

Task 1: review data mining concepts and tasks

Answer the exercise questions 1-3 in Textbook 1.7. For Question 2, feel free to change the question scenario from “an Internet search engine company” to any organization that you would like to think of. It can be a company, government office, NGO, etc.

Task 2: practice your critical thinking and writing

Read the following two news articles. One criticized Google Flu Trend, and the other defended it. Write one paragraph to summarize the criticism, and another paragraph for the defense. Write the third paragraph to offer your own thought, e.g. is the criticism valid? Does the defense make sense? What other problems or benefit do you see in Google Flu Trend or similar big data applications?

<http://bits.blogs.nytimes.com/2014/03/28/google-flu-trends-the-limits-of-big-data/>

<http://www.theatlantic.com/technology/archive/2014/03/in-defense-of-google-flu-trends/359688/>

Submission requirements:

Formatting:

- At least 12-point Arial or Times New Roman
- At least 1-inch margins on all sides.

Grading criteria:

Task 1: Answers are evaluated by their accuracy.

Task 2: Writing should be precise and concise. Points would be deducted for both incorrect and irrelevant content.