5th PersDB Workshop on

Personalized Access, Profile Management, and Context Awareness in Databases
(Toward User-centric, Socially-affected, Context-aware Database Systems)

http://persdb11.imis.athena-innovation.gr/

In conjunction with VLDB 2011, September 2, Seattle, WA, USA

Aim and scope

The past decade produced a rich ecosystem of web sites that provide personalized access to (semi-)structured data: financial asset tracking and management sites, personalized news delivery services, and even customized web search engines are all but a few examples. More recently a second wave of innovation has been fueled by the explosive growth of web platforms that enable rich online social interactions, such as online social networks, web communities, wikis, mashups, and folksonomies. These new applications go beyond personalized information access and dissemination. Users can now transcend their role of passive content consumers and engage in content creation, sharing, and various forms of online collaboration as well.

Both the more traditional and the newer applications rely critically on user-specific pieces of information - such as profile data, preferences, activity logs, location, group memberships, and social connections - to provide a personalized experience. In this context, there is an ongoing need for novel user-centric and context-aware database systems that provide specific storage and processing of user and context data. Additionally, many new social applications present challenges of unprecedented scale and complexity, and room for innovative mining of the socially-affected user data. The interconnected nature of personalized, social, and contextual data management problems, and the fertile research ground they represent motivates a corresponding discussion within the database community. The PersDB 2011 workshop aims at providing the appropriate venue for discussion and debate of personalization and contextualization issues and at nurturing related future research and applications.

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
- Community discovery
- Social network analysis
- Context modeling and identification
- Personal ontology modeling
- Reputation and trust models
- Social knowledge modeling

Personalized, social, and context-aware computing and applications
- Personalization and recommendations
- Personal data management
- 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 10, 2011**
Notification of Acceptance:	**July 8, 2011**
Camera Ready Papers Due:	**July 18, 2011**
Workshop Date:	**September 2, 2011**

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 2011 web site:

http://www.vldb.org/2011/?q=node/7

Details on how to upload submissions will be announced at the PersDB 2011 web site:

http://persdb11.imis.athena-innovation.gr/submission.html

Workshop Officers

Steering Committee
Tiziana Catarci, Universita di Roma "La Sapienza", Italy (catarci@dis.uniroma1.it)
Yannis Ioannidis, University of Athens, Greece (yannis@di.uoa.gr)
Georgia Koutrika, IBM Almaden Research Center, USA (gkoutri@us.ibm.com)

Program Committee Chairs
Zoltan Gyongyi, Google Research, USA (zoltan@cs.stanford.edu)

Yannis Stavrakas, ATHENA Research Center, Greece (yannis@imis.athena-innovation.gr)

Program Committee

Wolf-Tilo Balke, L3S Research Center, Germany
Michael Benedikt, Oxford University, UK
Jan Chomicki, University at Buffalo, USA
Paolo Ciaccia, University of Bologna, Italy
Alejandro Jaimes, Yahoo! Research Barcelona, Spain
Werner Kiessling, University of Augsburg, Germany
Alexandros Labrinidis, University of Pittsburgh, USA
Massimo Melucci, University of Padua, Italy
Mohamed Mokbel, University of Minnesota, USA
Moira Norrie, ETH-Zentrum, Switzerland
Panagiotis Papadimitriou, Stanford University, USA
Christos Papatheodorou, Ionian University, Greece
Evaggelia Pitoura, University of Ioannina, Greece
Letizia Tanca, Polytecnico di Milano, Italy
Martin Theobald, Max Plank Institute, Germany
Alexander Tuzhilin, New York University, USA