

Industrial/Government Track Call For Papers

The Ninth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining

August 24-27, 2003, Washington, DC, USA

<http://www.acm.org/sigkdd/kdd2003/>

Abstracts Due: February 21, 2003 (12 noon PST)

Full Papers Due: February 28, 2003 (12 noon PST)

The Industrial/Government Track of the Ninth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining will highlight successful applications of KDD technology; explore issues, methods, and lessons learned in the development and deployment of KDD applications; and promote the exchange of ideas between basic and applied KDD.

KDD-2003 is expanding the scope of the Industrial Track to include applications of KDD to government and homeland-security problems, which have recently gained importance. As such, the track will be called the KDD-2003 Industrial/Government Track. The goals of the expanded track are: (1) to provide a forum for an exchange of ideas between practitioners, researchers, companies and government organizations; and (2) provide government organizations with an understanding of successful KDD applications. To achieve these goals, the Industrial/Government Track will solicit papers from practitioners and companies that have KDD products and solutions relevant to government and security applications.

Abstracts must be submitted on or before February 21, 2003, at 12 noon PST (Pacific Standard Time). An abstract may not contain more than 250 words. No paper will be considered without having the abstract submitted on time. Full papers must be submitted on or before February 28, 2003, at 12 noon PST. Papers must be no more than 10 pages in length, inclusive of all figures, tables, references and appendixes. Papers should be submitted in ACM proceedings format (two columns, 9pt font, approx. 1in margins). Templates are available at <http://www.acm.org/sigs/pubs/proceed/template.html>. Papers must be submitted in PDF format. Authors are solely responsible for ensuring that their submissions display and print properly. Check the conference website for detailed submission instructions.

Papers should describe original work that has not been published before, is not under review elsewhere, and will not be submitted elsewhere during KDD-2003's review period (specialized workshops with a limited audience excluded). Reviewers can assign research track submissions to the industrial/government track and vice-versa, if they feel this to be more appropriate.

The Industrial/Government Track will consist of papers in three sub-tracks: (1) deployed KDD application case studies; (2) emerging applications, technology, and issues; and (3) KDD vendor submissions. In addition, the

Industrial/Government Track will present invited talks and panel discussions.

Deployed Application Case Studies

Case study papers must describe deployed applications with measurable benefits that include some aspect of KDD technology. The case study may be a stand-alone application or a component of a complex system. Submissions that do not relate to deployed commercial or government applications or industrial-strength prototypes in wide use are discouraged.

Review criteria are significance, use of KDD technology, innovation, content, technical quality, and clarity. The paper must address the following issues:

- *Task or Problem Description:* Describe the task the application performs or the problem it solves. State the objectives of the application and explain why a KDD solution was important. If other solutions were tried and failed, outline these solutions and the reasons for their failure.
- *Application Description:* Describe the application, providing key technical details about the design and implementation. What are the system components, what are their functions, and how do they interact? What languages and tools are used in the application? What is the hardware and software environment in which the system is deployed? Provide examples to illustrate how the system is used.
- *Uses of KDD Technology:* On what KDD research does the application depend? What key aspects of KDD technology allowed the application to succeed? How were the techniques modified to fit the needs of the application? If applicable, describe how KDD technology is integrated with other technology. If a commercial tool is used, explain the decision criteria used to select it. Describe any insights gained about the application of KDD technology. What KDD approaches or techniques were tried and did not work? Why not?
- *Application Use and Payoff:* How long has this application been deployed? Explain how widely, how often, and by whom the application is being used. Also describe the applications payoff. What measurable benefits have resulted from its use? What additional benefit do you expect over time? What impacts has it had on the user's business processes?

Abstracts Due: February 21, 2003 (12 noon PST)

Full Papers Due: February 28, 2003 (12 noon PST)

SIGKDD 2003 Industrial/Government Track Call for Papers

<http://www.acm.org/sigkdd/kdd2003/>

- *Application Development and Deployment:* Describe the development and deployment process. How long did they take? How many developers were involved? What are the costs? What were the difficulties, and how were they overcome? What are the lessons learned? What, if any, formal development methods were used?
- *Maintenance:* Describe your experience with and plans for maintenance of the application. Who maintains the application? How often are updates needed? Is the underlying problem expected to change over time? How does the design of the application facilitate update?

Emerging Application, Technology, and Issue Papers

The goal of the emerging application, technology, and issue track is to "bridge the gap" between basic KDD research and deployed applications, by discussing the efforts to apply KDD tools, techniques or methods to real world problems. This track is distinguished from reports for the Research Track in that the objective of the efforts reported here should be the engineering of KDD applications.

