wsdm 2012

Fifth ACM International Conference on
Web Search and Data Mining

Seattle, Washington
February 8-12, 2012

Conference Schedule

Wednesday, Feb. 8
- Mining, Searching Collab. Content Tutorial (Discovery)
- Lunch (on your own)
- ML for Matching Tutorial (Discovery)
- Collab. Info. Seeking Tutorial (Portland)
- Doctoral Consortium (Sealth)
- Dinner (on your own)
- Welcome Reception (Desserts & Drinks) 7pm-10pm (Tap House)

Thursday, Feb. 9
- Welcome & Keynote (Varian)
- Session Multimedia & Geo-Mining
- Lunch (on your own) Women's Lunch
- Spotlight on Mining
- Session Web Search I
- Reception 5:30-6:30 (Foyer)
- Banquet 6:30-8:30 (Princessa)

Friday, Feb. 10
- Session Info. Extraction & Data Mining
- Spotlight on Search & Ads
- Business Lunch (buffet lunch)
- Session Web Search II
- Session Web Advertising & Finance
- Dinner (on your own)
- Space Needle Reception 8pm-10pm

Social Day — Saturday, Feb. 11
- Session Social I
- Spotlight on Social
- Lunch (on your own)
- Session Social II
- Keynote (Mason) & Closing
- Social-Search Social* (Microsoft)

Sunday, Feb. 12
- Workshop on Web Search Click Data (Portland) WSCD2012
- Diversity in Document Retrieval (Discovery) DDR-2012

Times: 9am, 10:20am, 10:40am, 12:20pm, 1:40pm, 2:00pm, 3:20pm, 3:40pm, 5pm

Legend
- Keynote (Leonessa)
- Plenary Session (Leonessa)
- Spotlight Session (Leonessa/Princessa)
- Tutorials/Workshops
- Break/Lunch
- Social Events
- *pre-registeration required

Welcome

Eytan Adar
University of Michigan

Jaime Teevan
Microsoft Research

Eugene Agichtein
Emory University

Yoelle Maarek
Yahoo! Research

On behalf of the Organizing Committee, we would like to extend a warm welcome to the Fifth ACM International Conference on Web Search and Data Mining (WSDM 2012), in Seattle, Washington, USA, held February 8–12, 2012. WSDM is the premier annual international ACM conference for presenting the very best research innovations and other significant work covering areas in search and data mining on the Web and the Social Web, with an emphasis on practical but principled novel models of search, retrieval and data mining, algorithm design and analysis, economics implications, and in-depth experimental analysis of accuracy and performance. The goal of WSDM 2012 is to provide a forum for researchers, practitioners, and professionals to identify challenging issues in these areas, to share the latest ideas and results, to shape research directions, and to inspire future breakthroughs.

A shared experience for all attendees is a valuable part of what makes WSDM what it is. WSDM 2012 features variable length paper presentations and interactive discussion for all papers during an evening poster session. Of 362 submissions from 38 countries, 30 papers will be presented in traditional, full length plenary sessions, and 45 will be presented via shorter spotlight presentations with extended time immediately following for interactive discussion (an acceptance rate of 20.7%).

It is the strong WSDM program that makes the conference a success. We would like to thank all the members of the Organizing Committee for their dedication and hard work in ensuring an excellent technical program. In particular, we would like to thank our 25 Senior PC members, the 175 PC members, and other reviewers for their great efforts in providing WSDM 2012 with an excellent technical program. We also thank the authors of submitted papers for their contributions, and the delegates for their participation.

Our most sincere thanks goes to the following Organizing Committee members for their dedication and support in making WSDM 2012 a great success: Krysta Svore, Misha Bilenko, Jeff Huang, Diane Kelly, Paul Bennett, Brian Davison, Susan Dumais, Alice Oh, Smriti Bhagat, and Andrew Tomkins. We are deeply grateful to our two distinguished speakers, Hal Varian and Hilary Mason for their insightful keynote talks that highlight state of the art research work in web search and mining.

