



ACM

RecSys

2013 HONG KONG

City University of Hong Kong

October 12-16, 2013

Sponsor:



In-Cooperation with:



TABLE OF CONTENTS



1	Program at a Glance
2	Welcome Messages
2	General Co-chairs
3	Program Co-chairs
4	Conference Organization
6	Opening Ceremony
7	Keynote Speakers
7	Information Extraction, Dr. Oren Etzioni
8	Online Advertising, Dr. Dou Shen
9	Recommendation for Happiness, Mr. Yan Mu
10	Main Conference Program
10	Monday, October 14, 2013
11	Tuesday, October 15, 2013
12	Wednesday, October 16, 2013
13	Doctoral Symposium
14	Workshops Program
14	Workshop on Human Decision Making in Recommender Systems (Decisions)
15	Workshop on Reproducibility and Replication in Recommender Systems Evaluation (RepSys)
16	Workshop on Crowdsourcing and Human Computation for Recommender Systems (CrowdRec)
17	5th ACM RecSys Workshop on Recommender Systems and the Social Web (RSWeb)
18	International News Recommender Systems Workshop and Challenge (NRS)
19	2nd International Workshop on Recommender Systems meet Big Data & Semantic Technologies (SeRSy)
20	Workshop on Large Scale Recommendation Systems (LargeScale)
21	Tutorials Program
21	Invited Tutorial: Mining Social Networks for Recommendation
22	Learning to Rank
23	Beyond Friendship: The Art, Science and Application of Recommending People to People in Social Networks
24	Preference Handling
25	Posters and Demos
26	Huawei Reception (Posters and Demos)
27	Local Information and Attractions
28	Location Maps
30	Nearby Restaurants
31	Tribute

PROGRAM AT A GLANCE

Workshops and Tutorials

Academic 1, City University of Hong Kong

Saturday, October 12, 2013						Sunday, October 13, 2013				
	Decisions (LT-15, AC1)	RepSys (LT-16, AC1)	CrowdRec (LT-10, AC1)	Tutorial (LT-13, AC1)	Doctoral Symposium (LT-11, AC1)	RSWeb (LT-7, AC1)	NRS (LT-15, AC1)	SeRSy (LT-16, AC1)	LargeScale (LT-14, AC1)	Tutorial (LT-13, AC1)
08:00-18:00	Registration					Registration				
08:30-10:15				Social Networks						Beyond Friendship
10:15 - 10:45	Coffee Break	Coffee Break		Coffee Break	Coffee Break	Coffee Break	Coffee Break		Coffee Break	Coffee Break
10:45 - 12:30										
12:30 - 14:00										
14:00 - 15:45				Learning to Rank						Preference Handling
15:45 - 16:15	Coffee Break		Coffee Break	Coffee Break	Coffee Break	Coffee Break		Coffee Break	Coffee Break	Coffee Break
16:15 - 18:00										

AC1 - Academic 1

Main Conference

Academic 3, City University of Hong Kong

	Monday, October 14, 2013	Tuesday, October 15, 2013	Wednesday, October 16, 2013
	(Auditorium - Wong Cheung Lo Hui Yuet Hall, AC3)		
08:00-18:00	Registration		
08:30-10:15	Opening Ceremony Keynote 1: Information Extraction, Sentiment Analysis, and Recommendations	Session 4: Media Recommendation	Industry Session II
10:15 - 10:45	Coffee Break	Coffee Break	Coffee Break
10:45 - 12:30	Session 1: Context-aware	Keynote 2: Recommendation in Online Advertising Industry Session I	Keynote 3: Recommendation for Happiness RecSys Challenge Session
12:30 - 14:00	Lunch (City Top, 9/F, Amenities Building)	Lunch (City Top, 9/F, Amenities Building, OR City Chinese Restaurant, 8/F, Amenities Building)	Lunch (City Top, 9/F, Amenities Building)
14:00 - 15:45	Session 2: Methods, Algorithms, and Theory I	Session 5: User Experience	Session 7: Methods, Algorithms, and Theory II
15:45 - 16:15	Coffee Break	Coffee Break	Coffee Break
16:15 - 18:00	Session 3: Social Media and Recommender Systems	Session 6: Beyond Ratings	Session 8: Scalability
18:30 - 21:00	Huawei Reception (Posters and Demos) (9/F, Creative Media Centre, City University of Hong Kong)	Awards Banquet (House of Canton, LG2-40, Festival Walk, Kowloon Tong)	
21:00 - 22:00			

AC3 - Academic 3



WELCOME MESSAGES

General Conference Co-chairs

On behalf of the Organizing Committee, we would like to extend a warm welcome to the Seventh ACM Recommender System Conference (RecSys 2013), Hong Kong.

