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User Modeling, Adaption, and Personalization

19th International Conference, UMAP 2011
Girona, Spain, July 11-15, 2011
Proceedings

Springer

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Preface

The 19th International Conference on User Modeling, Adaptation and Personalization (UMAP 2011) took place in Girona, Spain, during July 11–15, 2011. It was the third annual conference under the UMAP title, which resulted from the merger in 2009 of the successful biannual User Modeling (UM) and Adaptive Hypermedia (AH) conference series. Over 700 researchers from 45 countries were involved in creating the technical program, either as authors or as reviewers.

The Research Paper Track of the conference was chaired by Joseph A. Konstan from the University of Minnesota, USA, and Ricardo Conejo from the Universidad de Málaga, Spain. 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 reviewed by three or more reviewers, with disagreements resolved through discussion among the reviewers, and the summary opinion reported 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 solicited Short Research Papers of up to 6 pages in length, whose merit was assessed more in terms of originality and importance than maturity and technical validation. The Research Paper Track received 164 submissions, with 122 in the long and 42 in the short paper category. Of these, 27 long and 6 short papers were accepted, resulting in an acceptance rate of 22.13% for long papers, 14.29% for short papers, and 20.12% overall. Many authors of rejected papers were encouraged to revise their work and to resubmit it to conference workshops or to the Poster and Demo Tracks of the conference.

The Industry Paper Track was chaired by Enrique Frias-Martinez, from Telefonica Research in Spain, and Marc Torrens, from Strands Labs in Spain. 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 14 leading industry researchers and practitioners. Of 8 submissions that were received, 3 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 Julita Vassileva from the University of Saskatchewan, Canada, and Liliana Ardissono, Universitá degli Studi di Torino, Italy. This track received 27 submissions of which 15 were accepted.

The traditional Poster and Demo Session of the conference was chaired by Slivia Baldiris, Universitat de Girona, Spain, and Nicola Henze, University of Hannover, Germany, and Fabian Abel, Delft University of Technology, The Netherlands. 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 that this session will again have featured dozens of lively posters and system demonstrations. Summaries of these presentations will be published in online adjunct proceedings.

The UMAP 2011 program also included Workshops and Tutorials that were selected by Chairs Tsvi Kuflik, University of Haifa, Israel, and Liliana Ardissono, Universitá degli Studi di Torino, Italy. The following tutorials were offered:

- Personalization, Persuasion, and Everything In-between, taught by Shlomo Berkovsky and Jill Freyne
- Designing Adaptive Social Applications, taught by Julita Vassileva and Jie Zhang
- Designing and Evaluating New-Generation User Modeling, taught by Frederica Cena and Cristina Gena

And the following workshops were organized:

- SASWeb: Semantic Adaptive Social Web, chaired by Frederica Cena, Antonina Dattolo, Ernesto William De Luca, Pasquale Lops, Till Plumbaum and Julita Vassileva
- PALE: Personalization Approaches in Learning Environments, chaired by Alexander Nussbaumer, Diana Pérez-Marin, Effie Law, Jesus G. Boticario, Milos Kravcik, Noboru Matsuda, Olga C. Santos and Susan Bull
- DEMRA: Decision Making and Recommendation Acceptance Issues in Recommender Systems, chaired by Francesco Ricci, Giovanni Semeraro, Marco de Gemmis and Pasquale Lops
- AUM: Augmenting User Models with Real-World Experiences to Enhance Personalization and Adaptation, chaired by Fabian Abel, Vania Dimitrova, Eelco Herder and Geert-Jan Houbert
- UMMS: User Models for Motivational Systems: The Affective and the Rational Routes to Persuasion, chaired by Floriana Grasso, Jaap Ham and Judith Masthoff
- TRUM: Trust, Reputation and User Modeling, chaired by Julita Vassileva and Jie Zhang
- ASTC: Adaptive Support for Team Collaboration, chaired by Alexandros Paramythis, Lydia Lau, Stavros Demetriadis, Manolis Tzagarakis and Styliani Kleanthouse
- UMADR: User Modeling and Adaptation for Daily Routines: Providing Assistance to People with Special and Specific Needs, chaired by Estefania Martin, Pablo A. Haya and Rosa M. Carro

Finally, the conference also featured two invited talks. The invited speakers were:

- Ricardo Baeza-Yates, Yahoo! Research, on the topic: “User Engagement: A Scientific Challenge”
- Paul Resnick, University of Michigan, on the topic: “Does Personalization Lead to Echo Chambers?”

In addition to all the contributors mentioned, we would also like to thank the Local Arrangements Chair Ramon Fabregat from the University of Girona, Spain, and the Publicity Chair Eelco Herder from L3S Research Center in 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 not have been possible without the work of many "invisible" helpers. We also gratefully acknowledge our sponsors who helped us with funding and organizational expertise: User Modeling Inc., ACM SIGART, SIGCHI and SIGIR, the Chen Family Foundation, Microsoft Research, the U.S. National Science Foundation, Springer, Telefonica de España, and the University of Girona. 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 2011

Joseph A. Konstan
Ricardo Conejo
Jose L. Marzo
Nuria Oliver

Organization

UMAP 2011 was organized by the Institute of Informatics and Applications, Universitat de Girona, Spain, in cooperation in cooperation with User Modeling Inc., ACM/SIGIR, ACM/SIGCHI and ACM/SIGART. The conference took place during July 11–15, 2011 at Centre Cultural la Mercè, City Hall of Girona, Spain.

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