

HT'14 Workshop / SP 2014: First International Workshop on Social Personalization - Preface -

This year we commemorate 25 years of the invention of the World Wide Web by Tim Berners-Lee in the CERN, an invention that has shaped our lives in the last decades. Several changes have occurred since its inception and one of most significant ones is the notion of a Personalized and Adaptive Hypermedia. Another important trend that has had an enormous impact in the last decade is the Social Web. Though several conferences and workshops already focus on these topics, in this 1st International Workshop on Social Personalization we merge these trends into one event, where Social context plays a fundamental role on the fields of User Modeling, Personalization and Recommendations. This combined topic is important because it involves leveraging new sources of information that are specific for social systems such as shared items and tags, user public profiles, social connections, and logs of user social activities in order to improve people's information access in a wide variety of tasks and across different devices. These social information sources offer social personalization systems a chance to compensate for the lack of information and structure that is used by traditional personalization technologies ranging from recommender systems to E-learning. Thus, the goal of this workshop is to share and discuss research that goes hopefully beyond classic personalization techniques, trying to capitalize potentially useful information available in social data for paving the way to more efficient personalized information access technologies.

Overall, we are grateful of the participation of the research community interested in this topic. The call for papers attracted 15 submissions, from which we accepted seven as regular papers and five as posters based on a rigorous reviewing process. Additionally, the workshop features the invited talk of Luca Maria Aiello from Yahoo! Research. The accepted papers cover a variety of topics, including social media and social tagging systems, group recommendation, event-based analysis, visualization and sentiment analysis.

We thank all participants of the workshop for their contributions and ACM and the organizers of the HT 2014 conference for their support, especially Luca Maria Aiello, our invited keynote speaker. We also want to thank our reviewers for their careful help in selecting and improving the provided submissions. We hope that you will find this program interesting and thought-provoking and that the workshop will provide you with a valuable opportunity to share ideas with other researchers and practitioners from institutions around the world. We are looking forward to a very exciting and interesting workshop.

Peter Brusilovsky
University of Pittsburgh
Pittsburgh, PA, USA

Leandro Balby Marinho
UFMG
Campina Grande, Brasil

Denis Parra
PUC Chile
Santiago, Chile

Eliana Scheihing
UACH Chile
Valdivia, Chile

Christoph Trattner
Know-Center, TU-Graz
Graz, Austria

HT'14 Social Personalization 2014 Workshop Program

1. Emanuel Lacic, Dominik Kowald, Paul Seitlinger, Christoph Trattner and Denis Parra. *Recommending Items in Social Tagging Systems Using Tag and Time Information (Full Paper)*
2. Augusto Queiroz de Macedo and Leandro Balby Marinho. *Event Recommendation in Event-based Social Networks (Full Paper)*
3. Eduardo Graells-Garrido, Mounia Lalmas and Ricardo Baeza-Yates. *Sentiment Visualisation Widgets for Exploratory Search (Full Paper)*
4. Smitashree Choudhury and Harith Alani. *Personal Life Event Detection from Social Media (Twitter) (Full Paper)*
5. Sarik Ghazarian, Nafiseh Shabib and Mohammadali Nematbakhsh. *Improving Sparsity Problem in Group Recommendation (Full Paper)*
6. Paulo Cavalin, Maira Gatti and Claudio Pinhanez. *Towards Personalized Offer by Means of Life Event Detection on Social Media and Entity Matching (Full Paper)*
7. Simen Fivelstad Smaaberg, Nafiseh Shabib and John Krogstie. *A User-Study on Context-aware Group Recommendation for Concerts (Full Paper)*
8. Michal Kompan and Maria Bielikova. *Voting Based Group Recommendation: How Users Vote (Poster)*
9. Dirk Ahlers and Mahsa Mehrpoor. *Semantic Social Recommendations in Knowledge-Based Engineering (Poster)*
10. Jordan Barría, Eliana Scheihing and Denis Parra. *Visualizing Student Participation in a Collaborative Learning Environment (Poster)*
11. Petr Saloun, Adam Ondrejka and Ivan Zelinka. *Estimating Users' Areas of Research by Publications and Profiles on Social Networks (Poster)*
12. Marharyta Aleksandrova, Armelle Brun, Anne Boyer and Oleg Chertov. *What about Interpreting Features in Matrix Factorization-based Recommender Systems as Users? (Poster)*

HT'14 Social Personalization 2014 Workshop Organization

Workshop Chairs: Peter Brusilovsky (University of Pittsburgh, USA)
Leandro Balby Marinho (Universidade Federal de Campina Grande, Brasil)
Denis Parra (Pontificia Universidad Católica de Chile, Chile)
Eliana Scheihing (Universidad Austral de Chile, Chile)
Christoph Trattner (Know-Center, TU-Graz, Austria)

Program Committee: Nazareno Andrade, University of Campina Grande, Brazil
Jussara Almeida, University of Minas Gerais, Brazil
Martin Atzmueller, University of Kassel, Germany
Alejandro Bellogin, Universidad Autónoma de Madrid, Spain
Shlomo Berkovsky, NICTA, AU
Anmol Bhasin, LinkedIn, USA
Danny Bickson, GraphLab, USA
Steven Bourke, UCD, Ireland
Robin Burke, de Paul, USA
Ed Chi, Google, USA
Alvin Chin, Microsoft, China
Vania Dimitrova, University of Leeds, UK
Lucas Drumond, University Hildesheim, Germany
Alexander Felfernig, TU-Graz, Austria
Zeno Gantner, Nokia, Germany
Ruth Garcia, Yahoo! Research Barcelona, Spain
Ido Guy, IBM Research, Israel
Eelco Herder, L3S, Germany
Andreas Hotho, University of Würzburg, Germany
Geert-Jan Houben, TU-Delft, Netherlands
Sharon Hsiao, Columbia University, USA
Bart Knijnenburg, University of California Irvine, USA
Milos Kravcik, RWTH Aachen, Germany
Mounia Lalmas, Yahoo! Research Barcelona, Spain
Neal Lathia, Cambridge University, UK
Elisabeth Lex, Graz University of Technology, Austria
Tobias Ley, Tallinn University, Estonia
Alan Said, TU-Delft, NL
Shaghayegh Sahebi, University of Pittsburgh, USA
Eduardo Veas, Know-Center, Austria
Katrien Verbert, Vrije Universiteit Brussel, Belgium
Tao Ye, Pandora, USA
Arkaitz Zubiaga, New York City University, USA