

H. Reiterer & O. Deussen (Hrsg.): Workshopband Mensch & Computer 2012  
München: Oldenbourg Verlag, 2012, S. 71-73

# ABIS12 – Personalization and Recommendation on the Web and Beyond

Eelco Herder<sup>1</sup>, Mirjam Augstein<sup>2</sup>, Dominikus Heckmann<sup>3</sup>

L3S Research Center, Hannover<sup>1</sup>

University of Applied Sciences Upper Austria, Hagenberg, Austria<sup>2</sup>

DFKI GmbH, Saarbrücken, Germany<sup>3</sup>

## Abstract

ABIS 2012 is an international workshop, organized by the SIG on Adaptivity and User Modeling<sup>1</sup> of the German Gesellschaft für Informatik. For the last 19 years ABIS has been a highly interactive forum for discussing the state of the art in personalization and user modeling. Latest developments in industry and research are presented in plenary sessions, forums and tutorials. Researchers, PhD students and Web professionals obtain and exchange novel ideas, expertise and feedback. ABIS 2012 is organized as part of Mensch & Computer 2012, the leading event in the area of human-computer interaction in German speaking countries.

## 1 Introduction

Personalization has become a core feature on the Web – and beyond: Google provides personalized search results. Amazon recommends books and other products. Facebook suggests friends and groups. Personalized features and recommendations include items that were appreciated by similar users or the user's friends and are typically based on a user's profile data, the user's current location or items that the user browsed, searched, tagged or bought earlier. Mash-ups and cross-application linking of user profiles promise to provide even more relevant suggestions and services.

Personalization is great. But personalization can go awfully wrong, too. Systems may draw wrong conclusions about your search actions and constantly annoy you with personalized

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<sup>1</sup> <http://abis.l3s.de>

menus that do not work or recommendations for books that you couldn't care less for. And do you really want your friends and colleagues to know what products you searched for yesterday?

## 2 Topics of Interest

The program committee received submissions within the broad area of adaptive systems and user modeling. Special emphasis of this year's workshop was on submissions in the following areas:

- *Obtaining user data*: logging tools, aggregation of data from social networks and other Web 2.0 services, ubiquitous user modeling, lifelong user modeling
- *Modeling user data*: collaborative filtering, cross-application issues, contextualization and disambiguation, use of ontologies and folksonomies
- *Personalization and recommendation*: applications in social networks, search, online stores, mobile computing, e-learning and mash-ups, personalization in the cloud
- *Evaluation and user studies*: laboratory studies, empirical studies and analysis of existing corpora of usage data
- *Emerging and important issues*: future applications (e.g., personalization in the mobile web), new paradigms in human-computer interaction, privacy awareness
- *Personalization and accessibility*: what role does personalization play in making the web accessible for people with disabilities?

## 3 Program Chairs

The workshop organizers are current board members of the SIG on Adaptivity and User Modeling (ABIS):

- Eelco Herder, current chair of ABIS, senior researcher at the L3S in Hannover, Germany.
- Mirjam Augstein, professor at the University of Applied Sciences Upper Austria in Hagenberg, Austria.
- Dominikus Heckmann, senior researcher at DFKI, Saarbrücken, Germany.

## 4 Program Committee

- Fabian Abel, TU Delft, Netherlands
- Mirjam Augstein, University of Applied Sciences Upper Austria, Austria
- Mathias Bauer, Mineway, Germany
- Mária Bieliková, Slovak University of Technology, Slovakia
- Betsy van Dijk, University of Twente, Netherlands
- Peter Dolog, Aalborg University, Denmark
- Sabine Graf, Athabasca University, Canada
- Dominikus Heckmann, DFKI Saarbrücken, Germany
- Nicola Henze, University of Hannover, Germany
- Michael Herczeg, Universität zu Lübeck, Germany
- Eelco Herder, L3S Research Center, Germany
- Rong Hu, EPFL, Switzerland
- Birgitta König-Ries, Universität Jena, Germany
- Tsvi Kuflik, University of Haifa, Israel
- Erwin Leonardi, HP Labs, Singapore
- Till Nagel, FH Potsdam, Germany
- Alexandros Paramythios, Johannes Kepler University Linz, Austria
- Wolfgang Reinhardt, Universität Paderborn, Germany
- Markus Specht, Open University of the Netherlands, Netherlands
- Stephan Weibelzahl, National College of Ireland, Ireland