Following the great successes of RecSys 2010 in Barcelona, Spain, RecSys 2011 in Chicago, USA, and RecSys 2012 in Dublin, Ireland, RecSys 2013, Hong Kong has been chosen as the premier annual international ACM conference for presenting the very best research innovations and other significant work covering areas in broad field of recommender systems, with an emphasis on practical but principled novel models of search, retrieval and data mining, algorithm design and analysis, economics implications, and in-depth experimental analysis of accuracy and performance. The purpose and goal of RecSys 2013 is to provide a forum for researchers and practitioners from academia and industry to present the latest results and identify new trends and challenges in providing recommendation components in a range of innovative application contexts.

As in the past RecSys conferences, RecSys 2013 features top-quality and excellent technical program from a record number of submissions. Here are some of the highlights of the program we have planned at RecSys 2013:

- Focused single-track session
- Three excellent keynote speakers
- Outstanding pre-conference workshops and tutorials
- Industrial Track
- Doctoral Symposium
- Challenge
- Posters and Demonstrations

To put together a conference is not an easy task. We would like to thank all the members of the Conference Committee for their dedication and hard work in ensuring an excellent technical program with social activities. In particular, we would like to thank our Program Co-Chairs, Pearl Pu and George Karypis, the 29 Senior PC members, the 75 PC members and other reviewers for their great efforts in providing RecSys 2013 with an excellent technical program. Last, but not least, we thank all the authors of submitted papers for their contributions and all the delegates for their participation.

Our most sincere thanks go to the following Organizing Committee members for their dedication and support in making RecSys 2013 a great success: Workshop Chairs, Shlomo Berkovsky, Jie Tang, Paolo Cremonesi; Doctoral Symposium Chair, Yi Zhang; Demo Chair, Rong Zheng; Tutorial Chair, Dietmar Jannach; Industrial Chairs, Christian Posse, Tao Zhou; Publicity Chairs, Mi Zhang, Simon Dooks, Tim Hussein, Qian Xu; Local Chairs, Li Chen, Chi Yin Chow; Finance / Registration Chair, Hong Cheng. Without their selfless support, this conference could not have been a success!

We are deeply grateful to our three distinguished speakers Oren Etzioni, Dou Shen and Yan Mu for their insightful keynote talks that highlight the current research work in recommender systems.

We would also like to thank the sponsors of RecSys 2013: ACM, SIGCHI, Huawei, City University of Hong Kong, Alimama, IBM, K.C. Wong Education Foundation and Yelp!. Moreover, we are also grateful to VeriGuide, CINTEC, The Chinese University of Hong Kong and Baptist University of Hong Kong for their technical assistance. Their generous sponsorship and support contributed immensely to the success of the conference.

Finally, we thank the RecSys Steering Committee for their vote of confidence to hold RecSys2013 in Hong Kong, and for their guidance throughout the planning and organizing of the conference.

Hong Kong is a world-class metropolis full of dynamism and character. Aside from the technical and social program at the conference, we invite you to take some time to explore the Pearl of Orient and its nearby regions.

Once again, we welcome you to RecSys 2013, and wish you a very stimulating, productive, and fruitful experience in Hong Kong!



Qiang Yang
Huawei Noah Ark Research
Lab
Hong Kong, China



Irwin King
Department of Computer
Science and Engineering
The Chinese University
of Hong Kong
Hong Kong, China



Qing Li
Department of Computer
Science
City University of Hong Kong
Hong Kong, China

Program Co-chairs



Pearl Pu

Computer and Communication
Sciences
Ecole Polytechnique Fédérale
de Lausanne
Lausanne, Switzerland



George Karypis

Department of Computer
Science & Engineering
University of Minnesota
Minneapolis, USA

It is our great pleasure to welcome you to the 7th ACM Recommender Systems Conference (ACM RecSys 2013), held in Hong Kong on October 12-16. As RecSys enters the second half of its first decade, it has clearly established itself as the premier international venue for research and development in the field of Recommender Systems, where leading researchers and practitioners from around the world meet and discuss their latest results and solutions.

