

# UBDM-06 Panel Questions

## **General Question 1: How does UBDM relate to other research areas?**

### **Background:**

UBDM has to do with utility considerations and how it impacts the data mining process. This includes, amongst other things, the acquisition of data (e.g., active learning) and how the learned knowledge is used (cost-sensitive learning). Other communities, however, also address some related issues, such as work on the Value of Information and on sequential decision making.

### **Specific questions:**

- What other research areas are related to UBDM?
- How does UBDM relate to these other areas?
- How much can we share and are these areas sufficiently different to be considered separately?
- Does the approach/viewpoint taken by UBDM offer anything new and is it useful?
- Should this workshop continue in its present form or do you have suggestions on how it should change?

## **General Question 2: What is the role of sophisticated utility measurements?**

### **Background:**

A key issue in UBDM is how to measure utility. Thus topics such as ROC analysis can be considered part of UBDM. However, in some domains, such as business, the utility metrics may be quite complicated and involve many different factors.

### **Specific questions:**

- How focused should UBDM be on these sophisticated metrics? Should we just occasionally focus on them in application papers or are they an integral part of UBDM?
- Can we view these metrics as just as function calls that can be ignored, for the most part, by UBDM? Or must these metrics be incorporated into the data mining algorithms themselves?

## **General Question 3: How can we make UBDM research more relevant for practical applications?**

### **Background:**

The basic motivation for UBDM research comes from applications where various utility factors related to acquiring data, building models, and applying models need to be considered. For this reason, UBDM researchers should not distance themselves from the applications and, instead, should focus on the research topics that can have the most practical impact.

### **Specific questions:**

- What current research is most promising and is likely to have a significant practical impact?
- What are the most interesting and important challenges for UBDM research?
- Would it be useful to identify and define a set of well-defined problems and datasets for the community to address? If so, do you have any specific suggestions?