

**VISUAL**  
**ANALYTICS AND**  
**KNOWLEDGE**  
**DISCOVERY:**

## INTEGRATING AUTOMATED ANALYSIS WITH INTERACTIVE EXPLORATION

A full-day workshop in conjunction with  
the 15<sup>th</sup> ACM SIGKDD Conference on Knowledge Discovery and Data Mining  
in Paris, France, on 28 June 2009.

Paper/challenge submission by 20 April 2009.

THE GOAL OF VISUAL ANALYTICS is to derive insight from massive, dynamic, ambiguous, and often conflicting data; detect the expected and discover the unexpected; provide timely, defensible, and understandable assessments; and communicate the assessment effectively for action. The goal of this workshop is to raise the awareness of the KDD community for the importance of Visual Analytics and bring together researcher from the underlying fields to bridge the gap between them—to write a KDD research roadmap on Visual Analytics.

### Call for Papers

WE SOLICIT PAPERS that will introduce new research results, present forward-looking positional statements, or define relevant research challenges.

- Visual and interactive data analysis
- Visual support in the knowledge discovery process
- Statistical graphics for data analysis
- Geo-spatial Visual Analytics
- Collaborative Visual Analytics
- Scalable Visual Analytics
- Visual data abstraction
- Visual analysis of large graphs and networks
- Visual exploration of data warehouses
- Integrated visualization of raw data and analysis results
- Metrics and evaluation methods for Visual Analytics
- Perceptual and cognitive factors in Visual Analytics
- Interaction paradigms and human factors

### Visual Analytics Challenge

YOU ARE ALSO INVITED to work the IEEE VAST 2008 challenges, and use those datasets, to illustrate your KDD/VA research. A distinct advantage to you in using these datasets is that we will be able to compare and contrast approaches taken by the Visual Analytics community with yours and examine the possibilities for synergies between the two communities. We will present examples of the VAST 2008 challenge solutions at the workshop, as a springboard to follow-on discussion.

#### Important Dates

20 April 2009 Paper/challenge submissions  
28 June 2009 Workshop in Paris, France

#### Invited Speakers

Rakesh Agrawal (Search Labs, Microsoft Research)  
Jim Thomas (National Visualization and Analytics Center, Pacific Northwest National Laboratory)

#### Program Committee Chairs

Fosca Giannotti & Dino Pedreschi & Salvatore Rinzivillo (University of Pisa)  
Georges Grinstein (University of Massachusetts Lowell)  
Otto Huisman (International Institute of Geo-Information Science and Earth Observation)  
Daniel A. Keim (University of Konstanz)  
Catherine Plaisant (Human-Computer Interaction Lab, University of Maryland)  
Tobias Schreck (Technische Universität Darmstadt)  
Mike Sips (Max-Planck-Institut fuer Informatik)  
Dimitrios Tzovaras (Center for Research & Technology Hellas)  
Anders Ynnerman & Jimmy Johansson (Linköping University)

#### Challenge Chairs

Mark A. Whiting & Jean Scholtz (Pacific Northwest National Laboratory)

#### General Chairs

Kai Puolamäki & Heikki Mannila (Helsinki Institute for Information Technology HIIT)  
Alessio Bertone & Silvia Miksch (Danube University Krems)

#### Sponsors

VisMaster, a European FP7 Coordination Action Project focused on Visual Analytics  
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Danube University Krems, Department of Information and Knowledge Engineering (DUK)  
National Visualization and Analytics Center (NVAC)