The growing prestige of the conference is reflected by the significant increase in the number of papers that were submitted to the technical program. The overall number of paper submissions went up 20% as compared to last year, with a total of 222 submissions. We received 136 full paper submissions, from which 32 were accepted (23.5%) for oral presentation and 18 were accepted as short papers and poster presentations. We received 80 short paper submissions, from which 24 were accepted (28.75%). Seven of these short papers were selected for short oral presentation and the remaining for poster presentation. For the first time this year, in addition to full and short papers, we also had a new category of submissions consisting of full-length industry papers. We received six papers in this category, out of which two papers were accepted and were presented during the industrial research session. To accommodate the large number of high-quality papers that we received and accepted, the number of research sessions has been increased to eight from the previous year's five sessions.

Besides the technical program, the conference's overall program also includes tutorials, workshops, a doctoral symposium, and demonstrations. The tutorial program includes four exciting tutorials covering state-of-the-art methods for building recommender systems and emerging application areas. The workshop program includes eight different one-day workshops that take place the two days prior to the main conference. The doctoral symposium showcases the work of six PhD students, whose work has been selected after a rigorous review process. Finally, the demonstration program contains five different demonstrations covering various aspects of recommender systems.

The conference program also includes three keynotes, one from an academic perspective by Oren Etzioni (University of Washington) and two from an industrial perspective by Dou Shen (Baidu) and Mu Yan (Beihe). Finally, continuing with the tradition of the conference, there is a strong integration of the research with its commercial applications. This is reflected through the strong participation of industry at the workshops, demonstrations, and technical program, as well as a special industrial session containing presentations of the accepted industry papers, invited talks, and panel discussions.

CONFERENCE ORGANIZATION

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Qing Li (City University of Hong Kong, China)

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Jie Tang (Tsinghua University, China)
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Yi Zhang (University of California Santa Cruz, USA)

Demo Chair:

Rong Zheng (Hong Kong University of Science and Technology, China)

Tutorial Chair:

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Industrial Chairs:

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Tao Zhou (Beifendian Inc., China)

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Chi Yin Chow (City University of Hong Kong, China)

Finance/Registration Chair:

Hong Cheng (The Chinese University of Hong Kong, China)

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Qing Li (City University of Hong Kong)
Ido Guy (IBM Research)

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Steffen Rendle (University of Konstanz)
Haggai Roitman (IBM Research Haifa)
Lior Rokach (BGU)
Inbal Ronen (IBM Research Haifa)
Alan Said (Technische Universität Berlin)
Kostyantyn Shchekotykhin (Alpen-Adria University)
Yue Shi (Delft University of Technology)
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Markus Strohmaier (Graz University of Technology)
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Martijn Willemsen (Eindhoven University of Technology)
Ernesto William De Luca (Technical University of Berlin)
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Jierui Xie (Oracle)
Guandong Xu (University of Technology Sydney)
Robbie Yan (Two Sigma Investments)
Quan Yuan (IBM Research)
Jiyong Zhang (Swiss Federal Institute of Technology in Lausanne)
Mi Zhang (Fudan University)
Ying Zhao (Tsinghua University)
Tingshao Zhu (Chinese Academy of Sciences)

OPENING CEREMONY

Guest of Honors

Date October 14, 2013

Time 08:30 - 10:15

Venue Auditorium, Academic 3



Professor Horace H S Ip
Chair Professor of Computer Science,
City University of Hong Kong



Professor. Horace H. S. Ip received his B.Sc. degree in Applied Physics and Ph.D. degree in Image Processing from University College London, United Kingdom, in 1980 and 1983 respectively. He is the founding director of the AIMtech Centre (Centre for Innovative Applications of Internet and Multimedia Technologies) at City University of Hong Kong. His research interests include interactive multimedia, pattern recognition, multimedia content indexing, search and retrieval. His research and innovations in these areas have won him numerous regional and international awards from the Information Technology as well as the Media Arts communities. These include a Gold Medal from the Salon International Des Inventions, Geneva, Prix Ars Electronica, Ars Electronica, Austria. Professor Ip was also recognized as one of world's distinguished innovators by the TIME magazine in 2007 and has pioneered innovative applications of interactive media technology in visual art, psychotherapy of children, Chinese calligraphy, and e-learning. He has published over 200 papers in international journals and conference proceedings.

Professor Ip was the Associate editor of IEEE Transactions on Multimedia, and serves on the editorial board of a number of internal journals including, Pattern Recognition and The Visual Computer. Professor Ip serves on the International Association for Pattern Recognition (IAPR) Governing Board and served as founding co-chair of its Technical Committee on Multimedia Systems. He was the Chairman of the IEEE (Hong Kong Section) Computer chapter, a Fellow of the Hong Kong Institution of Engineers (FHKIE), the Institution of Electrical Engineers (FIEE), UK, and a Fellow of IAPR.



