

PersDB Program

Monday, Sept 13,
Room: *Cardinal* ,
GRAND COPTHORNE WATERFRONT HOTEL,
392 Havelock Road, Singapore 169663

9:00-9:30 **Opening Remarks**

9:30-10:30

Session 1: Personalized Information Access

Chair: Mohamed Mokbel

Personalization through Query Explanation and Document Adaptation .

Anthony Ventresque - NTU Singapore, Sylvie Cazalens - Université de Nantes, Thomas Cerqueus - Université de Nantes, Philippe Lamarre - Université de Nantes, Gabriella Pasi - Università di Milano Bicocca.

SQL QueRIE Recommendations: a query fragment-based approach .

Jayad Akbarnejad - San Jose State University, Magdalini Eirinaki - San Jose State University, Suju Koshy - San Jose State University, Duc On - San Jose State University, Neoklis Polyzotis - UC Santa Cruz.

10:30-11:00 **Coffee Break**

11:00-12:30

Panel: Social vs. Personal

Tiziana Catarci (panel moderator), Università di Roma "La Sapienza" - Italy

Magdalini Eirinaki, San Jose State University - USA

Zoltan Gyongyi, Stanford University - USA

Carlo Meghini, CNR - Italy

Mohamed Mokbel, University of Minnesota - USA

Abstract .

The last few years we witnessed an impressive growth in social networks and in applications that add value to their amassed information. At the same time, the continuing expansion of mobile platforms and applications (e.g. iPhone), combined with the overwhelming supply of information and services, makes effective personalization and context-awareness much required features. One may consider "personal" and "social" data management as comprising two distinct directions with conflicting characteristics. However, it can be argued that they complement each other and that in future applications they will ultimately converge. This "personal vs. social" predicament presents a number of interesting topics that will be explored by the panel:

- How the "social" and "personal" aspects interact? Where do they facilitate each other and where do they conflict with each other?
- How social and individual preferences interrelate?
- Social vs. personal recommender systems: accuracy, acceptance, contribution, context-awareness.
- Social networking vs. personal privacy: are they polar opposites?
- Social vs. individual trust: how different models of trust influence each other?
- How collective intelligence (e.g. collaborative tagging, collaborative filtering) can be exploited in personal systems?
- What are specific applications areas (e.g. e-learning?) where the convergence of "social" and "personal" is most needed and could be best applied?

12:30-14:00 **Lunch** (Kiwi Lounge - Level 2)

14:00-15:30

Session 2: Personalization and the Semantic Web

Chair: Carlo Meghini

Re-ranking Web Service Search Results Under Diverse User Preferences .

Dimitrios Skoutas - L3S Research Center, Mohammad Alrifai - L3S Research Center, Wolfgang Nejdl - L3S Research Center.

Adapting Generic Web Structures with Semantic Web Technologies: A Cognitive Approach .

Mario Belk - University of Cyprus, Panagiotis Germanakos - University of Cyprus, Nikos Tsianos - University of Athens, Zacharias Lekkas - University of Athens, Costas Mourlas - University of Athens, George Samaras - University of Cyprus.

15:30-16:00 **Coffee Break**

16:00-17:00

Session 3: Evaluation Methodologies and Metrics

Chair: Magdalini Eirinaki

A Benchmark for Context Data Management in Mobile Context-aware Applications .

Nadine Froehlich - University Basel, Thorsten Moeller - University Basel, Steven Rose - University Basel, Heiko Schuldt - University Basel.

Combining Preference Relations: Completeness and Consistency .

Nicolas Spyrtatos - University of Paris South, Carlo Meghini - CNR.

17:00

PersDB 2010 Closing Remarks