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User Modeling, Adaptation, and Personalization

18th International Conference, UMAP 2010
Big Island, HI, USA, June 20-24, 2010
Proceedings

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Preface

The 18th International Conference on User Modeling, Adaptation and Personalization (UMAP 2010) took place on Big Island, Hawaii during June 20–24, 2010. It was the second conference after UMAP 2009 in Trento, Italy, which merged the successful biannual User Modeling (UM) and Adaptive Hypermedia (AH) conference series.

The Research Paper track of the conference was chaired by Paul De Bra from the Eindhoven University of Technology and Alfred Kobsa from the University of California, Irvine. They were assisted by an international Program Committee of 80 leading figures in the AH and UM communities as well as highly promising younger researchers. Papers in the Research Paper track were generally reviewed by three and sometimes even four reviewers, with one of them acting as a lead who initiates a discussion between reviewers and reconciles their opinions in a meta-review. The conference solicited Long Research Papers of up to 12 pages in length, which represent original reports of substantive new research. In addition, the conference accepted Short Research Papers of up to six pages in length, whose merit was assessed more in terms of originality and importance than maturity and technical validation. The Research Paper track received 161 submission, with 112 in the long and 49 in the short paper category. Of these, 26 long and 6 short papers were accepted, resulting in an acceptance rate of 23.2% for long papers and 19.9% overall. Many authors of rejected papers were encouraged to resubmit to the Poster and Demo track of the conference.

Following the example of UMAP 2009, the conference also had an Industry Paper track chaired by Bhaskar Mehta from Google, Zürich, Switzerland and Kurt Partridge from PARC, Palo Alto, USA. This track covered innovative commercial implementations or applications of UMAP technologies, and experience in applying recent research advances in practice. Submissions to this track were reviewed by a separate Industry Paper Committee with 32 leading industry researchers and practitioners. Five long and one short submissions were received, and four of the long papers were accepted.

The conference also included a Doctoral Consortium, a forum for PhD students to get feedback and advice from a Doctoral Consortium Committee of 17 leading UMAP researchers. The Doctoral Consortium was chaired by Ingrid Zukerman from Monash University, Australia, and Liana Razmerita from the Copenhagen Business School, Denmark. This track received 19 submissions of which 7 were accepted.

The traditional Poster and Demo Session of the conference was this time chaired by Fabian Bohnert from Monash University, Australia, and Luz Quiroga from the University of Hawaii, Manoa. As of the time of writing, the late submission deadline is still 2 months away, and hence the number of acceptances is still unknown. We expect though that this session will again feature dozens of

lively posters and system demonstrations. Summaries of these presentations will be published in online adjunct proceedings.

The UMAP 2010 program also included Workshops and Tutorials that were selected by Chairs Judith Masthoff, University of Aberdeen, UK, and Yang Wang, Carnegie Mellon University, Pittsburgh, USA. The following workshops and tutorials were announced:

- Intelligent Techniques for Web Personalization and Recommender Systems, chaired by Bamshad Mobasher, Dietmar Jannach and Sarabjot Singh Anand
- Pervasive User Modeling and Personalization, chaired by Shlomo Berkovsky, Fabian Bohnert, Francesca Carmagnola, Doreen Cheng, Dominikus Heckmann, Tsvika Kuflik, Petteri Nurmi, and Kurt Partridge
- User Models for Motivational Systems: The Affective and the Rational Routes to Persuasion, chaired by Floriana Grasso, Nadja De Carolis and Judith Masthoff
- Adaptive Collaboration Support, chaired by Alexandros Paramythis and Stavros Demetriadis
- Adaptation in Social and Semantic Web, chaired by Carlo Tasso, Federica Cena, Antonina Dattolo, Styliani Kleanthous, David Bueno Vallejo and Julita Vassileva
- Architectures and Building Blocks of Web-Based User-Adaptive Systems, chaired by Michael Yudelson, Myola Pechenizkiy, Eelco Herder, Geert-Jan Houben and Fabian Abel
- Adaptation and Personalization in e-b/Learning Using Pedagogic Conversational Agents, chaired by Diana Pérez-Marín, Ismael Pascual-Nieto and Susan Bull
- User Modeling and Adaptation for Daily Routines: Providing Assistance to People with Special and Specific Needs, chaired by Estefanía Martín, Pablo Haya and Rosa M. Carro
- Designing Adaptive Social Applications (Tutorial), presented by Julita Vassileva
- Evaluation of Adaptive Systems (Tutorial), chaired by Stephan Weibelzahl, Alexandros Paramythis, Judith Masthoff

Finally, the conference also featured two invited talks and an industry panel. The invited speakers were:

- Ed Chang, Director of Research, Google China: “AdHeat — An Influence-based Diffusion Model for Propagating Hints to Personalize Social Ads”
- Stacey Marcella, Institute for Creative Technologies, University of Southern California: “Modeling Emotion and Its Expression in Virtual Humans”

In addition to all the contributors mentioned, we would also like to thank the Local Arrangements Chair Keith Edwards from the University of Hawaii, Hilo, and the Publicity Chair Eelco Herder from the University of Hannover, Germany. We deeply acknowledge the conscientious work of the Program Committee members and the additional reviewers, who are listed on the next pages. The conference would also not have been possible without the work of many “invisible”

helpers, including Riet van Buul from the Eindhoven University of Technology, who helped with language and formatting corrections in the final versions of several papers. We also gratefully acknowledge our sponsors who helped us with funding and organizational expertise and affiliation: User Modeling Inc., ACM SIGART, SIGCHI and SIGIR, the Chen Family Foundation, Microsoft Research, the U.S. National Science Foundation, Springer, and the University of Hawaii at Manoa. Finally, we want to acknowledge the use of EasyChair for the management of the review process and the preparation of the proceedings, and the help of its administrator Andrei Voronkov in implementing system enhancements that this conference had commissioned.

April 2010

Paul De Bra
Alfred Kobsa
David Chin

Organization

UMAP 2010 was organized by the University of Hawaii, Manoa, in cooperation with User Modeling Inc., ACM/SIGIR, ACM/SIGCHI and ACM/SIGART. The conference took place during June 20–24, 2010 on Big Island, Hawaii.

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