Emerging applications are not yet ready for complete case studies, and may include discussions of prototype applications with performance evaluation data; development of domain or task focused tools, techniques or methods; evaluation of KDD tools, techniques or methods for domain suitability; unsuccessful attempts to apply particular tools, techniques or methods to specific domains (which shed light on the applicability and limitations of the tool, technique or method); system architectures that work; scalability of techniques; integration of KDD with other technologies; system/software engineering of intelligent systems; development methodologies; validation and verification; lessons learned; social and other technology transition issues; etc.

The following questions will appear on the review form for emerging technology, application, and issue papers. Authors are advised to bear these questions in mind while writing their papers. Reviewers will look for papers that meet at least some (although not necessarily all) of the criteria in each category.

- *Significance:* How important is the problem being addressed? Is it a difficult or simple problem? Is it central or peripheral to a category of applications? Is the tool, technique, method, or issue presented generally applicable or domain specific? Does the reported work address a high-value application domain? Does the tool, technique, method, or issue offer the potential for new or more powerful applications of KDD?
- *KDD Technology:* Does the paper identify KDD research needed for a particular application or class of applications? Does the paper characterize the needs of application domains for solutions of particular KDD problems? Does the paper evaluate the applicability of a KDD tool, technique, or method for an application domain? Does the paper describe KDD technology that could enable new or more powerful KDD applications?
- *Innovation:* Does the tool, technique, or method advance the state-of-the-art or state-of-the-practice of KDD

technology? Does the tool, technique, or method address a new or previously reported problem? If it is a previously reported problem, does the tool, technique, or method solve it in a different, new, more effective, or more efficient way? Does the reported work integrate KDD methods with other KDD or non-KDD technologies in a new way? Does the work provide a new perspective on an application domain? Does the work apply KDD methods to a new domain?

- *Evaluation:* Has the tool, technique, or method been tested on real data? Has it been evaluated by end users? Has it been incorporated into a deployed application? Has it been compared to other competing tools, techniques, or methods?
- *Content:* Does the paper motivate the need for the tool, technique, or method? Does the paper adequately describe the task it performs or the problem it solves? Does it provide technical details about the design and implementation of the tool, technique, or method? Does the paper clearly identify the KDD research results on which the tool, technique, or method depends? Does it relate the tool, technique, or method to the needs of application domains? Does it provide insights about the use of KDD technology in general or for a particular application domain? Does it describe the development process and costs? Does it discuss estimated or measured benefits? Does it detail the evaluation methodology and results?
- *Technical Quality:* Is the paper technically sound? Does it carefully evaluate the strengths and limitations of its contribution? Are the results described and evaluated? Are its claims backed up? Does it identify and describe relevant previous work?
- *Clarity:* Is the paper clearly written? Is it organized logically? Are there sufficient figures and examples to illustrate the key points? Is the paper accessible to those outside the application domain? Is it accessible to those in other technical specialties?

KDD Vendor Submissions

The goal of KDD vendor submissions is to make the community aware of innovative uses of KDD technology in commercial products and tools. This track is distinguished from reports for the Research Track in that the objective is to clearly describe KDD technology offered or embedded in commercial products. No product advertisements please.

The following questions will appear on the review form for KDD vendor submissions. Authors are advised to bear these questions in mind and reviewers will look for papers that meet some (although not necessarily all) of the criteria in each category.

- *KDD Technology:* Specifically, what analysis problem is addressed with KDD technology within the product? What KDD methods are used? If applicable, how are parameter values determined? Are parameter values explicitly supplied by the end-user? How is the data collected and prepared for analysis?
- *Development/Integration:* How is KDD technology integrated into the product? Are KDD methods

Abstracts Due: February 21, 2003 (12 noon PST)

Full Papers Due: February 28, 2003 (12 noon PST)

SIGKDD 2003 Industrial/Government Track Call for Papers
<http://www.acm.org/sigkdd/kdd2003/>

embedded or explicitly exposed to the end-user?
What are the system components, their functions, and how to they interact? What was the rationale for developing the product/feature? What tests or assessments of its utility and effectiveness have been conducted, and with what results?

- *Product Audience:* Who is the targeted end-user of the product (e.g. data analysts, database administrators, developers, marketers, business decision makers, etc.)? What is the product/feature's use for the intended audience? If KDD results are presented to the end-user, what interface is used to communicate the results?

Abstracts Due: February 21, 2003 (12 noon PST)
Full Papers Due: February 28, 2003 (12 noon PST)