

Useful Activities to Promote Data Mining

Hillol Kargupta

University of Maryland, Baltimore County & Agnik

Things to Do

- Addressing
 - The “Who Cares” syndrome
 - The “Wow” factor

The “Who Cares” Syndrome

- Data mining is too esoteric like many other scientific discipline
- Most people care little
- Many are even scared
- What do we do about it?

The “Wow Factor”

- How can we make people excited about data mining like space exploration or cancer research?
- What are the big problems of our time that we can address and showcase?

An Example: Energy Problem, Global Warming, and Data Mining

- Optimizing energy harvest and consumption
- Understanding Global warming
- Vehicle Fuel Consumption and Emission Control



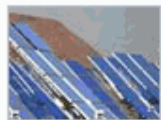
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Engineering's Grand Challenges

WHAT DO YOU THINK? Click on the engineering challenge you think is the most important:



Make solar energy economical



Provide energy from fusion



Develop carbon sequestration methods



Manage the nitrogen cycle



Provide access to clean water



Restore and improve urban infrastructure



Advance health informatics



Engineer better medicines



Reverse-engineer the brain



Prevent nuclear terror



Secure cyberspace



Enhance virtual reality



Advance personalized learning



Engineer the tools of scientific discovery

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KDD&U

- "Association for Knowledge Discovery in Distributed and Ubiquitous (KDD&U) Environments"
- Nonprofit scientific society
- Devoted to advancing the scientific understanding of the mechanisms underlying creation and extraction of knowledge from information generated in pervasive, distributed, and ubiquitous environments.
- First event in 2009