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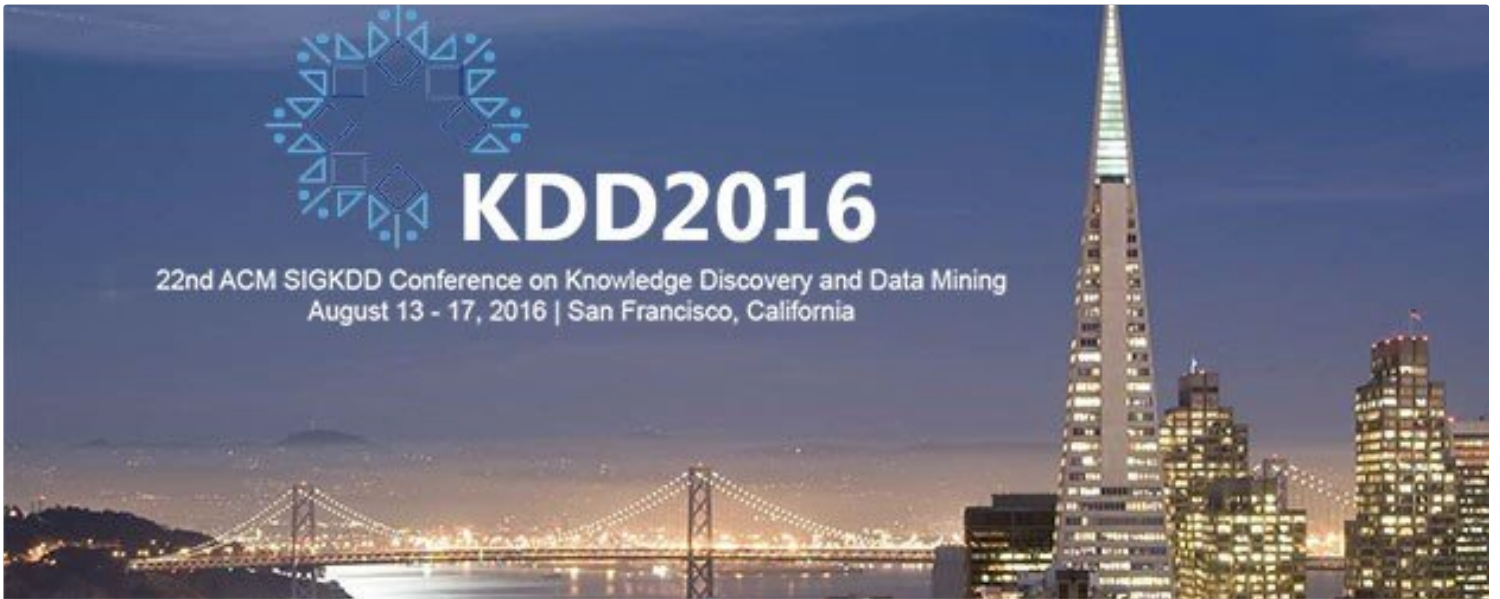
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Data explosion: KDD 2016

Microsoft Research

Microsoft Research Asia

OF: Zhangfu Zheng, ...

2016-09-07 17:54:20

Report

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Twenty KDD star who has?



Gluttonous feast

ACM SIGKDD International Conference (referred to as KDD) is the top international conferences in the field of data mining by the ACM (Association for Computing Machinery) Data Mining and Knowledge Discovery committee (SIGKDD) organization responsible for organizing. Increasing demand in the era of big data now in full swing, from academic research to industrial applications, from scientific discovery to the medical and health services, researchers from different fields and

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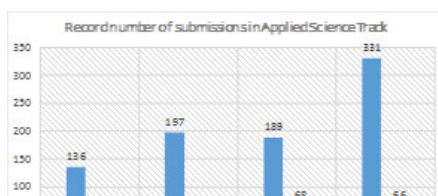
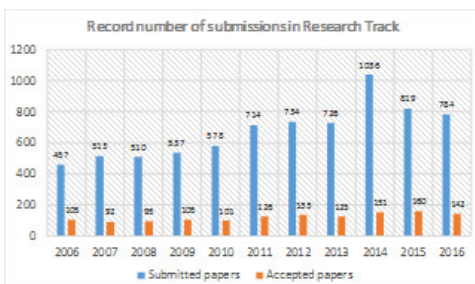
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. KDD data mining in the field of the top annual meeting for the presentation and exchange of practical experience in the field of research provides an ideal venue. Since the KDD interdisciplinary and broad application of its growing influence, attracted from machine learning, statistical, database, web, bioinformatics, multimedia, natural language processing, human-computer interaction, social network computing, experts and academics high-performance computing and large data mining and many other fields.

This year's KDD on August 13 to 17 held in San Francisco. The KDD General Assembly called the largest in the history! There are more than 2700 participants from academia and industry to participate in the event, the number of participants compared with the previous session can be described as explosive growth. Crown the sky in downtown San Francisco Hilton hotel building everywhere, his face beaming with smiles participants; the bustling streets of San Francisco, is everywhere three thousand three hundred twenty-two go hand in hand swinging pedestrian chest bright and vivid KDD participants plate. The participants came from all corners of the world, to feel festive celebration KDD Assembly and warm. This event also let them engage in data analysis and data mining practitioners, to find a family-like sense of belonging.