We would also like to thank the sponsors of WSDM 2012: Microsoft Research, eBay, Yahoo! Labs, Google, Amazon, Adobe, Surf Canyon, Yandex, SIGIR, SIGKDD, SIGMOD, SIGWEB, and the ACM. Our special thanks go to Microsoft Research for sponsoring the Best Paper and Best Student Paper Awards. In addition, Bing is providing travel support for a number of students in attendance this year, and Microsoft Research is hosting a Women's Lunch on the first day of the main program. Additionally, we thank Google for their support of the Doctoral Consortium. The generous sponsorship and support of these organizations contribute immensely to the success of the conference.

Once again, we welcome you to WSDM 2012, and wish you a stimulating, productive, and fruitful experience in Seattle!

Eytan Adar & Jaime Teevan, General Chairs
Eugene Agichtein & Yoelle Maarek, Program Chairs

Nowcasting the Macroeconomy with Search Engine Data
Hal Varian, Google Inc.

It is now possible to acquire real time information on economic variables of interest from various commercial sources. I illustrate how one can use Google Trends data to measure the state of the macroeconomy in various sectors, and discuss some of the ramifications for research and policy.

Hal R. Varian is the Chief Economist at Google. He started in May 2002 as a consultant and has been involved in many aspects of the company, including auction design, econometric analysis, finance, corporate strategy and public policy.

The Secret Life of Social Links
Hilary Mason, bitly

The social web is a messy place! At bitly, we see hundreds of millions of shares and clicks per day—clicks that contain all sorts of wonderful content from lolcats to spacecraft launches. I'll discuss our philosophy, tools, and techniques for looking at the data, and new research opportunities that weren't possible before.

Hilary Mason is the Chief Scientist at bitly, where she finds sense in vast data sets. Her work involves both pure research and development of product-focused features. She's also a co-founder of HackNY (hackny.org), a non-profit organization that connects talented student hackers from around the world with startups in NYC.

Doctoral Consortium & Tutorials (Wednesday, February 8)

Doctoral Consortium (Sealth Room, 6th floor, 9am — 5pm)
> Sponsored by Google
> Students: Luca Chiarandini (Universitat Pompeu Fabra), Kushal Dave (IIIT - Hyderabad),
> Brian Thompson (Rutgers University), Elizeu Santos-Neto (University of British Columbia)
> (Additional student authors by invitation for lunch/afternoon session)

Morning Tutorial (9am — 12:20pm)

> Mining, Search and Exploiting Collaboratively Generated Content on the Web (Discovery Room)
> Eugene Agichtein (Emory University), Evgeniy Gabrilovich (Yahoo! Research)

Afternoon Tutorials (1:40pm — 5pm)

> Machine Learning for Query-Document Matching in Search (Discovery Room)
> Hang Li (Microsoft Research Asia), Jun Xu (Microsoft Research Asia)

> Collaborative Information Seeking: Understanding Users, Systems and Content (Portland Room)
> Chirag Shah (Rutgers University)

Welcome Reception (Tap House Grill, 7pm — 10pm)

All sessions in Leonessa (Posters in Foyer)

9:00 am — 9:20 am
Welcome

9:20 am — 10:20 am
Keynote: Hal Varian, Nowcasting the Macroeconomy with Search Engine Data

10:20 am — 10:40 am
Morning Break

10:40 am — 12:20 pm
Multimedia and Geo Mining (chair: James Shanahan)

Spatially-aware Indexing for Image Object Retrieval
Roelof Van Zwol and Lluís Garcia Pueyo

Auralist: Introducing Serendipity into Music Recommendation
Yuan Cao Zhang, Diarmuid Ó Séaghdha, Daniele Quercia and Tamas Jambor

Efficient Misbehaving User Detection in Online Video Chat Services
Hanqiang Cheng, Yu-Li Liang, Xinyu Xing, Xue Liu, Richard Han, Qin Lv and Shivakant Mishra

Beyond Co-occurrence: Discovering and Visualizing Tag Relationships from Geo-spatial and Temporal Similarities
Haipeng Zhang, Mohammed Korayem, Erkang You and David Crandall

Object Matching in Tweets with Spatial Models
Nilesh Dalvi, Ravi Kumar and Bo Pang

