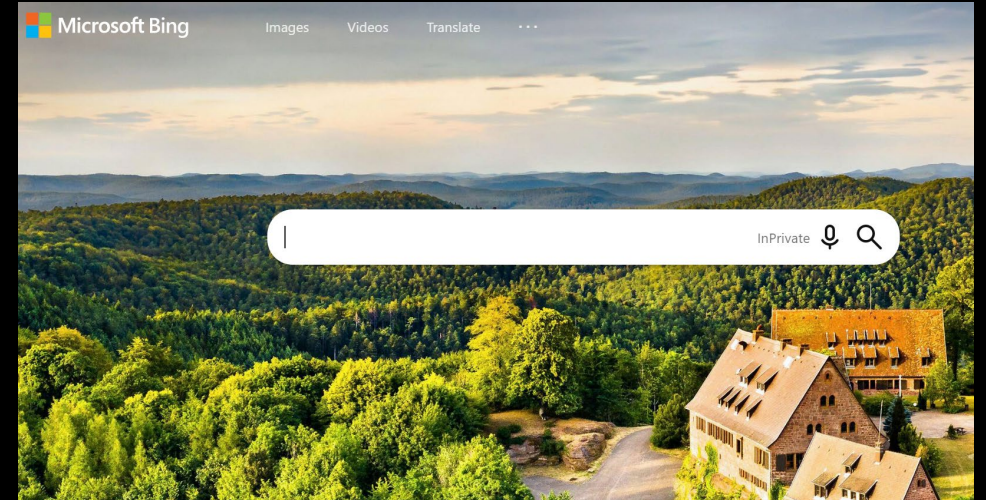




Assessing suicide risk from search engine data

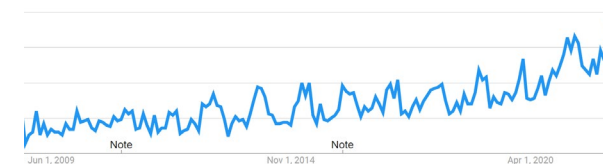
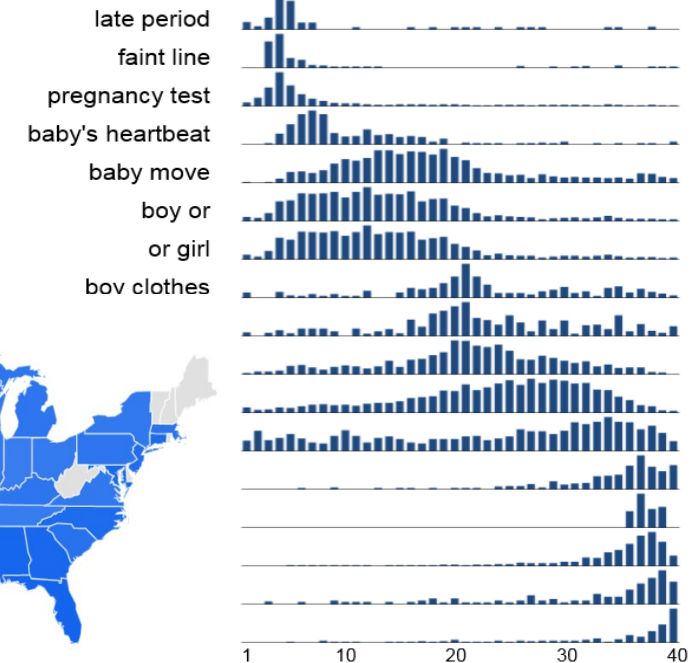
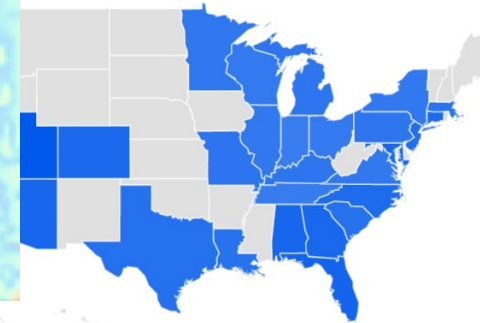
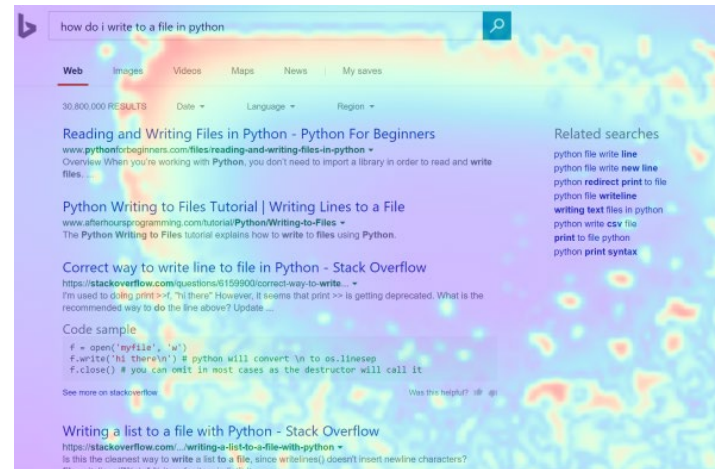
Dr. Elad Yom-Tov