The KDD Assembly participants not only large numbers of people, and these people are all heavyweight cattle industry! Here we do not know how to include these large cattle industry, because it is too much and equally matched. If you really want to list, one page may be enough. It is such a simple description of the situation, in the meeting room just a few steps out, you probably will encounter ten people, ten individuals there are four or five people will appear to some older, they are either world-renowned university data mining , machine learning discipline leader, either the world-renowned company's technology executives; the remaining five or six people may look younger, but they are either young professor in various universities or laboratories led PhD, either the major companies in the technology backbone. In short, the people you meet are not already bright shining star of the industry, is the industry's star is rising! Inside the conference also participated in numerous conferences and large quantities of cattle up to one of the highest density.

KDD session attracted a total of 1115 submissions, including research papers Special Contributor 784, 142 eventually hired; Application Data Submission papers 331 scientific presentations, hiring 66. This year KDD application data on scientific topics Because of the restrictions in the past to receive only the industry's contribution, attracted a large number of scholars from universities contributors, so this year than last year's contribution of 331 189 contribution has greatly improved. Application Data sciences topics hire article, Microsoft and LinkedIn are also ahead of other companies.

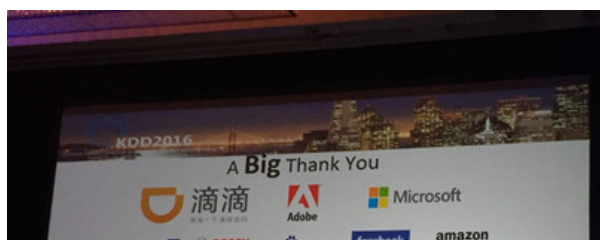




Innovation and Practice of flying

KDD is a major feature of this conference is both theoretical innovation and development practices. The General Assembly will not only be divided into two papers, research topics and application data on scientific topics; also the forefront of coaching (Tutorial) research into counseling (ordinary tutorial) and practical counseling (hands-on tutorial); here, the former focusing on theoretical analysis and proof, after by focusing on the development and hands-on practice. The Assembly also invited a number of well-known technology company executives to share their team in solving specific problems the company practice methods and experience accumulated. This is the KDD conference pragmatism as a side, because she was a good part of the focus on the reality on how to systematically solve practical problems in the industry. It may be so down to earth and pragmatic spirit, but also because the venue is located near the famous Silicon Valley, the General Assembly has attracted many companies data scientists and research engineers to exchange participants, creating a let academia and industry to communicate the harmony platform.

Another novelty of this conference is to provide recruitment opportunities for each sponsor company. Since the General Assembly's reputation unmatched in the industry focus on the development and practice of the spirit of pragmatism, she has attracted many well-known companies to subsidize the industry, recruitment, including Microsoft, Google, Apple, Facebook, Tencent and other well-known international companies. Before the meeting started, the Conference provided an opportunity for participants to the company's own interest to submit a resume. After the start of the General Assembly, each sponsor companies are field personnel exchanges summit has its own independent booth, providing attendees Enterprise Information Consulting, Jobs introduced, as well as on-site registration Job opportunities even live interview. In addition, during the meeting some of the company is still headquartered in downtown San Francisco, in particular, it offers the opportunity to visit the company, so participants can enter the interior of the company, to feel its open engineering culture. Microsoft is also actively introduce its own booth with Microsoft data mining machine learning closely related products, it attracted a lot of participants went exchanges. We also try to look for a lot of companies with a number of booths and a follow-up chat, very productive, in this process there are a lot of companies feel the cultural diversity, as well as the industry's thirst for data mining related talents.



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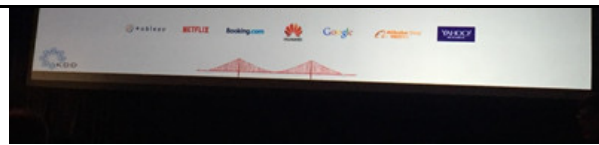
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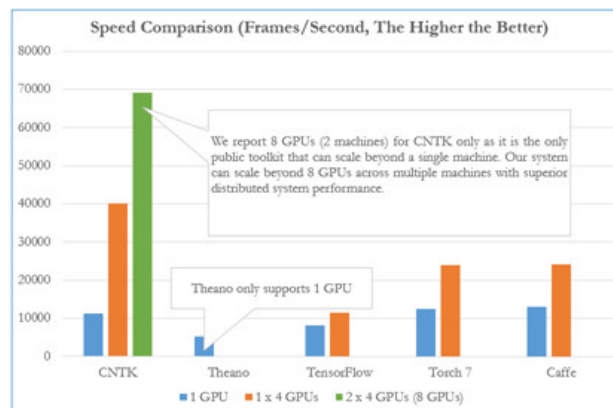
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Microsoft beats

As the world's leading one of the research centers at the conference on Microsoft's performance is particularly brisk. In the beginning of the General Assembly on the theme of the report, Microsoft's New England Research Institute and president of the New York Academy of Microsoft **Jennifer Chayes** sparse large-scale network modeling and reasoning wonderful wit resolution. In the application of scientific data invitation report as a famous scholar social network Six Degrees of Separation theory, Microsoft chief researcher Duncan Watts New York Institute of profound analysis of large data computing era, such as the financial system sociological concerns of systemic risk and the evolution of the epidemic was like a big problem and big challenge. The emphasis on the practical application of the practice of counseling, Microsoft demonstrated the ability to multi-machine, multi-GPU running a large-scale open source depth learning tools **CNTK** and how the Spark or the like Hadoop distributed platform for large-scale data mining R language.



