

EMPIRE 2013: Emotions and Personality in Personalized Services

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Abstract. The EMPIRE workshop attempts to provide some answers to the growing interest of the user modeling research community on the role of human factors, especially personality and emotions, on various aspects of user modeling. This first edition of the workshop has six accepted papers and an invited talk.

Keywords: personality, emotions, user modeling, recommender systems, social signal processing

1 Introduction

The 1st Workshop on Emotions and Personality in Personalized Services (EMPIRE 2013⁴) is taking place on 10. June 2013 in Rome at the Roma Tre University in conjunction with the 21st conference on User Modeling, Adaptation, and Personalization (UMAP 2013⁵).

While a lot of discussion has been made on filtering algorithms, and evaluation measures, few studies have stood to consider the role of emotions and personality in user models and personalized services. The workshop attempts to provide insight into these issues.

Characterizing the user model and the whole user experience with personalized service, by means of affective traits, is an important issue which merits attention from researchers and practitioners in both web technology and human factor fields.

Some questions motivate this workshop:

- Do affective traits (personality, emotions, and mood) influence and determine the acceptance of the personalized suggestions?
- How personality traits should be included in the user model?
- How the personalized services should be adapted to emotions and mood to increase user satisfaction?

⁴ <http://empire2013.wordpress.com/>

⁵ <http://www.umap2013.org>

2 Contributions

Personality is a recurrent theme among the accepted papers. It has been investigated in connection with users' preferences by Bologna et al. [1], Cantador et al. [2], Hu and Pu [3] and Odić et al. [5].

Bologna et al. [1] present the prototype of a recommender system for eCommer-ce, that exploits the users' personality in terms of their *vocational personality*, as expressed with the RIASEC model. Their system performs a classical context-aware ranking and then re-ranks the list of top-N items according to the users' personalities. The prototype is currently undergoing experimental validation.

In their work, Cantador et al. [2] present the outcomes of a study aimed at understanding the relationships between users' personalities and their preferences in different domains. Their study relies on the myPersonality dataset with over 3 million users. Of special interest is the result table with stereotypical user preferences.

A complementary view of the role of personality in users' ratings is presented by Hu and Pu [3]. The basis of their study is a dataset of a gifts retailer. The authors are interested in various aspects of a single user's rating behaviour and their relations with her/his personality type.

Odić et al. [5] present the results of a study that compares the ability of emotion induction (by movies as stimuli) in end users under different contextual situations and their personality types. The authors identify personality traits whose emotional responses are stable across different contextual values (alone vs. non-alone) and those who are not based on the COMODA dataset.

The work presented by Moore et al. [4] is focused on the validation of generally accepted representation of smileys as emotion indicators. They carried out a large survey with nearly 1000 participants. Based on their dataset, they are able to discern universal emoticons from ambiguous emoticons.

In their work, Vodlan et al. [6] present the experimental design for the evaluation of the impact of the social signal *hesitation* on users' decision making. More concretely, the authors use hesitation as an indicator of the user's preference for more diverse or less diverse items in the evaluated conversational recommender system for movies. The presented work is currently undergoing experimental validation.

3 Acknowledgement

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Our gratitude goes also to our invited speaker, Neal Lathia (from the University of Cambridge), for sharing his insights on the recent developments in the field.

Last but not least, we want to thank the members of the programme committee who reviewed the submissions and helped to keep a high quality of the accepted papers.

3.1 Programme Committee

- Alessandro Vinciarelli, University of Glasgow
- Aleksander Valjamae, Graz University
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- Michal Kosinski, Microsoft
- Mohammad Soleymani, University of Geneva/Imperial college
- Neal Lathia, Cambridge University
- Rong Hu, Swiss Federal Institute of Technology in Lausanne (EPFL)

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3. Rong Hu and Pearl Pu. *Exploring Relations between Personality and User Rating Behaviors* In Proceedings of the 1st Workshop on Emotions and Personality in Personalized Services (EMPIRE 2013)
4. Adam Moore, Christina M. Steiner and Owen Conlan. *Design and development of an empirical smiley-based affective instrument* In Proceedings of the 1st Workshop on Emotions and Personality in Personalized Services (EMPIRE 2013)
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6. Tomaž Vodlan, Marko Tkalčič and Andrej Košir. *The Role of Social Signals in Telecommunication: Experimental Design* In Proceedings of the 1st Workshop on Emotions and Personality in Personalized Services (EMPIRE 2013)