12:20 pm — 1:40 pm
Lunch (on your own) or Women's Lunch (sponsored by Microsoft Research)

1:40 pm — 3:20 pm
Spotlight on Mining (Chair: Eugene Agichtein)

Beyond 100 Million Entities: Large-scale Blocking-based Resolution for Heterogeneous Data
George Papadakis, Ekaterini Ioannou, Claudia Niederée, Themis Palpanas and Wolfgang Nejdl

Mining Contrastive Opinions on Political Texts using the Cross-perspective Topic Model
Yi Fang, Luo Si, Naveen Somasundaram and Zhengtao Yu

Coupled Temporal Scoping of Relational Facts
Partha Talukdar, Derry Wijaya and Tom Mitchell

Overcoming Browser Cookie Churn with Clustering
Anirban Dasgupta, Maxim Gurevich, Liang Zhang, Belle Tseng and Achint O. Thomas

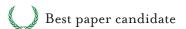mTrust: Discerning Multi-Faceted Trust in a Connected World
Jiliang Tang, Huiji Gao and Huan Liu

Of Hammers and Nails: An Empirical Comparison of Three Paradigms for Processing Large Graphs
Marc Najork, Dennis Fetterly, Alan Halverson, Krishnaram Kenthapadi and Sreenivas Gollapudi

Pairwise Cross-Domain Factor Model for Heterogeneous Transfer Ranking
Bo Long, Yi Chang, Anlei Dong and Jianzhang He

Best paper candidate

All sessions in Leonessa (Posters in Foyer)

1:40 pm — 3:20 pm (cont.)
Spotlight on Mining

Scalable Inference in Latent Variable Models
Amr Ahmed, Mohamed Aly, Joseph Gonzalez, Shravan Narayanamurthy and Alexander Smola

Learning Recommender Systems with Adaptive Regularization
Steffen Rendle

Collaborative Ranking
Suhrid Balakrishnan and Sumit Chopra

From Chatter to Headlines: Harnessing the Real-Time Web for Personalized News Recommendation
Gianmarco De Francisci Morales, Aristides Gionis and Claudio Lucchese

ETF: Extended Tensor Factorization Model for Personalizing Prediction of Review Helpfulness
Samaneh Moghaddam, Mohsen Jamali and Martin Ester

Multi-Relational Bayesian Probabilistic Ranking leveraging Social Network Data
Artus Krohn-Grimberghe, Lucas Drumond, Christoph Freudenthaler and Lars Schmidt-Thieme

Comment Spam Detection by Sequence Mining
Ravi Kant, Srinivasan H. Sengamedu and Krishnan S. Kumar

Mining Slang and Urban Opinion Words and Phrases from cQA Services: An Optimization Approach
Hadi Amiri and Tat-Seng Chua

What's in a Hashtag? Content based Prediction of the Spread of Ideas in Microblogging Communities
Oren Tsur and Ari Rappoport

3:20 pm — 3:40 pm
Afternoon Break

3:40 pm — 5:00 pm
Web Search I (chair: Ziv Bar-Yossef)

No Search Result Left Behind: Branching Behavior with Browser Tabs
Jeff Huang, Thomas Lin and Ryen W. White

Characterizing Web Content, User Interests, and Search Behavior by Reading Level and Topic
Jin Young Kim, Kevyn Collins-Thompson, Paul Bennett and Susan T. Dumais

Topical Clustering of Search Results
Ugo Scaiella, Paolo Ferragina, Andrea Marino and Massimiliano Ciaramita

To Each His Own: Personalized Content Selection based on Text Comprehensibility
Chenhao Tan, Evgeniy Gabrilovich and Bo Pang

5:30 pm — 6:30 pm
Poster Reception (Foyer)

6:30 pm — 8:30 pm
Banquet, and awards presentations (Princessa)

Best paper candidate

All sessions in Leonessa (Posters in Princessa)

9:00 am — 10:20 am
Web Information Extraction and Data Mining (chair: ChengXiang Zhai)