Senior Principal Researcher, Microsoft Research



Why are search engine interactions important?

- Temporal resolution
- Truthfulness
- Richness
- Access

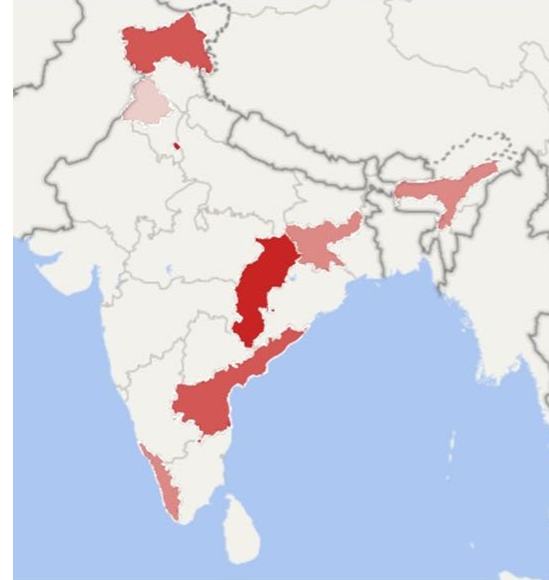
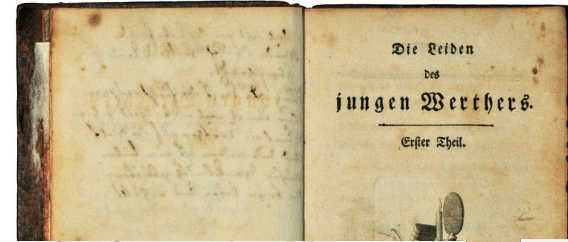


"How to avoid taxes"
Google Trends

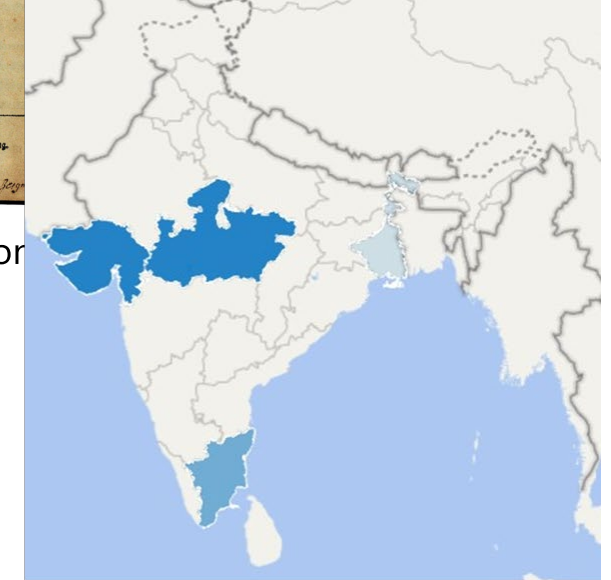
Fourney et al., 2015

Assessment of suicide at the population-level

- Werther Effect
- Differences between web behavior and official reports



More suicides predicted by web data than reported by government



Fewer suicides predicted by web data than reported by government



how to commit a suicide



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132,000,000 RESULTS Any time ▾

National Suicide Prevention Lifeline Phone Number

[1-800-273-8255](tel:18002738255)

Find out more on: [Suicide Prevention Lifeline](#)

What is the cheapest, painless, easiest way to commit ...

<https://www.quora.com/What-is-the-cheapest-painless-easiest-way-to...>

Contact a **suicide** hotline if you need someone to talk to. If you have a friend in need of help, please encourage that person to contact a **suicide** hotline as well. Worldwide. In general, if you're outside the US, numbers for your country are here: [Help a friend - Befrienders Worldwide](#).

