

ECML PKDD 08

ECML PKDD 2008 Newsletter

WEATHER

TODAY



High: 16°C/61°F

Low: 9°C/48°F

TOMORROW



High: 17°C/62°F

Low: 8°C/46°F

ANNOUNCEMENTS

COMMUNITY MEETING

All the participants of this conference should come to the community meeting and vote for the location of this conference in 2010: will it be in Barcelona or Athens?!

POSTER INSTRUCTIONS

All authors of today's talks are asked to put their poster at tonight's reception. Please be at Elzenveld 10 minutes before the start so you can hang your poster. There will be tape available to attach the posters to the boards at the location. Please remove your poster at the end of the reception, around 21.00.

CERTIFICATE

For those who need it, a Certificate of Participation is available at the registration desk.

FLICKR

Everybody who makes nice pictures of the conference can share them with all of us! You can upload your pictures to Flickr with the tag 'ecmlpkdd2008'.

CONTACT

For questions, remarks, or if you made a picture that you would like to see in tomorrow's edition, please mail to newsletter@ecmlpkdd2008.org

Today's Events

Keynote talk by Raghu Ramakrishnan



Raghu Ramakrishnan is the head of the Community Systems group at Yahoo! Research. His research is in the area of database systems, with a focus on data mining, online communities, question-answer communities and web-scale data management. His talk *'The Role of Hierarchies in*

Exploratory Data Mining' addresses the fundamental difficulty encountered in many data mining tasks: to explore a very large space of alternatives. This difficulty is two-fold: first, the size of the space raises computational challenges, and second, it can introduce data sparsity issues even in the presence of very large datasets. Ramakrishnan will discuss the use of hierarchies can help mitigate the problem.

Ramakrishnan is, among others, Chair of ACM SIGMOD, on the Board of Directors of ACM SIGKDD and has served as editor-in-chief of the Journal of Data Mining and Knowledge Discovery, associate editor of ACM Transactions on Database Systems.

Various awards have been awarded to Ramakrishnan, including a Distinguished Alumnus Award from IIT Madras, a Packard Foundation Fellowship, an NSF Presidential Young Investigator Award, and an ACM SIGMOD Contributions Award. Raghu Ramakrishnan is the winner of ACM SIGKDD 2008 Innovation Award.

Yesterday's Events

Guided Tours

Entertaining guided tours in the centre of Antwerp brought conference attendees to the Horta Cafe for the banquet.



Tonight's Events

Poster Reception at Elzenveld



Tonight we will have the second poster reception this time at **Elzenveld**. The authors of today and yesterday will present their work on a poster. As we have three parallel sessions we always miss at least 67% of all the talks! So the posters give us the opportunity to see

all of the presentations and offer the possibility to discuss with the author. And of course, also enjoy a drink and the walking dinner.

The location is the Kanunnik Van Gessel room in the Elzenveld conference center. The building of Elzenveld is a former hospital and convent. The oldest part of the building is the chapel and it dates back to the 13th century.

Yesterday's Events

Banquet



The evening had a *brilliant* kick-off with Champagne and diamonds. Three very lucky participants took the right glass of champagne and are now the owners of a real diamond!! The rest of us will have to do with a zirconia. According to wikipedia, a zirconia sparkles with more colors than a real diamond so perhaps the rest of are the real lucky ones! And the evening closed with a sparkling end: desert with fireworks!



◀
*Diamonds are a data
miner's best friend!*

*Another truth:
Statistics never lie:
Wang has won!*

ECML PKDD Statistics Accepted!

Sometimes solid research and a good paper are just not enough to get accepted at a conference. If your paper was rejected this year, there are three options on how to improve your chances next year: (a) work harder, (b) work smarter or (c) beat the system. For no particular reason, we are going to assume option (c) is what you are most interested in. So today, we will offer an exclusive behind the scenes look and unearth some of the hidden parameters that can make or break a paper.

Some people like turning their titles into mini-abstracts. A long title may look cool on paper, but our research shows that it actually hurts your chances of getting accepted. For this year's conference, only 9% of the papers that had a title consisting of more than 87 characters, was accepted.

Also keep in mind that no (wo)man is an island: only 11% of single-author papers was accepted. We are not sure what exactly it is about loners that freaks out the reviewers, but if you want your paper accepted, you need to make friends. Foreign friends preferably, since an international team significantly improves your chances of getting your paper accepted (37%).

What's more: 5 seems to be some kind of magic number, as 30% of five-author papers got accepted this year. So if there are only four of you, add your mom to the author list. If there are six of you, draw straws and have one of you take one for the team.

Do you know those commercials with **cleaning products** that promise to clean every kind of dirt? No-one believes that. Likewise, if your paper claims to handle more than 3 different topics, you only have 13% chance of getting



accepted. Focus, focus, focus! And going for the hot topics is good. Popular papers with a large number of high bids (19-24) are quite likely to get accepted (31%).

But there is also the **Britney Spears** factor: being too hot will harm you. If your paper has too many high bids (+24), your paper is much less likely to get through (10%).



And then finally there is the **Sarah Palin** factor: if your paper gathers a lot of conflicts of interest (>6), typically because the authors are (in)famous, your chances of getting accepted are unusually high as well (39%). So get noticed!

So now you know the back entrance into the conference and we hope that this data will be useful to make it into ECML PKDD 2009. But

note that now these figures are out in the open, it might be an entirely new ball game next year. You have to be in it to win it, but it doesn't hurt to know the rules of the game.

TODO in the City

Coffee, Crabs and Cuisine

Caffeine. We need it. We thrive on it. Coffee enables scientific discovery. If you want to add a bit of extra zing to your daily dose, Caffenation (www.caffenation.be, Hopland 64) serves the best coffee and hot chocolate in Belgium.

Highly recommended comes the Fiskebar (www.fiskebar.be, Marnixplaats), a marvellous seafood restaurant. If you want to sample fine European cuisine, Mampoko (Amerikalei 8) will offer you just that. Similar, but in a higher price range is Grand Café Leroy (www.grandcafeleeroy.be, Kasteelpleinstraat 49).

TO KNOW about the City

Why is this city called Antwerp?

So where does the name Antwerpen come from? According to an ancient legend this name comes from "hand werpen" (throw hand). In old times a powerful giant Druoon Antigoon lived on the river banks of Antwerp. He terrorized the sailors and made them pay a high fee for passing. The brave hero Brabo has conquered the giant by cutting off his hand and throwing it into the river Schelde. There is a statue of Brabo holding a big hand on the 'grote markt' next to the Cathedral.

Battleship

Locate the position of an armada of battleships (one battleship, two cruisers, three destroyers, and four submarines) in the grid. Each segment of a ship occupies a single cell. Ships do not touch each other, even diagonally. The numbers on the bottom and right edges of the grid reveal the total number of ship segments that appear in each respective row or column. Cells with water do not contain ships.

(Note according to wikipedia, Battleship is an NP-complete problem.)

