

Essay portion due electronically by 9:15am on Monday 16 November 2009

1-minute presentation scheduled in last 20 minutes of the class on that date

**Grading: Total of 90 points, allocated with 5 points for Social & Ethical Issues,
60 points for writing, 25 points for professional practice**

Read Section 5.9 Data Mining in the class textbook, as well as any supplemental material that you like from other sources, including the web.

Write a short summary of 2-3 pages that:

1. Briefly defines data mining
2. Explains the benefits of data mining
3. Explains privacy concerns related to data mining

Type your summary into a word processor such as Microsoft Word, Open Office, or Google Docs. Write 2-3 pages of text, and format the summary as you did for Homework 1: use a 12 point font, double-space your text, do not add an extra line between paragraphs, and indent the first line of each paragraph. If you use any supplemental sources, cite your references.

In the last 20 minutes of the class, I'll allocate time for you to come by my office, where you will have 1 minute (60 seconds) to answer the following question:

“I keep hearing about data mining. What is data mining, and is it something that I need to worry about?”

Think of this as an “elevation question” — you're in the elevator or walking down the hall, when you encounter your boss. Your boss says hello, and asks you this question. By the time you get to where either you or your boss is going, you have ideally given a coherent, helpful answer. Assume that your boss is somewhat technically literate, but is not a computer scientist.

Since you will have already researched the information needed in writing your summary, you just need to think about how to distill that same information down into a short verbal answer.

Submit your written summary to me to me electronically in .DOC or .PDF format, with your last name in the filename. Send the file via email to walker@cs.kent.edu with “Homework 7” as the subject of the email.

As before, I will reply to your email to confirm the receipt of your assignment.