



18th ACM SIGKDD Conference on Knowledge Discovery and Data Mining

KDD – 2012

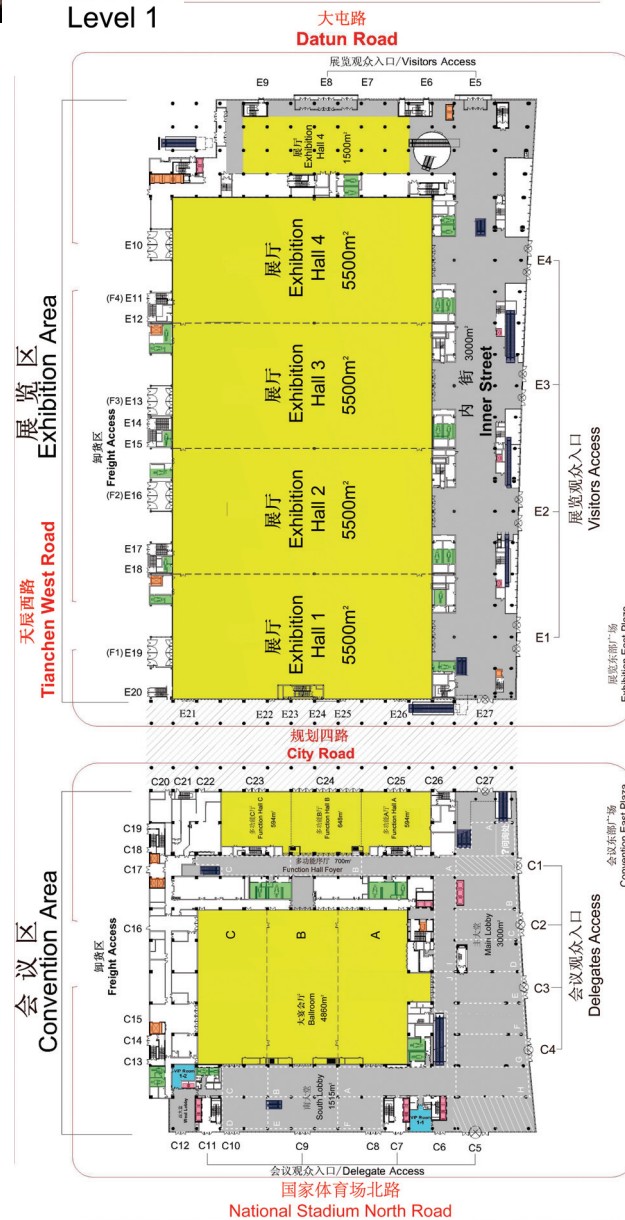
August 12–16, 2012
China National Convention
Center (CNCC)
Beijing, China