Lost All Hope: Information on suicide methods, statistics ...

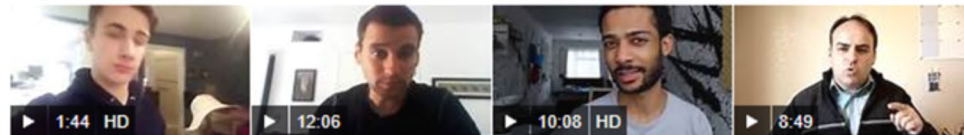
lostallhope.com ▾

Don't commit **suicide** without reading this site! Lost All Hope has information on everything from drugs and drop hanging to **suicide** statistics.

[Suicide Methods](#) · [Help Me](#) · [Things to Consider](#) · [Suicide Statistics](#) · [My Story](#) · [Links](#)

Videos of how to commit a suicide

bing.com/videos



[how to commit suicide quickly and](#)

YouTube

[How to commit suicide. \(How to kill](#)

YouTube

[What Happens To People After They](#)

YouTube

[How to Commit Suicide](#)

YouTube

See more videos of [how to commit a suicide](#)

The Ten Minute Suicide Guide - Cracked.com

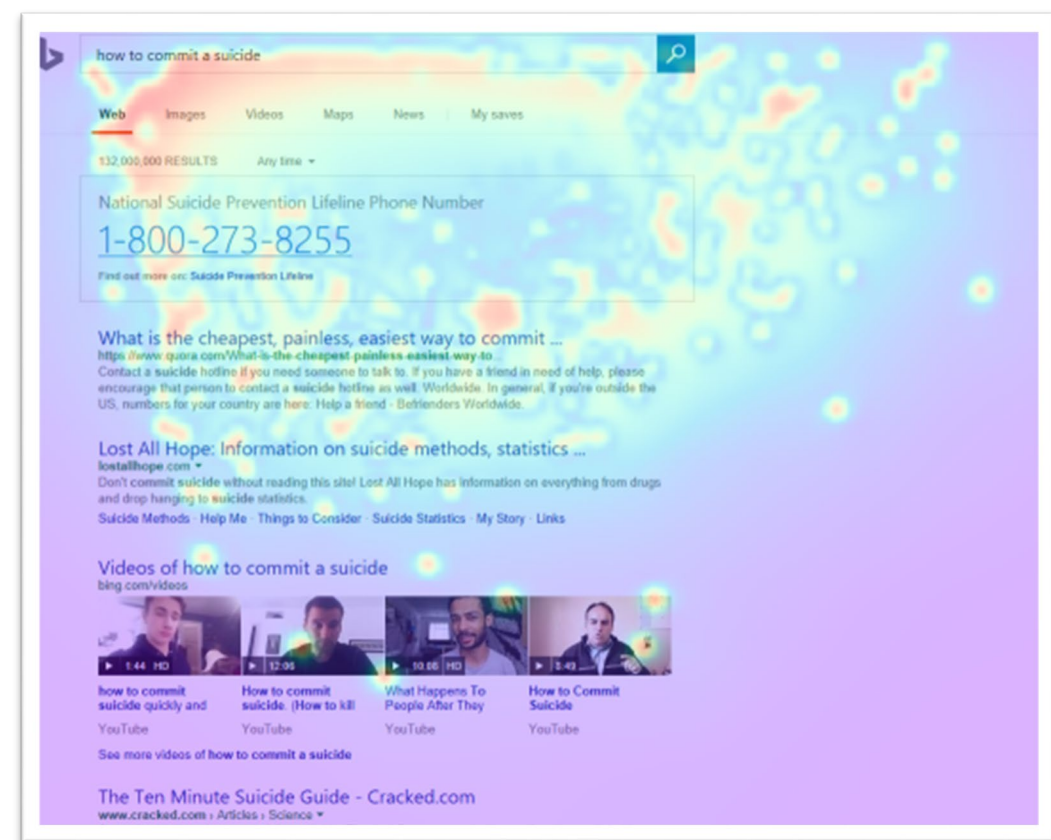
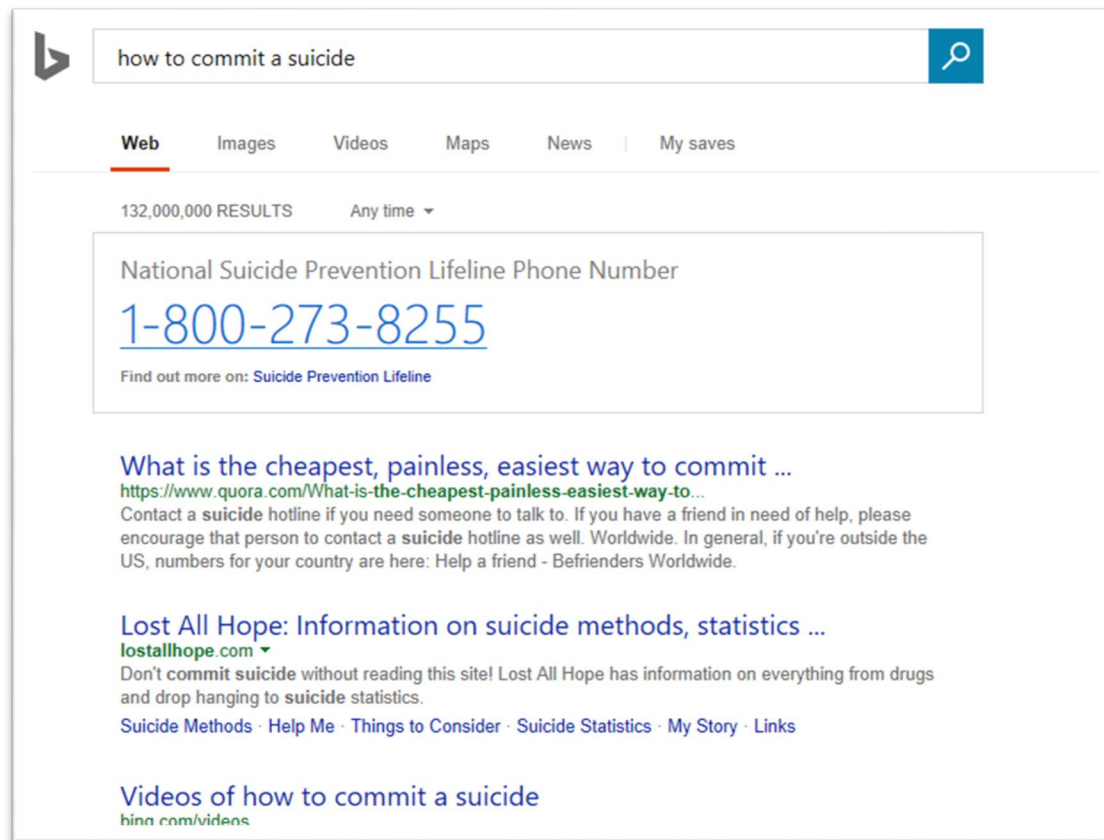
www.cracked.com ▸ [Articles](#) ▸ [Science](#) ▾

