

WINNER PROFILE



➔ **Meet: Jeffrey Shaman**
 Associate Professor, Columbia University, New York, New York

➔ **The Challenge: Predict the Influenza Season**

In 2013, the Centers for Disease Control (CDC) sought mathematical and statistical models that use data from Twitter, internet searches, web surveys, and the like to predict the timing, peak, and intensity of the upcoming influenza season.

➔ **The Prize:**
 \$75,000

💡 **The Solution:**

Shaman's mathematical model used data from Google Flu Trends as well as CDC's influenza-like illness data, which is posted online each week during flu season, to produce accurate and reliable forecasts.

SUCCESS: IN HIS OWN WORDS

How has participating in this challenge helped you advance your solution?

Participation in the challenge certainly enhanced the visibility of the work we do in my group. It attracted attention from public officials, as well as the general public, and has advanced acceptance of infectious disease forecast and investment in furthering forecasting capabilities.

What is the impact of your solution for government, your community and society?

I believe that interest in infectious disease forecast has increased considerably in the last few years. People, including public health and other governmental officials, are beginning to recognize the potential and possible uses for infectious disease forecast.

📞 **For More About the Winner:**

Jeffrey Shaman
 Phone: 212-305-3590
 Email: jls106@cumc.columbia.edu

