Preface: Adaptation in Social and Semantic Web

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Abstract. The Adaptation in Social and Semantic Web workshop analyzes the benefits adaptation and personalization have to offer within the current Web and the Web of the future, and the numerous open challenges, putting together the Semantic Web, Social Web and Adaptation field. The workshop discusses the state-of-the-art, open problems, challenges and innovative research approaches in adaptation and personalization for Web 2.0 and Web 3.0. It provides a forum for proposing innovative and open model, applications and new data sharing scenarios, as well as novel technologies and methodologies for creating and managing these applications.

Workshop Website: http://ailab.dimi.uniud.it/en/events/2010/sasweb/

Keywords: User modeling, Personalization, web 2.0, recommender systems, social navigation, knowledge sharing, mashup, tagging, folksonomy, social network, semantic web, web 3.0.

Social Web, also called Web 2.0, generates a significant part of Web content and traffic: users collaborate, connect, create, share, tag, remix, upload and download, new or existing resources in an architecture of participation, where user contribution and interaction add value. Web 2.0 is growing daily, together with the number of users and applications. *Semantic Web*, also called Web 3.0 or Intelligent Web, refers to the incorporation of high-quality user contributed content and semantic annotations using Internet-based services and Web 2.0 technology as an enabling platform.

The Adaptation in Social and Semantic Web (SASweb) workshop analyzes the benefits adaptation and personalization have to offer within the current Web and the Web of the future, and the numerous open challenges, putting together the Semantic Web, Social Web and Adaptation field. The workshop discusses the state-of-the-art,

open problems, challenges and innovative research approaches in adaptation and personalization for Web 2.0 and Web 3.0. It provides a forum for proposing innovative and open model, applications and new data sharing scenarios, as well as novel technologies and methodologies for creating and managing these applications. Examples of stimulating application fields are social bookmarking environments, publication sharing systems, social networking sites and in extend, digital libraries and learning 3.0.

Four specific ***questions*** motivate the workshop:

1. How adaptation and personalization methodologies can augment Web 2.0 and Web 3.0 environments?
2. What models, techniques, and tools are the most adequate to support Web 2.0 and 3.0 users?
3. What are the features and challenges of current applications and services?
4. How Semantic Web advances can be exploited for adaptation in such context?

The workshop aimed at bringing together researchers and practitioners from industry and academia working on practical and foundational aspects related to adaptation and personalization in Social and Semantic Web.

Four papers were accepted for full presentation and one was accepted as a short paper. The accepted papers explore a wide range of themes, summarized in the following areas:

Social semantic adaptive applications: Schimratzki et al. describe an intelligent mash-up, Web portal based on content aggregation and semantic content annotation. Wang et al. propose a user-centric aggregator for Twitter and Facebook that allows users to blend, group and tag friends, and compare different machine learning for content-based recommendation of interesting social activities. Steichen and Wade introduce a system that adaptively retrieves and composes socio-semantic content in order to provide personalized results presentation.

User trust and reputation: Aroyo et al. introduce an ontology-based model to compute user trust and reputation in social internetworking systems, a key topic in social web.

Empirical studies: Ley and Seitlinger present an empirical study, which investigates the emergence of semantics in social systems taking into account how users process information in their cognitive system.

We wish to express our sincere thanks to all the authors who submitted papers, the members of the Program Committee, who reviewed them on the basis of originality, technical quality, and presentation, and the numerous participants.

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