

– Preface –

SIGIR 2015 International Workshop on Social Personalization & Search

August 10, 2015

1 Overview

For the Social Personalization & Search workshop¹, we invited researchers from all over the world working in the fields of Information Retrieval, Personalization, User Modeling, and Recommender Systems where the social dimension plays a fundamental role. The workshop is examining several approaches that leverage the social side of the search process on two main contexts: (a) using social data for improving search and recommendations, and (b) search as a social process, collaborative IR. We invited submissions that included the following topics:

- search and recommendations based on social links
- search and recommendations in collaborative tagging systems
- group-level search personalization
- search and recommendations in blogs and microblogs
- approaches for social personalization in recommender systems
- approaches on personalized social collaboration
- approaches on social linking
- methods for social search and navigation
- methods for social predictive models
- social methods for information visualization
- any other methods that exploit new forms of social data for search and personalization

The goal of this workshop was 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. The workshop received nine submissions this year of which we accepted five to be presented. Each submission was carefully peer-reviewed by at least three people from the PC. In addition to this, the workshop featured two invited talks by Ricardo Baeza-Yates (Yahoo!

¹<http://socialcomputing.ing.puc.cl/sps2015/>

Labs) and Paul Bennett (Microsoft). We thank the ACM SIGIR conference organizers for making this workshop possible, our program committee members, who did a great job in reviewing and discussing the contributions submitted to our workshop, as well as our two invited speakers Ricardo and Paul. Finally, also a big THANK YOU to Alejandro Bellogin who helped us with many things regarding the organization.

2 Program

2.1 Invited Talks

- *Wisdom of Crowds or Wisdom of a Few?* by Ricardo Baeza-Yates
- *Search from Personal to Social Context: Progress and Challenges* by Paul Bennett

2.2 Presentations

- *Improving Contextual Suggestions using Open Web Domain Knowledge* by Thaeer Samar, Alejandro Bellogin, Arjen de Vries
- *Finding Intermediary Topics Between People of Opposing Views: A Case Study* by Eduardo Graells-Garrido, Mounia Lalmas, Ricardo Baeza-Yates
- *Analysis of Sentiment Communities in Online Networks* by Davide Feltoni Gurini, Fabio Gasparetti, Alessandro Micarelli, Giuseppe Sansonetti
- *Retrieving Relevant Conversations for Q&A on Twitter* by Jose Miguel Herrera, Denis Parra, Barbara Poblete
- *Persona-ization: Searching on Behalf of Others* by Paul Bennett, Emre Kiciman

3 Organization

3.1 Chairs

- *Christoph Trattner* is the head of the Social Computing Research Area at Know-Center, Austria's research competence center for Data-driven Business and Big Data Analytics. He holds a PhD (with honors) in CS from Graz University of Technology, Austria and he is currently enrolled as an ERCIM Alain Bensoussan fellow with NTNU, Norway. His research interests include Information Retrieval, Web Science, Data Mining and Recommender Systems, especially in the Social Context.

- *Denis Parra* is Assistant Professor at the Department of Computer Science, School of Engineering in PUC Chile. He received a PhD in Information Science from University of Pittsburgh (PA, USA, 2013) and currently conducts research on Personalization, Social Network Analysis and Information Visualization at the PUC Social Computing and Visualization (SoCVis) Lab. His research interests include Statistical Analysis, Recommender Systems and SNA.
- *Peter Brusilovsky* is currently Professor of Information Science and Intelligent Systems at the University of Pittsburgh, where he directs Personalized Adaptive Web Systems (PAWS) lab. He has been working in the field of adaptive systems, user modeling, and intelligent user interfaces for more than 20 years. He published numerous papers and edited several books on adaptive hypermedia and the adaptive Web. Peter is the Associate Editor-in-Chief of IEEE TLT and a board member of several journals including UMUI, ACM TWEB, and Web Intelligence and Agent Systems.
- *Leandro Marinho* is currently adjunct professor at the Federal University of Campina Grande, Brazil. In 2010 he received his Ph.D. degree in computer science from the University of Hildesheim, Germany. His research interests include Machine Learning, Recommender Systems, the Semantic Web and Social Media Mining. At UFCG, he teaches Discrete Mathematics and serves as the coordinator of the undergraduate program in Computer Science.

3.2 Program Committee Members

- Luca Maria Aiello (Yahoo! Labs)
- Jussara Almeida (UFMG)
- Nazareno Andrade (Universidade Federal de Campina Grande)
- Krisztian Balog (University of Stavanger)
- Alejandro Bellogin (UAM)
- Steven Bourke (Schibsted)
- Robin Burke (DePaul University)
- Ernesto Diaz-Aviles (IBM Reseach)
- Lucas Drumond (University of Hildesheim)
- Michael Ekstrand (Texas State University)
- Alexander Felfernig (Graz University of Technology)
- Zeno Gantner (Nokia gate5 GmbH)
- Ruth Garcia-Gavilabes (Barcelona Media)
- Eduardo Graells (Telefonica I+D)
- Michael Granitzer (University of Passau)
- Ido Guy (Yahoo!)
- Eelco Herder (L3S)
- Shuguang Han (University of Pittsburgh)

- Andreas Hotho (University of Wuerzburg)
- Geert-Jan Houben (TU Delft)
- Sharon Hsiao (Arizona State University)
- Kris Jack (Mendeley)
- Alexandros Karatzoglou (Telefonica Research)
- Bart Knijnenburg (University of California)
- Milos Kravcik (RWTH Aachen University)
- Kjetil Norvag (Norwegian University of Science and Technology)
- Barbara Poblete (University of Chile)
- Giancarlo Ruffo (Universita' di Torino)
- Shaghayegh Sahebi (University of Pittsburgh)
- Alan Said (Recorded Future)
- Markus Schedl (Johannes Kepler University)
- Marc Smith (Connected Action Consulting Group)
- Nava Tintarev (University of Aberdeen)
- Eduardo Veas (Know-Center)
- Tao Ye (Pandora Inc)
- Zhen Yue (Yahoo Labs)
- Arkaitz Zubiaga (University of Warwick)