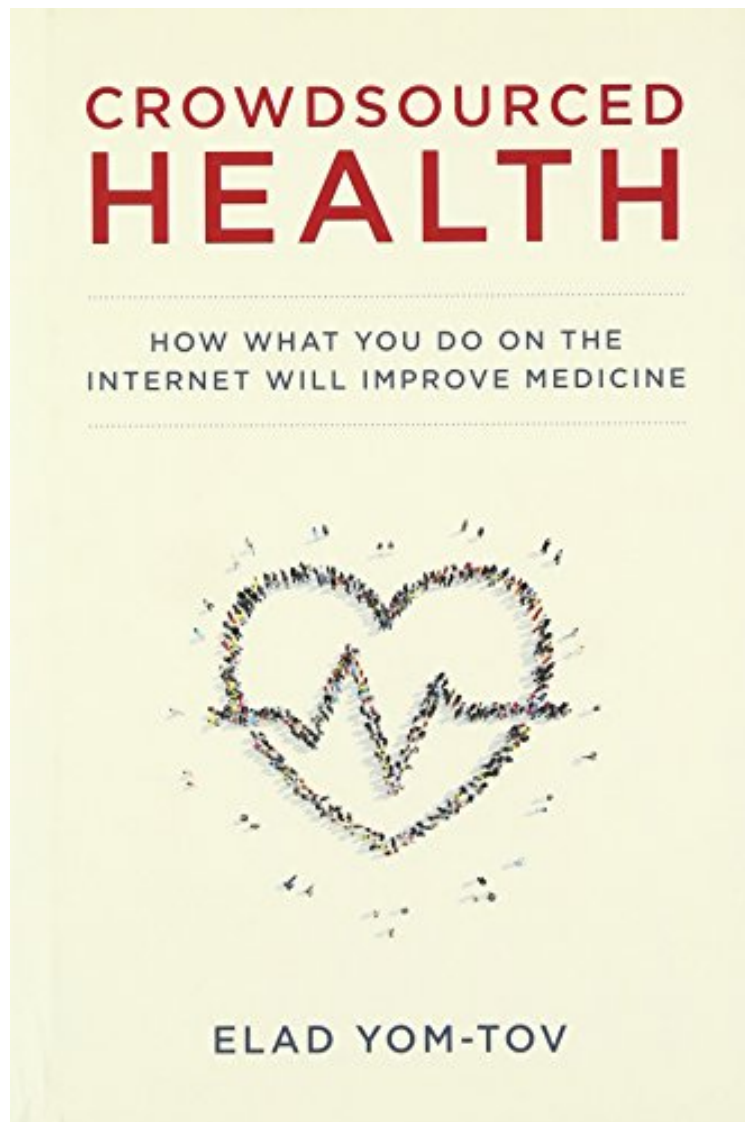


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## **Crowdsourced Health: How What You Do on the Internet Will Improve Medicine (MIT Press)**

*Elad Yom-Tov*

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**Elad Yom-Tov : Crowdsourced Health: How What You Do on the Internet Will Improve Medicine (MIT Press)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Crowdsourced Health: How What You Do on the Internet Will Improve Medicine (MIT Press):

2 of 2 people found the following review helpful. Stimulating and accessibleBy C. CASTILLO OcaranzaThis is a very

stimulating and accessible presentation of many ideas about how the data that users generate online can be used to answer questions about health. The data sources used include micro-blogs, question-answering portals, and web search engines. For health professionals, the book is quite accessible, and when necessary, introduces concepts from computer science and machine learning that are explained in a simple and clear way. For computing professionals, it can definitively serve as an inspiration for your own data science projects in the digital health domain.<sup>2</sup> of 2 people found the following review helpful. GOOD BOOKSBy CustomerWhat a marvelously creative book Elad Yom-Tov has written. With the rise and saturation of the internet around the globe over the past 25 years, so many things are now possible that were never before even imagined. The internet, for instance, borrowed the concept of biological viruses to describe the sudden popularity of digital content. As Yom-Tov points out, now this metaphor has become literal as digital surges in searches can track viruses in the real world. So this book is ground-breaking in the questions it poses and the brave new world that it implies is at our fingertips. Thanks to the net, health is now everyone's business, whether we are consciously aware of it or not.W. F. Strong, Ph.D. GOOD BOOKS RADIO

How data from our health-related Internet searches can lead to discoveries about diseases and symptoms and help patients deal with diagnoses. Most of us have gone online to search for information about health. What are the symptoms of a migraine? How effective is this drug? Where can I find more resources for cancer patients? Could I have an STD? Am I fat? A Pew survey reports more than 80 percent of American Internet users have logged on to ask questions like these. But what if the digital traces left by our searches could show doctors and medical researchers something new and interesting? What if the data generated by our searches could reveal information about health that would be difficult to gather in other ways? In this book, Elad Yom-Tov argues that Internet data could change the way medical research is done, supplementing traditional tools to provide insights not otherwise available. He describes how studies of Internet searches have, among other things, already helped researchers track to side effects of prescription drugs, to understand the information needs of cancer patients and their families, and to recognize some of the causes of anorexia. Yom-Tov shows that the information collected can benefit humanity without sacrificing individual privacy. He explains why people go to the Internet with health questions; for one thing, it seems to be a safe place to ask anonymously about such matters as obesity, sex, and pregnancy. He describes in detrimental effects of "pro-anorexia" online content; tells how computer scientists can scour search engine data to improve public health by, for example, identifying risk factors for disease and centers of contagion; and tells how analyses of how people deal with upsetting diagnoses help doctors to treat patients and patients to understand their conditions.

Medical research is undergoing radical transformation, but until now we've just scratched the surface of how massive online data can be harnessed to improve health care. Yom-Tov -- who has been a leader in this field -- makes a solid case for why we must and how we can achieve this important objective. (Eric Topol, MD, Professor of Genomics, The Scripps Research Institute; author of *The Patient Will See You Now* and *The Creative Destruction of Medicine*) Watch out NSA. This book tells us the 'good news' about large-scale data collected over the Internet -- it can be used to identify side effects of drugs and, more generally, augment medical research. In clear and simple prose, Elad Yom-Tov makes a compelling case for the magic of crowdsourcing health. (Oren Etzioni, CEO, Allen Institute for Artificial Intelligence) Despite the constant headlines of breakthroughs in medical research, they are, in truth, few and far between. We desperately need to accelerate discovery, and for that we need scale beyond the confines of individual laboratories. The ideas in Elad Yom-Tov's book have the potential to disrupt conventional thinking and make a huge difference to human health. (Norman Swan, MD, medical broadcaster and journalist) About the Author Elad Yom-Tov is Senior Researcher at Microsoft Research and Visiting Scientist at Technion-Israel Institute for Technology. He previously held positions at Yahoo Research and IBM Research.