WebSets: Extracting Sets of Entities from the Web Using Unsupervised Information Extraction
Bhavana Dalvi, William W. Cohen and Jamie Callan

Selecting Actions for Resource-bounded Information Extraction Using Reinforcement Learning
Pallika H. Kanani and Andrew Mccallum

Online Selection of Diverse Results
Debmalya Panigrahi, Atish Das Sarma, Gagan Aggarwal and Andrew Tomkins

Overlapping Clusters for Distributed Computation
Reid Andersen, David F. Gleich and Vahab Mirrokni

10:20 pm — 10:40 pm
Morning Break

10:40 am — 12:20 pm
Spotlight on Search and Ads (Chair: Yoelle Maarek)

Sponsored Search Auctions with Conflict Constraints
Panagiotis Papadimitriou and Hector Garcia-Molina

Post-Click Conversion Modeling and Analysis for Non-Guaranteed Delivery Display Advertising
Rómer Rosales, Haibin Cheng and Eren Manavoglu

Incorporating Revisiting Behaviors into Click Models
Danqing Xu, Yiqun Liu, Min Zhang, Shaoping Ma and Liyun Ru

A Noise-aware Click Model for Web Search
Weizhu Chen, Dong Wang, Yuchen Zhang, Zheng Chen, Adish Singla and Qiang Yang

Personalized Click Model through Collaborative Filtering
Si Shen, Botao Hu, Weizhu Chen and Qiang Yang

Fair and Balanced: Learning to present news stories
Amr Ahmed, Choon Hui Teo, S. V. N. Vishwanathan and Alex Smola

Extracting Search-Focused Key N-Grams for Relevance Ranking in Web Search
Chen Wang, Keping Bi, Yunhua Hu, Hang Li and Guihong Cao

Query Suggestion by Constructing Term-Transition Graphs
Yang Song, Dengyong Zhou and Li-Wei He

Language Models for Keyword Search over Data Graphs
Yosi Mass and Yehoshua Sagiv

Large-Scale Analysis of Individual and Task Differences in Search Result Page Examination Strategies
Georg Buscher, Ryen W. White, Susan T. Dumais and Jeff Huang

Sequence Clustering and Labeling for Unsupervised Query Intent Discovery
Jackie Chi Kit Cheung and Xiao Li

All sessions in Leonessa (Posters in Princessa)

10:40 am — 12:20 pm (cont.)

IR System Evaluation using Nugget-based Test Collections
Virgil Pavlu, Shahzad Rajput, Peter B. Golbus and Javed A. Aslam

Tapping into Knowledge Base for Concept Feedback: Leveraging ConceptNet to Improve Search Results for Difficult Queries
Alexander Kotov and ChengXiang Zhai

Domain Bias in Web Search
Samuel Ieong, Nina Mishra, Eldar Sadikov and Li Zhang

Optimized Top-K Processing with Global Page Scores on Block-Max Indexes
Dongdong Shan, Shuai Ding, Jing He, Hongfei Yan and Xiaoming Li

12:20 pm — 2:00 pm
Business Lunch - Buffet lunch provided

2:00 pm — 3:20 pm
Web Search II (chair: Hang Li)

Probabilistic Models for Personalizing Web Search
David Sontag, Kevyn Collins-Thompson, Paul N. Bennett, Ryen W. White, Susan Dumais and Bodo Billerbeck

Effective Query Formulation with Multiple Information Sources
Michael Bendersky, Donald Metzler and W. Bruce Croft

Learning to Rank with Multi-Aspect Relevance for Vertical Search
Changsung Kang, Xuanhui Wang, Yi Chang and Belle Tseng

Beyond Ten Blue Links: Enabling User Click Modeling in Federated Web Search
Danqi Chen, Weizhu Chen, Haixun Wang, Zheng Chen and Qiang Yang

3:20 pm — 3:40 pm
Afternoon Break

3:40 pm — 5:00 pm
Web Advertising and Finance (chair: Vanja Josifovski)

Finding the Right Consumer: Optimizing for Conversion in Display Advertising Campaigns
Yandong Liu, Sandeep Pandey, Deepak Agarwal and Vanja Josifovski

