



Proceedings of the

**LocalRec 2015**

**Workshop on  
Location-Aware Recommendations  
(LocalRec@RecSys'15)  
<http://www.ec.tuwien.ac.at/localrec2015/>**

In conjunction with the

**9th ACM Conference on Recommender Systems**  
Vienna, Austria, September 19, 2015

## Preface

Driven by technological advances in hardware (positioning systems, environmental sensors), software (standards, tools, network services), and aided by various open movements (open, linked, government data) and the ever-growing trend of sharing for the greater good (crowdsourcing, crowdfunding, collaborative and volunteered geographic information), the amount of available geo-referenced data has seen dramatic explosion over the past few years. Human activities generate data and traces that are now often transparently annotated with location and contextual information. At the same time, it has become easier than ever to collect and combine rich and diverse information about locations. Exploiting this torrent of geo-referenced data provides a tremendous potential to materially improve existing and offer novel types of recommendation services, with clear benefits in many domains, including social networks, marketing, and tourism.

Fully exploiting the potential of location-aware recommendations requires addressing core challenges and combining ideas and techniques from various research communities, such as recommender systems, data management, geographic information systems, social network analytics, and text mining. Bringing together scholars and practitioners from these communities, the aim of the LocalRec'15 workshop was to provide a unique forum for discussing in depth and collecting feedback about the challenges, opportunities, novel techniques and applications of location-aware recommendations, in order to fuel better and novel recommender systems beyond the current research frontiers.

The non-exhaustive list of topics relevant to LocalRec'15 was the following:

- Location-based social networks
  - friend/communities recommendations
  - event, venue, and other location-aware recommendations
  - extracting preferences, tips, ratings, patterns, habits
  - modeling geo-social influence of users and locations
- Location-based marketing
  - viral campaigning
  - event planning
  - location-based advertising
- Tourism and mobile commerce
  - trip planning and recommendations
  - automatic guide and tour generation
  - exhibition arrangement
- Evaluation of location-aware recommender systems
  - collaborative filtering vs. content-based recommendations
  - case and empirical studies
  - evaluation methods and metrics
  - datasets and benchmarks
- Security and privacy implications
  - spatial anonymization and cloaking
  - attack and threat scenarios

# Workshop Officers

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