

Proceedings of the
1st International Workshop on Adaptation,
Personalization and REcommendation in
the Social-semantic Web (APRESW 2010)

held at the
7th Extended Semantic Web Conference (ESWC 2010)

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Preface

The 1st International Workshop on Adaptation, Personalization and REcommendation in the Social-semantic Web (APRESW 2010) was held in Heraklion, Greece, on the 31st of May 2010, under the frame of the 7th Extended Semantic Web Conference (ESWC 2010).

APRESW workshop represented a meeting point for individuals working on adaptive, personalized and recommender systems for the Social-semantic Web. The main objectives of this meeting were to gather state of the art approaches, discuss lessons learnt, and identify interesting applications for available semantic-based repositories, techniques and technologies.

A total of seven papers were presented at the workshop. There were two research papers, two position papers, and three posters. Nine submissions were received, and each of them was reviewed by three members of the Programme Committee.

We thank all authors for submitting and presenting their works, and members of the Programme Committee for providing their time and expertise for reviewing and selecting the workshop papers. We also express our gratitude to Harith Alani for being our invited speaker. All their efforts made APRESW workshop possible.

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Motivation

During the last years, researchers and practitioners of the Semantic Web have progressively consolidated a number of very important achievements. Formal languages have been standardized to define ontology-based knowledge representations, logic formalisms and query models. Ontology engineering methodologies and tools have been proposed to ease the designing and populating of ontological knowledge bases. Reasoning engines have been implemented to exploit inference capabilities of ontologies, and semantic-based frameworks have been built to enrich the functionalities of Web services. These achievements are the pillars to deal with the complex challenge of bringing semantics to the Web.

The above gives a new ground to extend the focus of the Semantic Web by engaging it in other communities, where semantics can play an important role. The available semantic knowledge bases can be used to enrich and link additional repositories, ontology engineering techniques can be utilized to properly design and build ontologies in further real-world domains, and inference and query mechanisms can enhance classic information management and retrieval approaches.

Among these communities, this workshop aims to attract the attention of students and professionals both from academia and industry who take benefit of semantic-based techniques and technologies in within-application Adaptation, Personalization and Recommendation approaches. In parallel to the progress made in the Semantic Web research topics, there have been appearing works in the above areas that use ontologies to model the user's preferences, tastes and interests, and exploit these personal features together with meta-information about multimedia contents in order to provide the user with adaptation and personalization capabilities for different purposes such as information retrieval and item recommendation.

Moreover, with the advent of the Web 2.0 (also called the Social Web), the potential study and development of those approaches have increased exponentially. Social networks allow people to provide explicit relationships with others, and find out implicit user similarities based on their profiles. Social tagging services offer the opportunity to easily create and exploit personal knowledge representations. Wiki-style sites represent an environment where the community contributes and shares information, and blogs are media in which users express subjective opinions. In all of these scenarios, adaptation, personalization and recommendation are core functionalities. However, the understanding and exploitation of the semantics underlying user and item profiles are still open issues.

Topics of Interest

APRESW workshop focused on establishing user/usage models for adaptation, personalization and recommendation approaches for the Social-semantic Web.

The topics of interest included, but were not limited to the exploitation of the Web of Data, the identification of semantics underlying social annotations of multimedia contents, and the application of semantic-based techniques and technologies in research fields related to:

- Personalized access to multimedia content
- Content-based recommendation and collaborative filtering
- Adaptive exploration of multimedia content
- Adaptive user interfaces for multimedia content browsing and searching
- Community extraction and exploitation
- Social networks analysis for collaborative recommendation
- User profile construction based on social tagging information
- Context-aware multimedia content access and delivery
- Mobile and ubiquitous multimedia content access and delivery

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