



Useful Activities to Promote Data Mining

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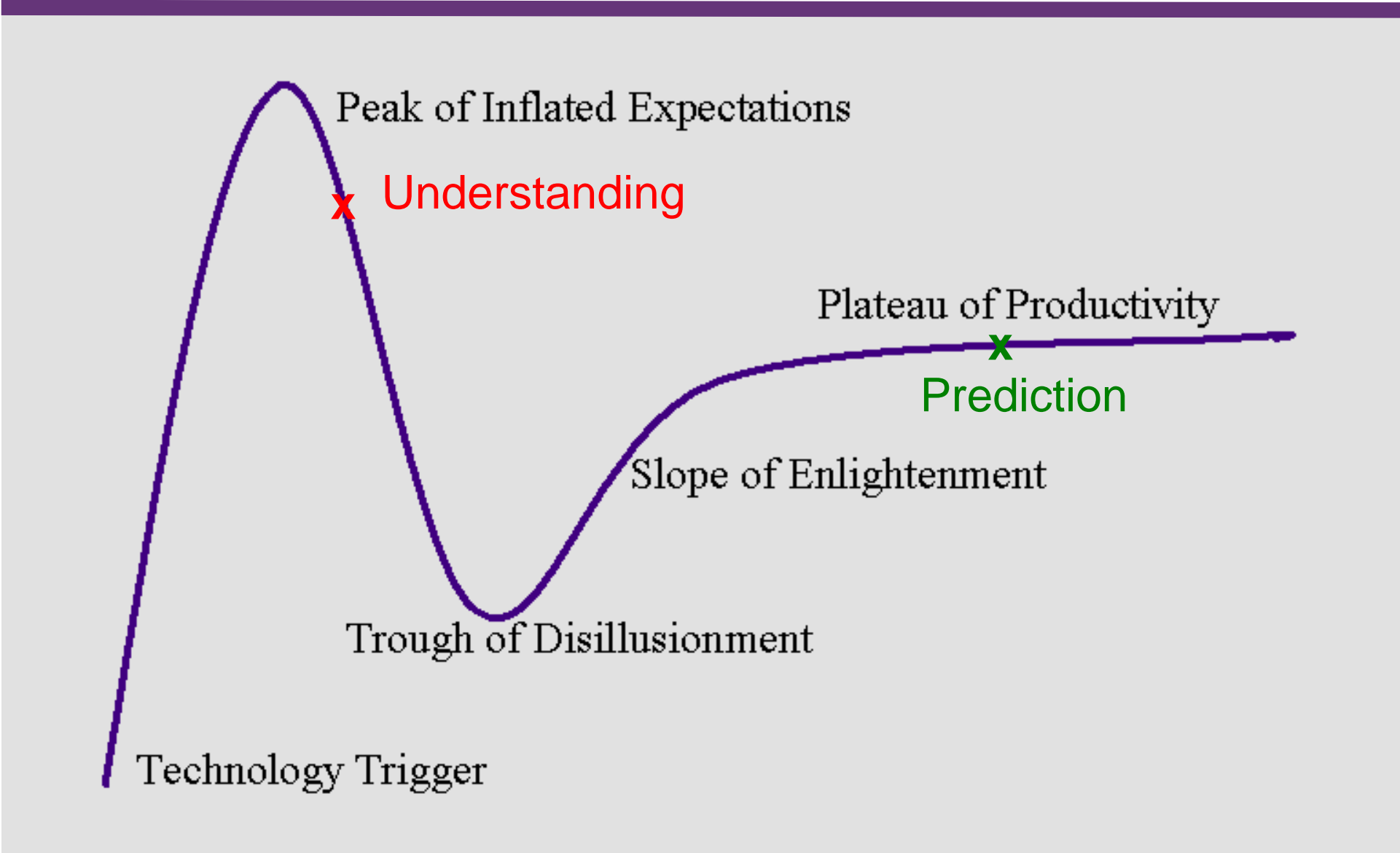
No need!

- **Data mining is a multi-billion dollar industry**
- **Data mining is one of Computer Science and AI's success stories**

20% of Top 10% of CS journals

Rank	Abbreviated Journal Title	Impact	Rank	Abbreviated Journal Title	Impact
1	INT J COMPUT VISION	6.085	19	IEEE T NEURAL NETWORK	2.620
2	ACM T INFORM SYST	5.059	20	IEEE WIREL COMMUN	2.577
3	BIOINFORMATICS	4.894	21	COGNITIVE BRAIN RES	2.568
4	MIS QUART	4.731	22	IEEE T MOBILE COMPUT	2.550
5	IEEE T PATTERN ANAL	4.306	23	CHEMOMETR INTELL LAB	2.450
6	ACM COMPUT SURV	4.130	24	IEEE INTELL SYST	2.413
7	ACM T GRAPHIC	4.081	25	HUM-COMPUT INTERACT	2.391
8	J AM MED INFORM ASSN	3.979	26	J MOL GRAPH MODEL	2.371
9	IEEE T EVOLUT COMPUT	3.770	27	J BIOMED INFORM	2.346
10	IEEE T MED IMAGING	3.757	28	J COMPUT PHYS	2.328
11	NEUROINFORMATICS	3.541	29	DATA MIN KNOWL DISC	2.295
12	J CHEM INF MODEL	3.423	30	IEEE ACM T COMPUT BI	2.283
13	VLDB J	3.289	31	ARTIF INTELL	2.271
14	MED IMAGE ANAL	3.256	32	J MACH LEARN RES	2.255
15	J ACM	2.917	33	NEURAL COMPUT	2.229
16	J CRYPTOL	2.833	34	IEEE NETWORK	2.211
17	IEEE T IMAGE PROCESS	2.715	35	ACM T DATABASE SYST	2.143
18	MACH LEARN	2.654	36	COMPUT BIOL CHEM	2.135

Gartner Hype Cycle



Need to improve our science

- **Data mining for understanding could be reclaimed by the statisticians**
- **Need to move focus from algorithms to objectives**
- **Need to develop suitable evaluation standards**