Zhang, Felix Baofeng
Deputy Head, Noah's Ark Lab



Baofeng Zhang leads the IT(Information Technologies) lab in Huawei central research institute since 2009, and is currently the deputy head of Noah's Ark Lab in Hong Kong. He has over 14-year experience in telecom industry, specifically in software design/development, requirement analysis, software/system architecture design and engineering to management within Huawei. Baofeng also has nearly 5-year experience in national/international standards bodies, and has been the head of development teams to numerous of products widely covering the circuit-based switch and IP-based product, the head of delegations to numerous national standard development events, and an active participant of numerous of international standard development.

KEYNOTE SPEAKERS

Information Extraction, Sentiment Analysis, and Recommendations

Date October 14, 2013

Time 08:30 - 10:15

Venue Auditorium, Academic 3

ABSTRACT

Information Extraction (IE) is the task of mapping unstructured text to semantic representations. Sentiment Analysis (SA) is the task of identifying a person's attitude about an object from text (e.g., a product review). Both technologies have become increasingly successful and prevalent in recent years. I will describe the state-of-the-art in both IE and SA, and demonstrate a number of their applications in research prototypes such as asrevminer.com and at companies such as asDecide.com. Then, I will describe the synergy between these methods and collaborative filtering algorithms, reporting on our recent results applying combinations of these methods to Yelp data.



Dr. Oren Etzioni

Executive Director,
Allen Institute for Artificial Intelligence,
Seattle, USA

ABOUT THE SPEAKER

Etzioni joins Allen's Institute from the University of Washington's Computer Science Department, where he was the Washington Research Foundation Entrepreneurship Professor and Director of the Turing Center. He received the National Young Investigator Award in 1993, and was selected as a AAAI Fellow in 2003. He is the author of over 100 technical papers on software agents, data mining, information extraction, and more. His current research relates directly to recommendation systems technology. He is also the founder of three companies: Netbot (acquired by Excite in 1997), Farecast (acquired by Microsoft in 2008), and asDecide.com (founded in 2010).

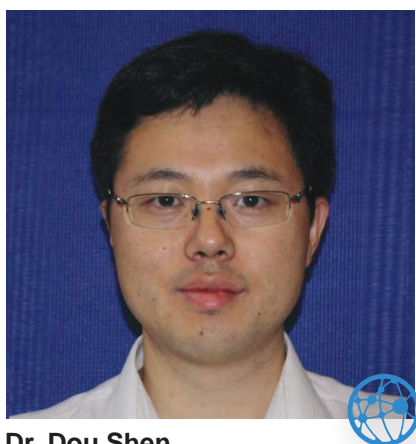
KEYNOTE SPEAKERS

Recommendation in Online Advertising

Date October 15, 2013

Time 10:45 - 12:30

Venue Auditorium, Academic 3



Dr. Dou Shen
Director of Advertising,
Baidu, China

ABSTRACT

Online advertising is one of the most complex online systems, with two major scenarios: search advertising and contextual/display advertising. Search advertising is relatively straightforward by serving ads to users in response to users' queries, which is more like a retrieval system. Contextual/Display ads, on the other hand, is much more complicated, since there is no direct indicator of the users' need. To deliver the right ads to the right person in the right time, the system has to infer user's intent by considering user's demographic information (age, gender), contextual information (time, location), historical behaviors (search queries, page views, ad clicks), social data and so on, which makes it more like a recommendation system. This talk will review the evolution of contextual/display ads and introduce today's ecosystem including RTB, DSP, SSP and DMP. We will see the whole evolution is about improving efficiency and effectiveness of serving users with right ads, which inevitably involves recommendation technologies. Besides the applied recommendation technologies in online advertising, future opportunities and challenges will also be covered.

ABOUT THE SPEAKER

Dou Shen is the Director of Baidu's Advertising in China. Baidu is the largest Chinese-language search engine in the world. At Baidu, Dou directs an R&D team on building advanced technologies to support billions of ad impressions every day while satisfying users' information needs. Before joining Baidu in 2012, he was the Senior Director of CityGrid Media in Seattle, WA, USA, which is the largest local-business content and advertising network in US. Prior to that, he was the Co-Founder of an advertising startup Buzzlabs in Bellevue, WA, USA, providing a comprehensive social media monitoring and analytics platform for business owners and content providers. He was also a Program Manager of Microsoft adCenter Redmond, WA, USA between May 2009 and Nov. 2010, where he was recognized with Microsoft Gold Star Award. Dou got his PhD from Hong Kong University of Science and Technology, and Masters degree from Tsinghua University in China. At HKUST, Dou led team to win the 2005 ACM KDDCUP on search query categorization. Dou has been the associate General Chair for ACM KDD 2012 in Beijing, founding co-chair for AdKDD Workshop series at ACM SIGKDD, etc.

