Local Rec

First ACM RecSys Workshop on
Location-Aware Recommendations

September 19, 2015, Vienna, Austria

http://www.ec.tuwien.ac.at/localrec2015

Call for Papers

Driven by technological advances in hardware and software, and aided by various open movements and the ever-growing mentality of sharing for the greater good, 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 many core challenges and combining ideas and techniques from various research communities, such as recommender systems, data management, geographic information systems, social network analytics, text mining. Bringing together scholars and practitioners from these communities, the aim of this workshop is 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.

We solicit short and long original paper submissions (up to 4 and 8 pages respectively according to the ACM SIG proceedings guidelines) addressing the following non-comprehensive list of topics:

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

Organizing Committee

Panagiotis Bouros	Neal Lathia	Matthias Renz	Francesco Ricci	Dimitris Sacharidis

Program Committee

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