



IASC-IASS

(International Association for Statistical Computing
and International Association of Survey Statisticians,
Sections of the International Statistical Institute)

Joint European Summer School on

Knowledge Discovery & Large Surveys: Design and Analysis

**“Villa Orlandi” International Centre for Scientific Culture
University of Naples “Federico II”
Island of Capri (Naples, Italy)
June 20th-30th, 2001**

organised by

**Department of Mathematics and Statistics of the University of Naples
International Association for Statistical Computing
International Association of Survey Statisticians**

under the auspices of

**ESOMAR (World Association of Opinion and Marketing Research Professionals)
ASC (Association for Survey Computing)
SIS (Italian Statistical Society)**

Chief-Organisers: Simona Balbi and Vincenzo Esposito
Department of Mathematics and Statistics
University of Naples “Federico II” – Italy
Via Cintia – Complesso Monte Sant’Angelo
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Steering Committee:

Carlo Lauro (Italy) - Chairman
Oreste Assereto (USA)
Martin Collins (UK)
Jean-Michel Gautier (France)
Ludovic Lebart (France)
Albert Prat (Spain)
Antony Unwin (Germany)

Consulting members:

Daniel Leconte (ESOMAR representative, France)
Andrew Westlake (ASC representative, UK)

Lecturers:

Tomas Aluja-Banet (Universitat Politecnica de Catalunya, Spain)
Simona Balbi (University of Naples “Federico II”, Italy)
Vittorio Bossi (AGB Media Services S.A., Switzerland)
Jean-Claude Deville (ENSAI/CREST, France)
Vincenzo Esposito (University of Naples “Federico II”, Italy)
Luigi Fabbri (University of Padova, Italy)
Antonio Giusti (University of Florence, Italy)
Joanne Lamb (University of Edinburgh, United Kingdom)
Carlo Lauro (University of Naples “Federico II”, Italy)
Ludovic Lebart (CNRS-ENST, France)
Photis Nanopoulos (EUROSTAT, Luxembourg)
Mireille Summa (University of Dauphine, France)
Michel Tenenhaus (HEC- School of Management, France)
Rosanna Verde (Second University of Naples, Italy)
Edward Wegman (George Mason University, USA)
Andrew Westlake (Survey and Statistical Computing, United Kingdom)
Adalbert Wilhelm (University of Augsburg, Germany)
Kirk Wolter (University of Chicago, USA)

Topics:

The 6th Summer School of ERS-IASC, organised jointly with IASS, and hosted by the Department of Mathematics and Statistics of Naples (Italy) will be devoted to the methodological, computational and application aspects of integrating Questionnaire Design and Data Collection with Data Mining/Knowledge Discovery techniques in Large Surveys with a particular attention to Marketing

Research, Customer Satisfaction Analysis, etc.

The **Design phase** will emphasise data quality issues and cover the following topics:

Intelligent Questionnaires
Data Confidentiality
Missing Data
Internet Data Collection
Survey Sampling
Panel Data in Market Research
Data Fusion: Combining Data from Different Sources
Measurement of TV Audience

The lectures devoted to the **Knowledge Discovery phase** will address both the classical and the most recently developed methods within the framework of:

Data Mining for Market Research
Exploratory and Confirmatory Multivariate Analysis
Latent Variable Soft Modelling via PLS
Visualisation Tools and Techniques
Descriptive and Predictive Techniques for Temporal Data
Textual Data Analysis
Symbolic Data Analysis
PLS Approach for Measuring Customer Satisfaction

Differing from a classical approach, the phases of Design and Analysis of Large Marketing Surveys will be combined with the Database/Datawarehouse structure so as to integrate the data quality aspects with the knowledge extraction ones.

All lectures will be complemented by solutions of real problems and case studies from the field of marketing research.

English will be the official language of the School.

Lectures:

The School is meant to be a residential course and will take place in the Villa Orlandi - International Centre for Scientific Culture of the University of Naples "Federico II" situated in Anacapri (Naples, Italy). This centre is properly equipped for running short courses and workshops. Its structure allows group activities and favours contacts and interactions between researchers and lecturers.

The course comprises 10 days of lectures (Sunday, June 24th is a free day while Saturdays 23rd and 30th have only morning sessions). The working days shall be organised according to the following schedule:

- morning sessions with classical lectures;
- time for personal or group informal meetings with lecturers and discussion;

- afternoon sessions with case studies and live applications on PC's;
- time for free study and/or free PC sessions;
- software exhibitions.

A panel discussion with an interactive debate from the floor on the themes dealt during the School will represent the closing event of the School.

Participants:

A maximum of 30 young people will be selected for participation on the basis of submitted CV's and time of application.

Registration fees:

1.000.000 ItL. (people from University or Public Institutions)

1.600.000 ItL. (people from private organisations)

A **20% discount** will be offered to PhD Students with official certification and to IASC-IASS-ASC-SIS-ESOMAR members.

The registration fees include:

- attendance to the School;
- coffee-breaks;
- course materials;
- a social event.

Accommodations and Lunches:

Lunches and lodging expenses are not included in the registration fees.