Fast Top-k Retrieval for Model Based Recommendation
Deepak Agarwal and Maxim Gurevich

Relational Click Prediction for Sponsored Search
Chenyan Xiong, Taifeng Wang, Wenkui Ding, Yidong Shen and Tieyan Liu

"I Loan Because…": Understanding Motivations for Pro-Social Lending
Yang Liu, Roy Chen, Yan Chen, Qiaozhu Mei and Suzy Salib

8 pm — 10 pm
Space Needle Reception, Drinks & Dessert (Monorail tickets provided)

Best paper candidate

Saturday, February 11 (Social Day)

All sessions in Leonessa (Posters in Princessa)

9:00 am — 10:20 am
Social I (Chair: Andrew Tomkins)

Correlating Financial Time Series with Micro-Blogging Data
> Eduardo J. Ruiz, Vagelis Hristidis, Carlos Castillo, Aristides Gionis and Alejandro Jaimes

Harmony and Dissonance: Organizing the People's Voices on Political Controversies
> Rawia Awadallah, Maya Ramanath and Gerhard Weikum

Identifying Content for Planned Events Across Social Media Sites
> Hila Becker, Dan Iter, Mor Naaman and Luis Gravano

Daily Deals: Prediction, Social Diffusion, and Reputational Ramifications
> John W. Byers, Michael Mitzenmacher and Georgios Zervas

10:20 pm — 10:40 pm
Morning Break

10:40 am — 12:20 pm
Spotlight on Social (Chair: Alice Oh)

On Clustering Heterogeneous Social Media Objects with Outlier Links
> Guo-Jun Qi, Charu C. Aggarwal and Thomas S. Huang

Adding Semantics to Microblog Posts
> Edgar Meij, Wouter Weerkamp and Maarten De Rijke

Exploring Social Influence via Posterior Effect of Word-of-Mouth Recommendations
> Junming Huang, Xue-Qi Cheng, Hua-Wei Shen, Tao Zhou and Xiaolong Jin

Find Me Opinion Sources in Blogosphere: Opinionated Blog Feed Retrieval
> Xueke Xu, Songbo Tan, Yue Liu, Xueqi Cheng, Zheng Lin and Jiafeng Guo

Understanding Cyclic Trends in Social Choices
> Anish Das Sarma, Sreenivas Gollapudi, Rina Panigrahy and Li Zhang

Maximizing Product Adoption in Social Networks
> Smriti Bhagat, Amit Goyal and Laks V. S. Lakshmanan

Answers, not Links
> Ingmar Weber, Antti Ukkonen and Aris Gionis

A Straw Shows Which Way the Wind Blows: Potential Popularity Ranking from Early Votes
> Peifeng Yin, Ping Luo, Min Wang and Wang-Chien Lee

A Large-Scale Sentiment Analysis for Yahoo! Answers
> Onur Kucuktunc, B. Barla Cambazoglu, Ingmar Weber and Hakan Ferhatosmanoglu

Tips, Dones and ToDos: Uncovering User Profiles in Foursquare
> Marisa Vasconcelos, Saulo Ricci, Jussara Almeida, Fabrício Benevenuto and Virgilio Almeida

All sessions in Leonessa (Posters in Princessa)

10:40 am — 12:20 pm (cont.)

When Will It Happen? Relationship Prediction in Heterogeneous Information Networks
Yizhou Sun, Jiawei Han, Charu C. Aggarwal and Nitesh V. Chawla

The Life and Death of Online Groups: Predicting Group Growth and Longevity
Sanjay Kairam, Dan J, Wang and Jure Leskovec

Evaluating Search in Personal Social Media Collections
Chia-Jung Lee, W. Bruce Croft, and Jin Young Kim

Learning Evolving and Emerging Topics in Social Media: A Dynamic NMF approach with Temporal Regularization
Ankan Saha and Vikas Sindhwani

12:20 pm — 1:40 pm

Lunch (on your own)

1:40 pm — 3:20 pm

Social II (Chair: Meredith Ringel Morris)

Effects of User Similarity in Social Media
Ashton Anderson, Dan Huttenlocher, Jon Kleinberg and Jure Leskovec

