

Panel @ IEEE DM Forum
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Useful Activities to Promote Data Mining

Panel chair: Fosca Giannotti, KDD Lab. ISTI-CNR ,
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Panelists

- **David Cheung**, The University of Hong Kong
- **Hillool Kargupta**, University of Maryland, USA
- **Jiming Liu**, The Hong Kong Baptist University
- **Vipin Kumar**, University of Minnesota, USA
- **Katharina Morik**, University of Dortmund, Germany
- **Gregory Piatetsky-Shapiro**, KDnuggets, USA
- **Geoff Webb**, Monash University, Australia
- **Xindong Wu**, University of Vermont, USA
- **Jeffrey Xu Yu**, The Chinese University of Hong Kong

Objective of the panel

- i) sharing ideas on current initiatives all over the world;
- ii) proposing new actions to be taken cooperatively by the many public or private bodies the researchers of the IEEE DM Forum are involved in.
 - KDD/ICDM/SDM/NSF-NGDM founders
 - TKDE/DMKD/KAIS EiCs, PKDD-ECML08 chair

Several facets of promotion

- Journals and Conferences
- Public Funding Systems
- Academic Teaching
- Need of shared concepts
- Societal Acceptance

Rules

- First run 5-7 minutes each
- Discussion
- Second run: 3-5 minute each
for summarizing

Question 1: Journals, conferences, specialized portals: current initiatives and new ideas

- Journals and other editorial initiatives: are these bodies doing well in promoting DM, is scientific quality guaranteed? Is there anything that might be improved? Is there any special program for the next 5 years? Is there any new journal coming out?
- Conferences: which are the current conferences? How many national? How many regional? How many papers are published in a year? Is it too crowded? New DM related conferences have been activated: is this an enrichment for science?

Question2: Public funded Research

- Are there special initiatives promoted by the various regional, national public funding systems that might be shared and promoted elsewhere?
- In Europe, the Networks of Excellence (Pascal, KDNNet, KDUbiq), all at the end, have been fundamental for growing the DM community in Europe. Are there similar forms of fundings in the other regions? Which feedbacks from such experiences?
- What about a network of networks: regional networks which collaborates?

Question 3: Promoting DM teaching

- All over world there are plenty of DM classes within master degrees (Computer Science; Economics, Humanities).
- Is the idea of a Data Mining Curriculum http://www.sal.cs.uiuc.edu/~hanj/kdd_curriculum.pdf still valid? Might it serve as reference course? What about promoting joint Master?
- EC funds Master joint among several EC countries

Question 4: Promoting DM Research or Technology?

- Are the two issues separated? How is doing the market for DM based solutions? Do the DM market need promotion?

Question 5: Is there the need of a common language for DM concepts?

- Saso Dzeroski (Jozef Stefan Institute in Ljubljana) as coordinator of EC project IQ has launched the idea of building an Ontology of Data Mining.
- Might this idea be shared and the Ontology built collaboratively (like Wikipedia)?

Optional question: promoting societal acceptance of DM

- The intense use/abuse/misuse of the so called "data mining" for National Security Protection is nowadays arising serious concern and the societal acceptance of "data mining" may dramatically decrease (or not).

- According a New York Times Report on May 15, 2008, there still many problems with the "no-fly" lists, they still have many "False positive".

"We'll Have to Check, Sir. The New York Times, May 15, 2008."

http://www.nytimes.com/2008/05/15/opinion/15thu3.html?_r=1&scp=1&sq=We%27ll+Have+to+Check%2C+Sir&st=nyt&oref=slogin

- Should this issues be carefully tackled by the data mining community when trying to promote DM, or it is something that will be forgotten quite soon?

We'll Have to Check, Sir

NYT – May 15, 2008 Editorial

- **Pity the innocent air traveler whose name repeatedly registers as a match on the government's mammoth terrorist watch list. One major airline registers 9,000 false hits every day, according to Michael Chertoff, the secretary of homeland security. These travelers and thousands more must routinely step aside and provide firmer proof of identity.**
- Instead of trying to fix the troubled list, Mr. Chertoff has proposed that victimized travelers and the airlines fix the problem. He has suggested that these travelers volunteer to let airlines keep a record of their date of birth, so their bona fides can be more easily verified.
- Considering the dimension of the no-fly snafus, this is hardly a cure-all. Each airline is free to decide whether to take part, and whether it wants to pay to alter its computer systems. Harried fliers would also have to file with each airline they patronize.
- Meanwhile, the terrorist watch list keeps growing, exceeding 900,000 and adding up to 20,000 a month, by some estimates. Lately, even federal air marshals assigned to flight security complain they have been barred at check-in when their names triggered false positives, according to The Washington Times. Congress is having to pass a law to finally expunge the hallowed name of Nelson Mandela from the list.
- The problem was clear four years ago when one of the most familiar names and faces in the land — Senator Edward Kennedy — complained of being repeatedly flagged. A redress program was started at the Transportation Security Administration, and an estimated 15,000 have managed to get their names off the list.

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IEEE International Conference on Data Mining



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Important Dates

July 7, 2008 Deadline for paper submission

September 15, 2008 Notification to authors

October 7, 2008 Deadline for camera-ready copies

December 15 – 19, 2008 Conference