have an accuracy of 99.99% in this scenario
 - ✧ Beat that, you fake intelligence.