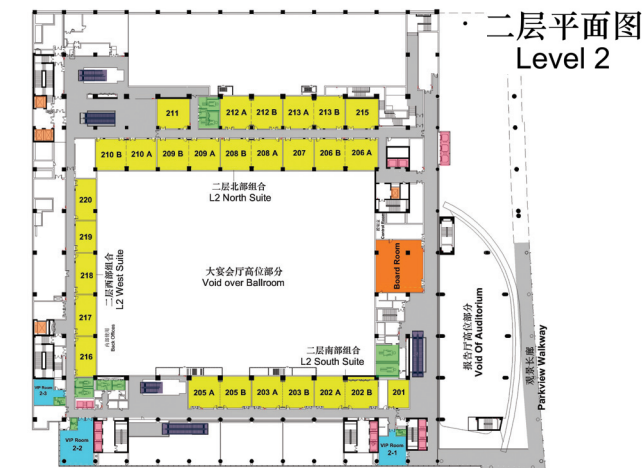
<http://www.kdd.org/kdd2012>

国家会议中心 China National Convention Center

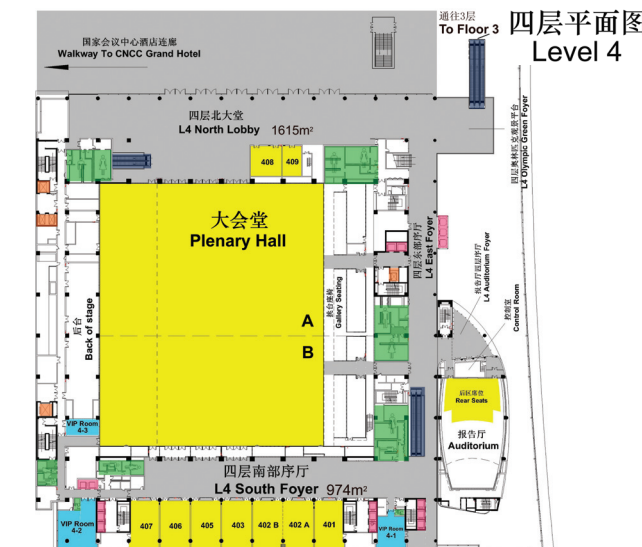
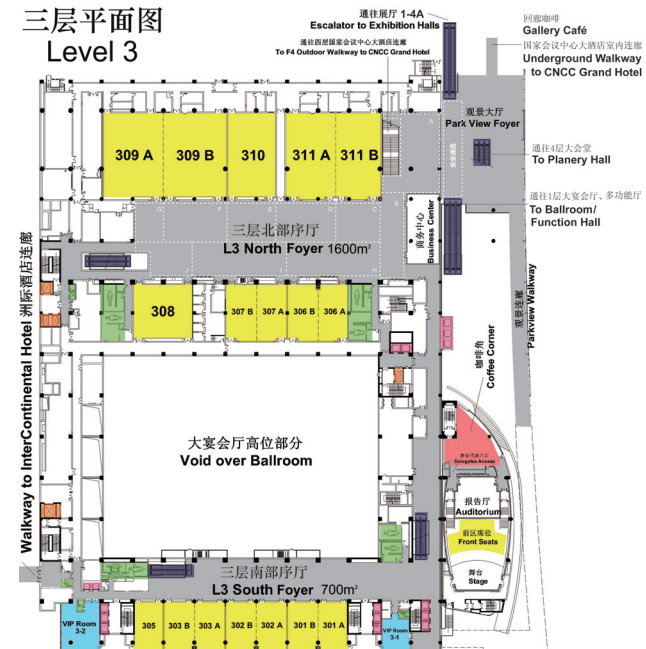
一层平面图
Level 1



地铁8号线 E 口 Subway Line 8 Entrance E



三层平面图
Level 3



KDD 2012 PROGRAM AT A GLANCE

Friday, August 10, 2012 <i>Tsinghua University Campus</i>	
KDD Summer School on Mining the Big Data: Mining of Complex Data	
8:00 am–5:00 pm	Registration
9:00 am–11:00 am	Mining Heterogeneous Information Networks , Jiawei Han, <i>UIUC</i>
11:00 am–12:00 pm	Lunch
12:00 pm–2:00 pm	Large Graph Mining – Patterns, Tools and Cascade Analysis , Christos Faloutsos, <i>CMU</i>
2:00 pm–2:30 pm	Afternoon Coffee / Refreshment Break
2:30 pm–4:30 pm	Modeling Opinions and Beyond in Social Media , Bing Liu, <i>UIC</i>
4:30 pm–5:00 pm	Afternoon Coffee / Refreshment Break
5:00 pm–6:00 pm	Panel Discussion

Saturday, August 11, 2012 <i>Tsinghua University Campus</i>	
KDD Summer School on Mining the Big Data: Large Scale Data Mining	
8:00 am–12:00 pm	Registration
9:00 am–11:00 am	Two Computational Paradigms for Big Data , Ravi Kumar <i>Google</i>
11:00 am–12:00 pm	Lunch
12:00 pm–2:00 pm	Methods for Mining Social Media and Networks , Jure Leskovec, <i>Stanford</i>
2:00 pm–2:30 pm	Afternoon Coffee / Refreshment Break
2:30 pm–4:30 pm	Managing and Mining Billion-Node Graphs , Haixun Wang, <i>MSRA</i>
4:30 pm–5:00 pm	Afternoon Coffee / Refreshment Break
5:00 pm–6:00 pm	Panel Discussion

Saturday, August 11, 2012 <i>China National Convention Center (CNCC)</i>		
3:00 pm–6:00 pm	South Lobby C+D	Registration

Sunday, August 12, 2012 <i>China National Convention Center (CNCC)</i>		
7:30 am–6:30 pm	South Lobby C+D	Registration
8:30 am – 5:00 pm	206A	UrbComp : The ACM SIGKDD International Workshop on Urban Computing
	208B	WISDOM : Workshop on Issues of Sentiment Discovery and Opinion Mining
	202A+B	SNA-KDD : The 6th SNA-KDD Workshop on Social Network Mining and Analysis
	209A+B	ADKDD : The Sixth International Workshop on Data Mining for Online Advertising and Internet Economy (ADKDD '12)
	210A+B	MDS : Mining Data Semantics in Information Networks
	212A+B	BigMine : Big Data Mining – 1st International Workshop on Big Data, Streams and Heterogeneous Source Mining: Algorithms, Systems, Programming Models and Applications
	206B	HotSocial : The First ACM International Workshop on Hot Topics on Interdisciplinary Social Networks Research (HotSocial)
	208B	HI-KDD : ACM SIGKDD Workshop on Health Informatics (HI-KDD2012)
	8:30 am – 10:15 am	VIP 2-2 Publisher Talks
	203A+B	KDD CUP Workshop 2012
8:30 am – 12:00 pm	207	BioKDD : 11th International Workshop on Data Mining in Bioinformatics
	215	SensorKDD : The 6th International Workshop on Knowledge Discovery from Sensor Data
	213B	CrossMine : The First International Workshop on Cross Domain Knowledge Discovery in Web and Social Network Mining
	213A	MDMKDD : The Twelfth International Workshop on Multimedia Data Mining
Morning Workshops	VIP 2-1	SustKDD : Workshop on Data Mining Applications in Sustainability