Hotel accommodations and a hostel (42.000 ItL. per day per person), as well as arrangements for lunches (25.000 ItL. per day per person) will be available.

Scholarships:

The registration and lodging expenses of a limited number of selected participants from "in transition" and other countries will be supported by the European Regional Section (ERS) of the International Association for Statistical Computing (IASC), by the International Association of Survey Statisticians (IASS), and by the Association for Survey Computing (ASC).

Deadlines:

Submission of applications + CV (see attached form): **March 30th, 2001.**

Results of the selection and scholarships announced by: **April 16th, 2001.**

Final registration and payment of selected participants: **May 4th, 2001.**

For additional information:

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Web site: <http://www.dms.unina.it/School2001.html>

IASC-IASS Summer School Schedule (June, 20th-30th, 2001)
Week 1

Time	Wednesday 20	Thursday 21	Friday 22	Saturday 23
9:00 – 11:00	9.00 – 10:00 <i>Registration</i> (also on Tuesday evening) 10:00 – 10:30 <i>Welcome Speeches</i> 10:30 - 11:00 <i>Presentation of the School</i> N. Carlo Lauro	<i>New Ideas in Data Mining</i> Edward Wegman	<i>Non Responses Issues in Large Surveys Collections</i> Jean-Claude Deville	<i>Panels in Market Research</i> Vittorio Bossi
11:00 – 11:30	<i>Coffee Break</i>			
11:30 – 13:00	<i>Opening Lecture</i> Kirk Wolter	<i>Applications of Data Mining to Marketing Surveys</i> Edward Wegman	<i>Missing Values in Large Surveys</i> Jean-Claude Deville	<i>Measuring TV Audience</i> Vittorio Bossi
13:00 – 15:00	<i>Time for Lunch</i>			
15:00 – 17:00	<i>Design Issues in Large Surveys</i> Luigi Fabbris	<i>Internet Data Collection</i> Antonio Giusti	<i>Data Fusion: Combining Data from Different Sources</i> Tomas Aluja-Banet	<i>Free Time</i>
17:00 – 19:00	<i>Time for study, free PC Sessions & Discussion with Teachers</i>			

IASC-IASS Summer School Schedule (June, 20th-30th, 2001)

Week 2

Time	Monday 25	Tuesday 26	Wednesday 27	Thursday 28	Friday 29	Saturday 30
9:00 – 11:00	<i>Intelligent Questionnaires</i> Joanne Lamb	<i>Text Mining</i> Ludovic Lebart	<i>Symbolic Data Analysis</i> Rosanna Verde	<i>PLS Regression and Approach</i> Michel Tenenhaus and Vincenzo Esposito	<i>Data Confidentiality</i> Photis Nanopoulos	<i>Panel & Floor Discussion</i>
11:00 – 11:30	<i>Coffee Break</i>					
11:30 – 13:00	<i>Applications of Intelligent Questionnaires</i> Joanne Lamb	<i>Applications of Text Mining</i> Ludovic Lebart	<i>Symbolic Marking</i> Mireille Summa	<i>PLS and LISREL Modelling for Marketing Surveys</i> Michel Tenenhaus and Vincenzo Esposito	<i>Interactive Visualisation Tools</i> Adalbert Wilhelm	Have a good journey back home!
13:00 – 15:00	<i>Time for Lunch</i>					
15:00 – 17:00	<i>Recent Developments in Statistical Databases</i> Andrew Westlake	<i>Some issues on Textual Data Analysis</i> Simona Balbi	<i>Applications of Symbolic Marking</i> Mireille Summa	<i>Applications of PLS approach</i> Michel Tenenhaus and Vincenzo Esposito	<i>PC Session on Interactive Visualization Tools</i> Adalbert Wilhelm	
17:00 – 17:30	<i>Coffee Break</i>					
17:30 – 19:00	<i>Software for Data Mining</i>			<i>PLS Software</i> Michel Tenenhaus and Vincenzo Esposito	<i>SPAD for Data Mining by CISIA-CERESTA</i>	

APPLICATION FORM

**IASC-IASS Joint European Summer School
Anacapri (Napoli, Italy), June 20th-30th, 2001**

PARTICIPANT

Last name		Title	
First name(s)			
Institution/Company			
Street/P.O.Box			
Postal Code	City	Country	
Phone			Fax
E-mail			

APPLICATION (remember to attach your CV and motivations to participate)

I wish to attend the IASC-IASS European Summer School	<input type="checkbox"/>
I wish to attend the IASC-IASS European Summer School and apply for a scholarship covering registration and lodging expenses in the hostel.	<input type="checkbox"/>

LODGING

In case of participation, I wish to stay in the hostel	<input type="checkbox"/>
In case of participation, I wish to arrange an hotel accommodation	<input type="checkbox"/>

Date _____

Signature _____

**This form, together with your CV and motivations,
must reach (by mail, fax or electronically):**

Dr. Vincenzo ESPOSITO

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by not later than MARCH 30th, 2001

Results of the selection and recipients of scholarships will be announced by April 16th, 2001