

# International Workshop on Adaptation, Personalization and REcommendation in the Social-semantic Web (APRESW 2010)

## *Welcome & Introduction*

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# Introduction

- Authors
  - Austria, Canada, France, Luxemburg, Norway, United Kingdom, Taiwan
- Papers
  - 9 submissions
  - 7 accepted papers: 2 research papers, 2 position papers, 3 posters
  - 3 reviews per paper
  - Proceedings available at: <http://ceur-ws.org/Vol-585>
- Topics, semantics, domains/applications
  - User Modelling
  - Personalisation
  - Recommendation
  - Contextualisation
  - Mobility
  - Linking Open Data
  - Ontologies
  - Folksonomies
  - Image retrieval
  - Shopping support
  - Activities/events suggestion
  - Semantic resource search

# Programme Committee

- **Sofia Angeletou**, Knowledge Media Institute, The Open University, UK
- **Ching-man Au Yeung**, NTT Communication Science Labs, Japan
- **Alejandro Bellogín**, Universidad Autónoma de Madrid, Spain
- **Pablo Castells**, Universidad Autónoma de Madrid, Spain
- **Manuel Cebrián**, Massachusetts Institute of Technology, USA
- **Rosta Farzan**, Carnegie Mellon University, USA
- **Miriam Fernández**, Knowledge Media Institute, The Open University, UK
- **Enrique Frías**, Telefónica I+D, Spain
- **Ana García-Serrano**, Universidad Nacional de Educación a Distancia, Spain
- **Andrés García-Silva**, Universidad Politécnica de Madrid, Spain
- **Tom Heath**, Talis, UK
- **Frank Hopfgartner**, University of Glasgow, UK
- **Ioannis Konostas**, University of Edinburgh, UK
- **Estefanía Martín**, Universidad Rey Juan Carlos, Spain
- **Phivos Mylonas**, National Technical University of Athens, Greece
- **Daniel Olmedilla**, Telefónica I+D, Spain
- **Carlos Pedrinaci**, Knowledge Media Institute, The Open University UK
- **Jérôme Picault**, Alcatel-Lucent Bell Labs, France
- **Francesco Ricci**, Free University of Bozen-Bolzano, Italy
- **Sergey A. Sosnovsky**, University of Pittsburgh, USA
- **Martin Szomszor**, City University London, UK
- **Marc Torrens**, Strands, Spain
- **Paulo Villegas**, Telefónica I+D, Spain

# Agenda

9:00 - 9:45. **Keynote**

9:45 - 10:30. **Poster session**

- Introduction to Fuzzy-Ontological Context-Aware Recommendations in Mobile Environments. Yannick Naudet, Valentin Groues, Muriel Foulonneau.
- Towards a Multilingual Semantic Folksonomy. Murad Magableh, Antonio Cau, Hussein Zedan, Martin Ward.
- Applying a Multi-gated News Model to a Social Web. Ying-Ying Chen.

10:30 - 11:00. **Coffee break**

11:00 - 12:00. **Research paper session**

*Oral presentations limited to 25 minutes plus 5 minutes for questions.*

- Using Images in Context-Aware Recommender Systems. Sabri Boutemedjet, Djemel Ziou.
- A Profile Ontology for Personalised Mobile Shopping Support. Lillian Hella, John Krogstie.

12:00 - 12:40. **Position paper session**

*Oral presentations limited to 15 minutes plus 5 minutes for questions.*

- Beyond Life Streams: Activities and Intentions for Managing Personal Digital Memories. Jérôme Picault, Myriam Ribière, Christophe Senot.
- R3 - A Related Resource Recommender. Thomas Kurz, Tobias Bürger, Rolf Sint.

12:40 - 13:00. **Wrap up & Closing**

# Keynote

- **Harith Alani**, Knowledge Media Institute, The Open University, UK

## Interlinking Semantics, the Social Web, and the Real-world

The viral spread of the social web is quickly becoming a rich source of information for recommendation systems and other personalised services. Semantics and web science help to decipher and render the chaotic and disconnected data on the social web, and turn it into clean, structured, and well integrated knowledge. In this talk I will briefly argue for the need for semantics and web science to tame the social web, then I will describe our work and results with integrating semantics, the social web, and the real-world in the context of the Live Social Semantics application. Finally I will highlight a number of recommendation services that you could help building for our Live Social Semantics platform.