8:30 am – 12:00 pm	Ball B	Information and Influence Spread in Social Networks , Carlos Castillo, Wei Chen, Laks V. S. Lakshmanan
Invited Tutorials	Ball C	Graphical Models , Xiaojin Zhu
	205A+B	Prediction, Belief, and Markets , Jenn Wortman Vaughan, Jacob Abernethy
		Morning Coffee / Refreshment Break
10:15 am–10:30 am	VIP 2-2	Elsevier Author Workshop
10:30 am–12:00 pm	PHA	Lunch (<i>Sponsored by Huawei</i>)
12:00 pm–1:30 pm	VIP 2-2	SoftKDD : The First International Workshop on Software Mining
1:30 pm – 5:00 pm	207	ISI-KDD : ACM SIGKDD Workshop on Intelligence and Security Informatics
	215	SOMA : Workshop on Social Media Analytics
	213B	CrowdKDD : Data Mining & Knowledge Discovery with Crowdsourcing
	213A	DMIKM : Data Mining and Intelligent Knowledge Management
	VIP 2-1	ContextDD : International Workshop on Context Discovery and Data Mining
Afternoon Workshops		Factorization Models for Recommender Systems and Other Applications , Lars Schmidt-Thieme, Steffen Rendle
		Data Mining in Streams , Edo Liberty
1:30 pm – 5:00 pm	Ball B	Learning to Rank and Its Applications in Web Search and Online Advertising , Tie-Yan Liu
3:15 pm–3:30 pm	TBD	Afternoon Coffee / Refreshment Break
5:00 pm–6:00 pm	L4 South Foyer	Pre-opening Reception
6:00 pm–7:30 pm	PHB	Plenary Opening Session

Monday, August 13, 2012 <i>China National Convention Center (CNCC)</i>		
7:30 am–4:00 pm	North Foyer A	Registration
8:00 am–5:00 pm	L3 North Suite	Exhibition Hall
8:00 am–9:00 am	L3 North Suite	Continental Breakfast
8:00 am–9:00 am	PHB	KDD-Madness Video Program
9:00 am–10:15 am	PHB	Keynote Talk 1 : Nine Real Hard Problems We'd Like You to Solve, Robin Li
10:15 am–10:30 am	L3 North Suite	Morning Coffee / Refreshment Break
10:30 am – 12:10 pm	306A+B	Research Session A1 : PageRank and Social Networks
Technical Sessions	307A+B	Research Session A2 : Pattern Mining
	311A	Research Session A3 : Probabilistic Models
	311B	Research Session A4 : Supervised Learning
	310	Industry/Govt Track A5 : Mobile Computing
	309B	Asia-Pacific Track A6
12:10 pm–1:30 pm	PHA	Lunch (<i>Sponsored by Tencent</i>)
12:10 pm–1:30 pm	PHB	KDD-Madness Video Program
1:30 pm–2:45 pm	PHB	Keynote Talk 2 : Mining Heterogeneous Information Networks: The Next Frontier, Jiawei Han
2:45 pm–3:00 pm	L3 North Suite	Afternoon Coffee / Refreshment Break
3:00 pm – 4:20 pm	306A+B	Research Session B1 : Social Opinions
Technical Sessions	307A+B	Research Session B2 : Time Series
	311A	Research Session B3 : Matrices and Tensors
	311B	Research Session B4 : Unsupervised Learning
	310	Industry/Govt Track B5 : Social Network Analysis
	309B	Industry Practice Expo B6
4:20 pm–4:40 pm	L3 North Suite	Afternoon Coffee / Refreshment Break
4:40 pm – 6:00 pm	306A+B	Research Session C1 : Social and Web Mining Applications
Technical Sessions	307A+B	Research Session C2 : Event Mining
	311A	Research Session C3 : Matrix Approximation
	311B	Research Session C4 : Supervised Learning with Multivariate Data
	310	Industry/Govt Track C5 : Web Applications
	309B	Industry Practice Expo C6
6:15 pm–9:00 pm	PHA	Reception: Food and Drink (<i>Sponsored by Baidu</i>) Poster Sessions (P1) and Demo Sessions