Microsoft released 11 high-quality papers in this year's KDD, where there are five from Microsoft Research Asia in Beijing. These papers cover a number of directions of data mining, such as recommendation systems, transfer learning, social networks, and neural networks. From theory to application, these papers also involves a number of emerging applications, such as online advertising in the user's attention to the analysis, scenarios, and recommendations based chat logs searching based on disease surveillance.

Our team on the KDD published two papers. Article "intelligent personal assistant based on user intent environment inference" (use **Contextual the Intent Tracking for Personal Assistants**), was honored this article won the Best Student Paper Award The KDD application data science topics, this article the first author is Sun Yu classmates. Our paper content and user information related recommendation, based on the user context information to infer the user's current intention, and the intention of this relevant information to recommend or take the initiative to help. Overall feeling, our paper to get the best student paper we study the problem because of their close connection with the current development of the company's personal assistant product, the problem is real, there is also a wide range of application. Recommended on the solution to the problem would Huna Microsoft products and other personal assistant personal assistant helps improve user stickiness and satisfaction personal assistant to other company products. such as Apple's Siri and

article can not be separated Microsoft Research Asia Awards also closely study the spirit of development and careful cultivation of interns, as well as Academy mentors visionary, farsighted guidelines and patient guidance in the study of difficulties. At the same time, the Assembly can award to the paper also proves once again that the General Assembly focus on research and industry practice pragmatism.

Another paper our team is "better recommendation systems: When Knowledge meets collaborative filtering" ([Collaborative Knowledge Base Embedding for Recommender Systems](#)), KDD of this paper is inspired by our team with Microsoft Huna content recommendation project cooperation. In the initial use of traditional collaborative filtering algorithm because of data sparsity and the result is not satisfactory, we think the knowledge base semantic network, and other text description and image information can be used to improve the quality of the recommendation system. Heterogeneous information on how to use this problem, we use the embedded heterogeneous networks and deep learning techniques to extract data in heterogeneous semantic information, and collaborative filtering algorithm and the depth of integration, in the movies and books dataset respectively verify the validity of the recommendation algorithm.

KDD Nova

As previously mentioned, this KDD General Assembly gathered in a large coffee. Have such a group of young scholars who not only KDD General Assembly in recent years contributed to the continued high-quality paper, but also in the subsequent potential development. Microsoft Academic Search based on the author and the recent papers KDD Conference of the relevant information, combined with Microsoft's large academic data, we selected the twenty fastest rise in nearly six years in academic star KDD list below. Look at your favorite big cattle there, which ranked it



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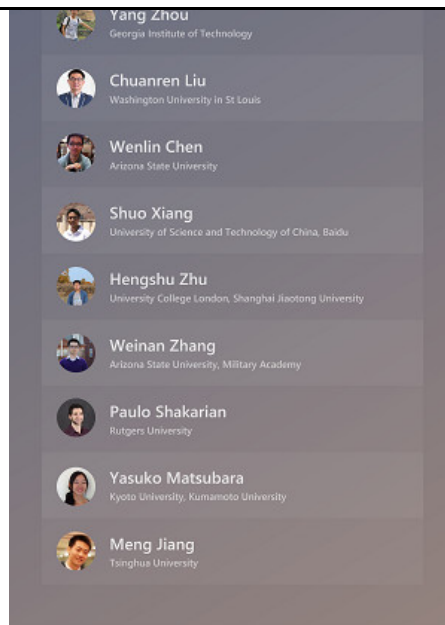
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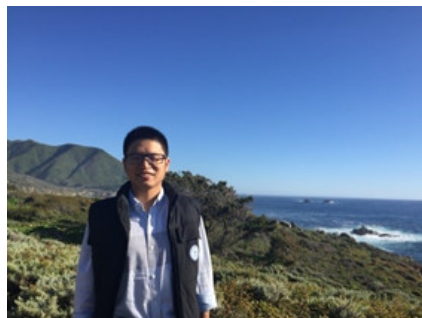


About the Author:

Zhangfu Zheng, Microsoft Asia research study hospital associate professor, Ph.D., University of Science and Technology of China Computer. His research interests include data mining and artificial intelligence, including the direction of the recommendation system, the depth of learning, social networking, emotion detection, temporal data mining and large-scale machine learning systems.



Sun Yu, currently at the University of Melbourne PhD, graduated from Renmin University of China Department of Computer Science, worked as an intern at Microsoft Research Asia, Microsoft and participate in artificial intelligence assistant Cortana Recommended related work.



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