



PersDB 2010

Fourth International Workshop on "Personalized Access, Profile Management, and Context Awareness in Databases"

in conjunction with **VLDB 2010**, Singapore

<http://persdb10.imis.athena-innovation.gr/>

Aim and scope

Proliferation of database-driven web sites has brought upon a plethora of information access and dissemination applications. Monitoring and trading stock portfolios, news notification, weather tracking, and even simple search are just a few examples. In addition, recently, new applications have emerged that go beyond information access and dissemination and enhance creativity, information sharing, and collaboration among users providing richer interaction possibilities. Now, users cannot only access content but they can also generate, share and modify content (both theirs and others') freely, compose their applications, enhance their interface, etc. Web-based communities, wikis, social networks, mashups, folksonomies are some of the emerging new applications. In all these (classical and novel) applications, different notions of user information, such as preferences, community memberships and social interactions, and context information, such as a user's social network, location, time, and other features of a user's environment, are of paramount importance in order to improve and personalize user experience. In this context, new challenges emerge for user-centric, context-aware database systems for *storing and managing different aspects of user and context information, for data management and computing taking into account personal, social and contextual information about users and for customizability of their behavior.*

User-centric, personalized, socially-affected, and context-aware database systems represent a remarkable step towards user-centric applications that allow users to find, generate, share and modify content and services. It is imperative that people studying and working on the different components of a database system clarify their view of contextualization and personalization and describe the ways and degree to which these can be applied to their components of interest. We need a common understanding of the new challenges and we need to design new models, new algorithms, new database to count for the user-centric requirements of emerging applications.

The **PersDB 2010 workshop** aims at providing a forum for presentation of the latest research results, new technology developments, and new applications in the areas of personalized/socialized access, profile management, and context awareness in database systems.

Topics

Contributions may describe original research, practical experiences, novel applications, and evaluation studies. Relevant topics include, but are not limited to, the following:

Modeling and profiling of personal, social and contextual information

- User and community modeling
- User profiling and preference elicitation
- Social network analysis of online environments, community and user discovery
- Personal ontology modeling
- Context modeling and context identification
- Reputation and trust models
- Social knowledge modeling

Personal, social and context-aware computing and applications

- Personalization and recommendations
- Personal data management and computing
- Information access and sharing techniques
- Personalized mashups
- Data management and organization in collaborative applications
- Social reputation and recommendation systems
- Online communities and social networking
- Social computing
- Reputation and trust management
- Context-aware data management and processing
- Privacy-aware computing
- Intelligent browsing and navigation
- Novel interfaces supporting user-generated content and social interaction
- Evaluation methodologies and metrics

New database models and architectures

- Personal and social databases
- User-aware and context-aware data and query models
- Data sharing and integration of access control policies
- Adaptive database systems
- Architectures for personalized privacy in databases
- Multimodal ubiquitous environments
- Context-aware system architectures

Important Dates

Submission Deadline:	June 21, 2010 July 2, 2010 (extended)
Notification of Acceptance:	July 23, 2010
Camera Ready Papers Due:	August 2, 2010
Workshop Date:	September 13, 2010

Submission Guidelines

Authors are invited to submit original, unpublished research papers that are not being considered for publication in any other forum. Papers submitted should be at most **six (6) pages** long. Papers should be submitted electronically **as PDF files** and be formatted using the

VLDB format, based on the ACM SIG Proceedings Style. Detailed formatting instructions and samples are available at the VLDB 2010 web site:

<http://www.vldb2010.org/ppp.htm>

Details on how to upload submissions will be announced at the PersDB 2010 web site:

<http://persdb10.imis.athena-innovation.gr/submission.html>

Workshop Officers

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- Yannis Ioannidis (University of Athens, Hellas)
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