How User Behavior is Related to Social Affinity
Rina Panigrahy, Marc Najork and Yinglian Xie

Finding Your Friends and Following Them to Where You Are
Adam Sadilek, Henry Kautz and Jeffrey P. Bigham

How to Win Friends and Influence People, Truthfully: Influence Maximization Mechanisms for Social Networks
Yaron Singer

Inferring Social Ties across Heterogenous Networks
Jie Tang, Tiancheng Lou and Jon Kleinberg

3:20 pm — 3:40 pm

Afternoon Break

3:40 pm — 4:40 pm

Keynote: Hillary Mason, The Secret Life of Social Links

4:40 pm — 5:00 pm

Closing

5:00 pm — 8:00 pm

Microsoft Social Search Social
Buses department to Microsoft Campus, Pre-registration necessary

Best paper candidate

Diversity in Document Retrieval (DDR-2012)

Discovery Room, 9am — 5pm,
http://www.dcs.gla.ac.uk/workshops/ddr2012/

When an ambiguous query is received, a sensible approach is for the information retrieval (IR) system to diversify the results retrieved for this query, in the hope that at least one of the interpretations of the query intent will satisfy the user. Diversity is an increasingly important topic, of interest to both academic researchers (such as participants in the TREC Web and Blog track diversity tasks), as well as to search engines professionals. In this workshop, we solicit submissions both on approaches and models for diversity, the evaluation of diverse search results, and on applications and presentation of diverse search results.

Craig Macdonald, University of Glasgow
Jun Wang, University College London
Charles Clarke, University of Waterloo

Programme Committee

Ben Carterette, University of Delaware
Ben He, Chinese Academy of Science
Jaap Kamps, University of Amsterdam
Jian-Yun Nie, Université de Montréal
Iadh Ounis, University of Glasgow

Filip Radlinski, Microsoft
Tetsuya Sakai, Microsoft Research Asia
Rodrygo Santos, University of Glasgow
Ryen White, Microsoft Research

Workshop on Web Search Click Data 2012 (WSCD2012)

Portland Room, 9am — 5pm,
http://research.microsoft.com/en-us/um/people/nickcr/wscd2012/

WSCD2012 is the second workshop on Web Search Click Data, following WSCD2009. It is a forum for new research relating to Web search usage logs and for discussing desirable properties of publicly released search log datasets.

Pavel Serdyukov, Yandex
Nick Craswell, Microsoft
Georges Dupret, Yahoo!
Additional challenge organizers: Alexey Gorodilov and Eugene Kharitonov, Yandex

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Eugene Agichtein, Emory University
Michael Bendersky, University of
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Qiang Yang, Hong Kong University of
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Sreenivas Gollapudi (Microsoft Research, USA)
Gregory Grefenstette, (Exalead, France)
Antonio Gulli (Microsoft, Bing, United Kingdom)
Krishna Gummadi (MPI-SWS, Germany)
Fan Guo (Facebook, USA)
Maxim Gurevich (Yahoo! Research, USA)
Zoltan Gyongyi (Google Research, USA)
Marti Hearst (University of California, Berkeley, USA)
Monika Henzinger (University of Vienna, Austria)
Jake Hofman (Yahoo! Research, USA)
Vagelis Hristidis (University of California, Riverside, USA)
Xuanjing Huang (Fudan University, China)

