

# SRS 2014 Chairs' Welcome

It is our great pleasure to welcome you to SRS 2014, the fifth International Workshop on Social Recommender Systems, held as part of the WWW 2014 conference in Seoul, Korea.

**Background:** Social Recommender Systems (SRSs) are recommender systems that target the social media domain. With social media sites becoming the most popular on the web, SRSs aim to alleviate users' "social overload" by filtering to the most relevant data, often using personalization techniques adapted for the interests and needs of the specific user. Social media and recommender systems can mutually benefit from one another. On the one hand, social media introduces new types of public data and metadata, such as tags, comments, votes, and explicit people relationships, which can be utilized to enhance recommendations. On the other hand, recommender systems can significantly affect the success of social media websites, ensuring each user is presented with the most attractive and relevant information, on a personal basis.

**Objectives:** This workshop aims at bringing together researchers and practitioners around the emerging topics of recommender systems within social media in order to: (1) share research and techniques used to develop effective social media recommenders (2) identify key challenges in the area, and (3) identify new cross-topic collaboration opportunities. To take advantage of the WWW setting and its broad and diverse audience, we particularly encouraged two research sub-topics: (1) studying new emerging applications for recommender systems on the Social Web, and (2) using new sources of knowledge, especially Big Data generated by people and machine, to enhance current techniques and develop new methods for recommender systems on the Social Web.

**History:** This is the fifth incarnation of the SRS workshop, following SRS 2010, held in conjunction with IUI 2010 in Hong Kong; SRS 2011, held in conjunction with CSCW 2011 in Hangzhou, China; SRS 2012, held in conjunction with UMAP 2012 in Montreal, Canada; and SRS 2013, held in conjunction with WWW 2013 in Rio de Janeiro, Brazil.

**Review Process:** The call for papers solicited submissions in the area of social recommender system. Themes of interest were diverse and spanned technologies and applications, models, algorithms, user interfaces, and evaluation methods. Each submission was reviewed by at least three Program Committee members and final decisions were made by the workshop chairs. PC members are listed below and include 15 experts in the field. We are grateful to all of them for their thorough and insightful reviews.

**Program:** We accepted nine long papers as part of this year's program. We grouped them into three sessions: (1) Algorithm of social recommender systems; (2) Application of social recommender systems; and (3) User modeling for social recommender systems. In addition, we are delighted to have a research keynote and an industry keynote as part of the program. Michelle X. Zhou from IBM will give the Industry keynote, discussing Computational Discovery of Personality Traits from Social Media to Deliver Hyper-Personalized Experience.

We hope that you will find this workshop interesting and thought-provoking. We also encourage using *social recommendations* to explore more opportunities to enjoy the beautiful city of Seoul.



**Jian Wang**  
*LinkedIn Corp*

**Ido Guy**  
*IBM Research, Israel*

**Li Chen**  
*Hong Kong Baptist University*

# SRS 2014 Workshop Organization

**General Chairs:** Jian Wang (LinkedIn Corp, USA)  
Ido Guy (IBM Research, Israel)  
Li Chen (Hong Kong Baptist University)

**Program Committee:** Shlomo Bekovsky (CSIRO, Australia)  
Jilin Chen (IBM, USA)  
Elizabeth Daly (IBM Research, Ireland)  
Alexander Felfernig (Graz University of Technology, Austria)  
Werner Geyer (IBM T.J. Watson Research, USA)  
Liangjie Hong (Yahoo! Research Labs, USA)  
Andreas Hotho (University of Wurzburg, Germany)  
Dietmar Jannach (TU Dortmund, Germany)  
Weike Pan (Shenzhen University, China)  
Luiz Augusto Pizzato (University of Sydney, Australia)  
Lars Schmidt-Thieme (University of Hildesheim, Germany)  
Shilad Sen (Macalester College, USA)  
Amit Sharma (Cornell University, USA)  
Lanbo Zhang (Twitter, USA)  
Yi Zhang (University of California, Santa Cruz)