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CALL FOR PARTICIPATION

2<sup>nd</sup> International Workshop on Social Recommender Systems
(in conjunction with CSCW 2011
http://cscw2011.org/program/workshops.html
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Hangzhou, China, March 19-23, 2011
http://www.comp.hkbu.edu.hk/~lichen/srs2011/

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Social media sites have become tremendously popular in recent years.
Yet, the abundance and popularity of social media floods users with
huge volumes of information and hence poses a great challenge in terms
of information finding. Social Recommender Systems aim to alleviate
information overload for users by presenting the most relevant and
useful information items. Social recommender systems that suggest
content (e.g., wikis and forum posts), people, and communities often
use personalization techniques to adapt to the needs and interests of
individual users, or a group of users. This workshop will bring
together researchers and practitioners around the emerging topics of
social recommender systems. We will review state-of-the-art advances in
the field and identify key challenges going forward.

Topics of interests include, but are not limited to:

Social recommender technologies and applications
  • Model of recommendation context (e.g., types of information
    needed) for social recommender systems
  • Characteristics of online social sites in need of social
    recommenders
  • Culture-specific social recommenders
  • New algorithms suitable for social recommender systems
  • New recommender applications for social media sites, e.g., people
    and community recommenders
  • Recommendations for individuals and communities
  • Social recommender systems in the enterprise
  • Diversity and novelty in social recommender systems
  • Recommendations for diverse user groups (e.g., new users of
    social media sites versus frequent users)
  • Social network analysis and recommender systems
  • Recommendations and the real-time web (Twitter, Facebook, and
    other micro-blogging services or activity streams)
User interfaces in social recommender systems (SRS)
  • Transparency and explanations in SRS
  • Adaption and personalization for SRS
  • User feedback in SRS
  • Trust and reputation in SRS
  • Social awareness and visualization
Evaluation
  • Evaluation methods and evaluations of SRS
  • User studies

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IMPORTANT DATES
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    • December 19, 2010: Submission of title and abstract (500 words)
    • December 30, 2010: Author notification
    • January 7, 2011: Online registration through CSCW site
       (http://www.regonline.com/Register/Checkin.aspx?EventID=871132)
    • February 12, 2011: Submission of full paper (1 to 8 pages)


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PAPER SUBMISSION
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We are seeking participants from academia and industry
who are conducting researches on all aspects of social recommender
systems.

An abstract of 500 words (with author names and affiliations) should be
submitted in PDF format by email to ido@il.ibm.com by **December 19, 2010**.
The abstract should include a statement of the objective and
significance of the proposed presentation, a description of methods and
a discussion of results. The selection will be based on a peer review
process.

Authors, whose abstract is accepted, will be required to further submit
a full paper (1 to 8 pages long) by **February 12, 2011**, to be published
on the workshop site. The full version should be prepared according to
HCI Archive Format (http://cscw2011.org/cfp/format.html#hci-archive).

Full Paper Categories:
    • Position papers (1 to 2 pages) – your research background and
      experiences in this area, and your interested topics to be
      discussed in the workshop
    • Short papers (2 to 4 pages) - submissions typically discuss work
      in progress that is not yet mature enough for a long paper, or
      the description of a demo system
    • Long papers (5 to 8 pages) - submissions should
      report substantial contributions of lasting value

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