Individual-level interventions

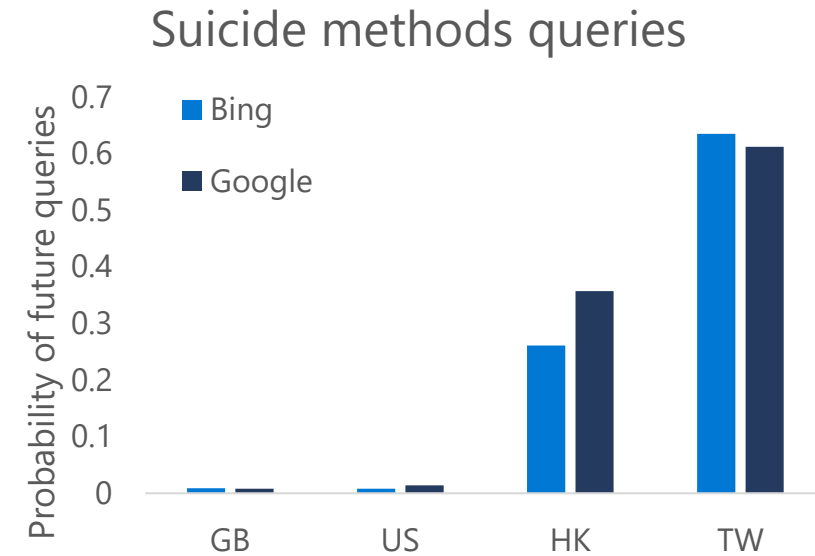
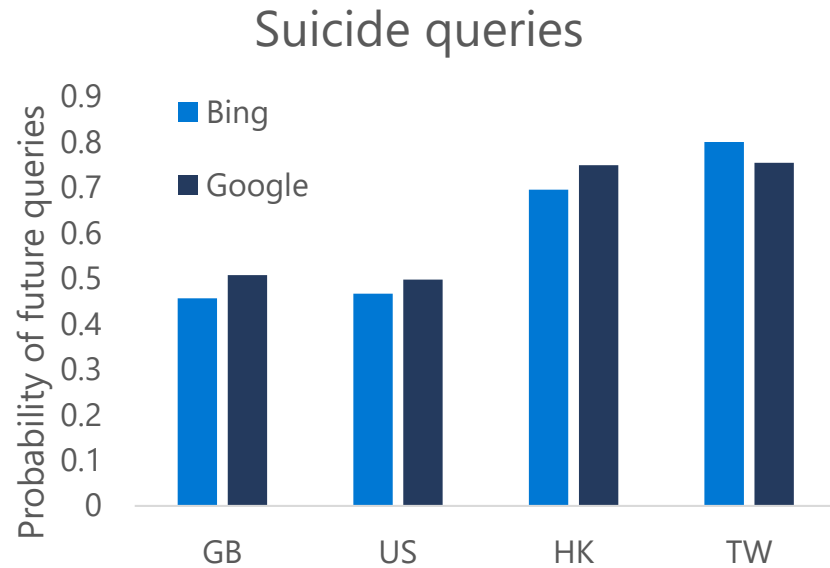
Viewpoint

Ethical Challenges and Opportunities Associated With the Ability to Perform Medical Screening From Interactions With Search Engines: Viewpoint

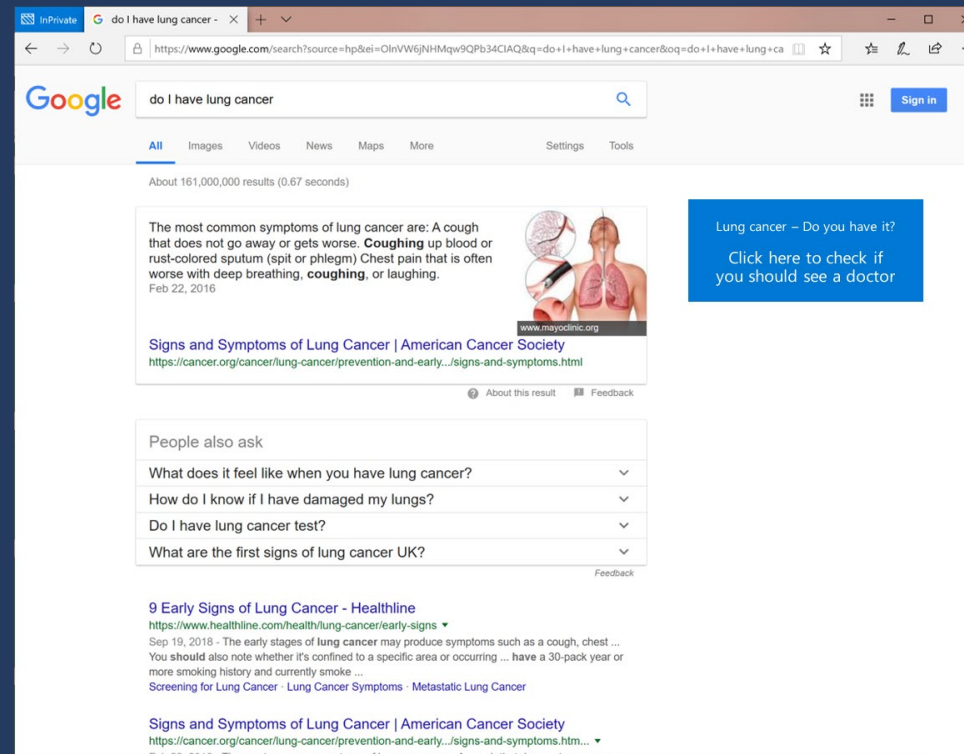
Elad Yom-Tov^{1,2}, PhD; Yuval Cherlow³, Rabbi



Is this an effective intervention?



Where do we go from here?





eladyt@microsoft.com

www.yom-tov.info



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ELAD YOM-TOV