

Title of Project: Personal Genomics

Name of Supervisor(s): Richard Tutton

Outline of Project.

In the last three years a new innovative yet also controversial market in direct-to-consumer genetic testing has appeared called 'personal genomics'. A number of firms have been established, most famously 23andMe, that sells its services to people around the world, informing them about their future risk of disease. However, scientists, clinicians and ethicists have questioned the scientific validity and reliability of these "personal genomics" services and criticize the direct-to-consumer approach for excluding professional counselling and support. Will the emergence of the personal genomics industry transform the relationship between patients and doctors by empowering people with information about their future genetic risks? Or will it lead to people becoming unnecessarily worried or misled?

(please note this internship is for 4 weeks)

Outcomes:

The aim of this four week internship will be to help initiate new research into the commercial and scientific strategies being developed by the firms operating in this market. It will involve the gathering of information on individual companies from various sources. You do not need to know anything about genetics to do this internship.