Jimmy Huang (York University, Canada)
Matthew Hurst (Microsoft, USA)
Jeremy Hylton (Google, USA)
Nicole Immorlica (Northwestern University, USA)
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Gabriella Kazai (Microsoft Research, United Kingdom)
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Krishnaram Kenthapadi (Microsoft Research, USA)
Emre Kiciman (Microsoft Research, USA)
Arnd Christian König (Microsoft Research, USA)
Marijn Koolen (University of Amsterdam, Netherlands)
Yehuda Koren (Yahoo! Research, Israel)
Nick Koudas (U Toronto, Canada)
Georgia Koutrika (IBM Almaden Research Center, USA)
Ravi Kumar (Yahoo! Research, USA)
Oren Kurland (Technion, Israel Institute of Technology, Israel)
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Hady W. Lauw (Singapore Management University, Singapore)
Lihong Li (Yahoo! Research, USA)
Ping Li (Cornell University, USA)
Edo Liberty (Yahoo! Labs, Israel)
Tie-Yan Liu (Microsoft Research Asia, China)
Bing Liu (University of Illinois at Chicago, USA)
Wei-Ying Ma (Microsoft Research Asia, China)
Michael Mahoney (Stanford University, USA)
Mark Manasse (Microsoft Research, USA)
Amelie Marian (Rutgers University, USA)
Winter Mason (Stevens Institute of Technology, USA)
Qiaozhu Mei (University of Michigan, USA)
Massimo Melucci (University of Padua, Italy)
Donald Metzler (University of Southern California, USA)
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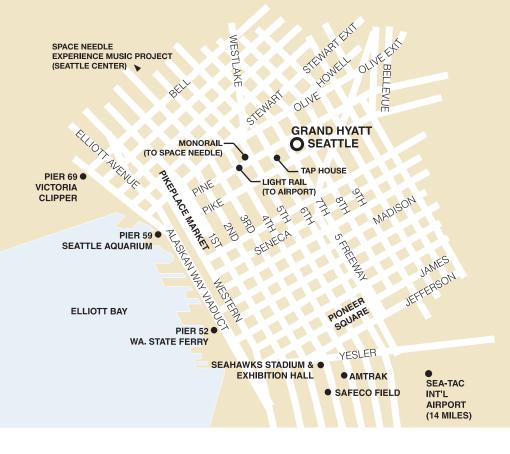   Group Inc., USA)
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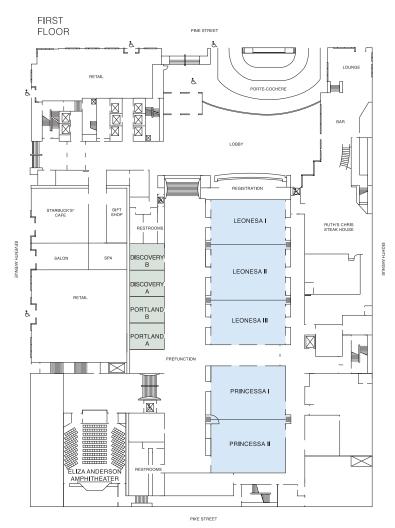   Informatik, Germany)
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STEWART
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BELL

ELLIOTT AVENUE

GRAND HYATT
SEATTLE

MONORAIL
(TO SPACE NEEDLE)

TAP HOUSE

LIGHT RAIL
(TO AIRPORT)

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VICTORIA
CLIPPER

PIKE PLACE MARKET

PINE
PIKE
1ST
2ND
3RD
4TH
5TH
6TH
7TH
8TH
9TH
SENECA
MADISON

PIER 59
SEATTLE AQUARIUM

ALASKAN WAY VIADUCT
WESTERN

5 FREEWAY

JAMES
JEFFERSON

ELLIOTT BAY

PIONEER
SQUARE

PIER 52
WA. STATE FERRY

YESLER

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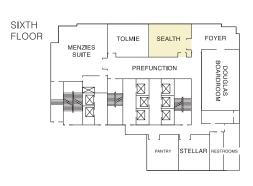
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RETAIL

LOUNGE

PORTE-COCHERE

BAR

LOBBY

REGISTRATION

STARBUCK'S
CAFE

GIFT
SHOP

RESTROOMS

LEONESA I

RUTH'S CHRIS
STEAK HOUSE

SALON

SPA

DISCOVERY
B

DISCOVERY
A

PORTLAND
B

PORTLAND
A

LEONESA II

LEONESA III

RETAIL

SEVENTH AVENUE

EIGHTH AVENUE

PREFUNCTION

PRINCESSA I

PRINCESSA II

ELIZA ANDERSON
AMPHITHEATER

RESTROOMS

PIKE STREET

SIXTH
FLOOR

MENZIES
SUITE

TOLMIE

SEALTH

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