Tuesday, August 14, 2012 <i>China National Convention Center (CNCC)</i>		
8:00 am–4:00 pm	North Foyer A	Registration
8:00 am–5:00 pm	L3 North Suite	Exhibition Hall

8:00 am–9:00 am	L3 North Suite	Continental Breakfast
8:00 am–9:00 am	PHB	KDD-Madness Video Program
9:00 am–10:15 am	PHB	Keynote Talk 3 : Divide-and-Conquer and Statistical Inference for Big Data, Michael I. Jordan
10:15 am–10:30 am	L3 North Suite	Morning Coffee / Refreshment Break
10:30 am – 12:10 pm	306A+B	Research Session A1 : Community Mining
	307A+B	Research Session A2 : Sequential and Spatio-temporal Patterns
	311A	Research Session A3 : Personalization and Recommendation
	311B	Research Session A4 : Supervised Learning with Auxiliary Information
	310	Industry/Govt Track A5 : Computational Advertising
Technical Sessions	309B	Asia-Pacific Track A6
12:10 pm–1:30 pm	PHA	Lunch (<i>Sponsored by Aliyun</i>)
12:10 pm–1:30 pm	PHB	KDD-Madness Video Program
12:10 pm–1:30 pm	PHA	Presentations by Gold Sponsors
1:30 pm–2:45 pm	PHB	Keynote Talk 4 : Experiments in Social Computation (and the Data They Generate), Michael Kearns
2:45 pm–3:00 pm	L3 North Suite	Afternoon Coffee / Refreshment Break
3:00 pm – 4:20 pm	306A+B	Research Session B1 : Review, Discussion, and Q & A
Technical Sessions	307A+B	Research Session B2 : Outlier and Intrusion Detection
	311A	Research Session B3 : Feature Selection
	311B	Research Session B4 : Nearest Neighbors
	310	Industry/Govt Track B5 : Business Intelligence
	309B	Industry Practice Expo B6
	PHB	Transfer Meeting : KDD-12 and KDD-13 Organizers
4:20 pm–4:40 pm	L3 North Suite	Afternoon Coffee / Refreshment Break
4:40 pm – 6:00 pm	306A+B	Research Session C1 : Team, Trends, and Social Profiling
Technical Sessions	307A+B	Research Session C2 : Privacy
	311A	Research Session C3 : Supervised Learning Applications
	311B	Research Session C4 : Information Extraction
	310	Industry/Govt Track C5 : Medical Informatics
	309B	Industry Practice Expo C6
6:15 pm–9:00 pm	PHA	Reception: Food and Drink (<i>Sponsored by SAP</i>) Poster Sessions (P2)

Wednesday, August 15, 2012 <i>China National Convention Center (CNCC)</i>		
8:00 am–1:00 pm	North Foyer A	Registration
8:00 am–8:45 am	L3 North Suite	Continental Breakfast
8:15 am–8:45 am	309A+B	KDD-Madness Video Program
8:45 am–10:15 am	309A+B	Best Paper Presentations
10:15 am–10:30 am	L3 North Suite	Morning Coffee / Refreshment Break
10:30 am – 12:10 pm	306A+B	Research Session A1 : Ads and video recommendation
Technical Sessions	307A+B	Research Session A2 : Graph Mining
	311A	Research Session A3 : Recommendation
	311B	Research Session A4 : Clustering
	310	Industry/Govt Track A5 : Intelligent Systems
	309A+B	Asia-Pacific Track A6
12:10 pm–1:30 pm	PHA	Lunch (<i>Sponsored by Microsoft</i>)
12:10 pm–1:30 pm	309A+B	KDD-Madness Video Program
1:30 pm–2:45 pm	309A+B	Panel on Big Data
2:45 pm–3:00 pm	L3 North Suite	Afternoon Coffee / Refreshment Break
3:00 pm–4:20 pm	306A+B	Research Session B1 : Keywords and Documents
Technical Sessions	307A+B	Research Session B2 : Patterns
	311A	Research Session B3 : Spatial and Pattern Recognition
	311B	Presentation by Dissertation Award Winners
4:30 pm–5:30 pm	309A+B	Business Meeting, Attendees Feedback Meeting and Plenary Closing Session

Thursday, August 16, 2012	
9:00 am–12:00 pm	Company Tours in Beijing (<i>Sponsored by Baidu.com and Microsoft Research Asia</i>)