

# Call for papers: DATA4U 2014

First International Workshop on Bringing the Value of "Big Data" to Users

<http://sites.google.com/site/data4u2014/>

Hangzhou, China, in conjunction with VLDB 2014

## IMPORTANT DATES

Abstracts due: June 2, 2014

Papers due: June 9, 2014

Notification: July 7, 2014

Camera-ready copies: July 21, 2014

Workshop: September 1, 2014

## DESCRIPTION

The trend of bigger and bigger data --- in terms of volume, velocity, and variety --- is inevitable. Ultimately, how "big data" will impact the broad population of users rests on what value we can bring to them. Historically, the database community has focused primarily on efficient processing of structured queries posed by expert users on pre-organized data. But this focus only addresses one of the many different challenges in bringing the value of big data to users. Besides making queries and analysis faster and more scalable, we must address the pain points before and after analytics --- that is, how to put together data from diverse sources and "wrangle" it into representations appropriate for analyses, and how to communicate results and insights effectively. To broaden the impact of big data, we must also move beyond our traditional notions of "users," such as programmers and analysts, to a much wider range of new user archetypes, such as non-expert users who want to "get something" from their data, or ordinary citizens who wish to play a more active role in understanding public data.

The main goals of the workshop are to help expand the scope of database research to encompass a more complete picture of how to deal with big data, and to promote new, alternative viewpoints on what the database community should work on, if it is to play a bigger role in bringing the benefits of big data to the public. The workshop is designed to bring together researchers with similar interests, foster discussion of work in progress, encourage ideas that are "off the beaten track," and engage non-traditional users of database research. Our emphasis is on the importance of usability to a wider range of user archetypes. Other communities are also actively studying usability issues in big data; we believe that it is high time for the database community to begin contributing its expertise and perspectives to this important problem.

## TOPICS OF INTEREST

We interpret "big data" broadly as data "too big for users." Areas of particular interest for the workshop encompass all aspects of dealing with big data, such as acquisition, cleansing, integration, "wrangling," access, querying, mining, statistical analysis, visualization, and storytelling with data. We call for research and experience papers, as well as for demonstration proposals, in the realm of these topics of interest. Papers describing systems, platforms, and applications with explicit foci on usability are especially welcome.

## SUBMISSION GUIDELINES

Submissions should use the same document templates as PVLDB. The length of a workshop paper should not exceed 6 pages; the length of a demonstration proposal should not exceed 4 pages. A demonstration proposal should be clearly marked as such on its first page. All submissions will be handled electronically by the Conference Management Toolkit (CMT): <https://cmt2.research.microsoft.com/DATA2014>

The workshop proceedings will be published by VLDB and indexed via DBLP.

## Workshop Co-Chairs

Rada Chirkova, NC State University, USA

Jun Yang, Duke University, USA

## PC Members (tentative)

Azza Abouzied, NYU Abu Dhabi, United Arab Emirates  
Minos Garofalakis, Technical University of Crete, Greece  
H.V. Jagadish, University of Michigan, USA  
Ioana Manolescu, INRIA, France  
Eugene Wu, MIT, USA

Tiziana Catarci, Universita di Roma, Italy  
Zachary Ives, University of Pennsylvania, USA  
Chengkai Li, University of Texas at Arlington, USA  
Li Eric Qian, Facebook, USA  
Meihui Zhang, National University of Singapore, Singapore