Recommendation for Happiness

Date	October 16, 2013
Time	10:45 - 12:30
Venue	Auditorium, Academic 3

ABSTRACT

Baihe (meaning Lily flowers, a pun for happiness forever in Chinese) is one of the largest online dating companies in the world (see www.baihe.com). Each day, we help millions of Chinese and international customers find their loved ones. An associated regular and popular television dating show, known as Take Me Out (fcwr.jstv.com), is watched by over 50 million TV watchers each time. With such immense popularity, we also feel the weight of full responsibility. In this talk, I will discuss the technical challenges associated with online and mobile reciprocal recommendation technologies underlying the service. I will discuss the issues of user modeling, search and ranking, as well as trust and user privacy in our total solution system. We hope to inspire researchers in inventing new algorithms to serve our users better, and increase the happiness of our ever-growing user base.



Mr. Yan Mu
Co-founder & Chief Happiness Officer,
Baihe.com, China

ABOUT THE SPEAKER

Yan Mu is the Co-founder & Chief Happiness Officer at Baihe.com, one of the largest online matchmaking sites in China. He specializes in managing the business strategy, marketing, product design, and overseeing software development. Prior to Baihe.com, he was the co-founder and president of United Info, then No.1 hotel network service provider in Beijing local market. Yan got his B.E. and Master's degrees from Computer Science in Tsinghua University in 1996 and 1999, respectively.

MAIN CONFERENCE PROGRAM

Monday, October 14, 2013
Auditorium, Academic 3

08:30 - 10:15	Opening Ceremony, Keynote 1 Keynote 1: Information Extraction, Sentiment Analysis, and Recommendations By Dr. Oren Etzioni, Executive Director, Allen Institute for Artificial Intelligence
10:15 - 10:45	Coffee Break
10:45 - 12:30	Session 1: Context-aware Session Chair: Shlomo Berkovsky (NICTA) <ul style="list-style-type: none">- Context-Aware Review Helpfulness Rating Prediction By Jiliang Tang (Arizona State University)- Query-Driven Context Aware Recommendation By Negar Hariri, Bamshad Mobasher, Robin Burke (DePaul University)- Location-aware Music Recommendation Using Auto-Tagging and Hybrid Matching By Marius Kaminskas, Francesco Ricci (Free University of Bozen-Bolzano), Markus Schedl (Johannes Kepler University)- Spatial Topic Modeling in Online Social Media for Location Recommendation By Bo Hu, Martin Ester (Simon Fraser University)- Evaluating Top-N Recommendations "When the Best are Gone" By Paolo Cremonesi, Franca Garzotto and Massimo Quadrana
12:30 - 14:00	Lunch
14:00 - 15:45	Session 2: Methods, Algorithms, and Theory I Session Chair: Robin Burke (DePaul University) <ul style="list-style-type: none">- Orthogonal Query Recommendation By Hossein Vahabi (Microbl), Margareta Ackerman (California Institute of Technology), David Loker (University of Waterloo), Ricardo Baeza-Yates (Yahoo! Research Labs), Alejandro Lopez-Ortiz (University of Waterloo)- Understanding and Improving Relational Matrix Factorization in Recommender Systems By Li Pu, Boi Faltings (École Polytechnique Fédérale de Lausanne)- Retargeted Matrix Factorization for Collaborative Filtering By Oluwasanmi Koyejo, Srengsu Acharyya, Joydeep Ghosh (University of Texas at Austin)- Trading-off Among Accuracy; Similarity; Diversity; and Long-tail: A Graph-Based Recommendation Approach By Lei Shi (Baidu.com, Inc.)- Nonlinear Latent Factorization by Embedding Multiple User Interests By Jason Weston, Ron Weiss, Hector Yee (Google Inc.)
15:45 - 16:15	Coffee Break
16:15 - 18:00	Session 3: Social Media and Recommender Systems Session Chair: Jie Tang (Tsinghua University) <ul style="list-style-type: none">- Diffusion-aware Personalized Social Update Recommendation By Ye Pan, Feng Cong, Kailong Chen, Yong Yu (Shanghai Jiao Tong University)- Recommending Branded Products from Social Media By Yongzheng Zhang, Marco Pennacchiotti (eBay Inc.)- Top-N Recommendations from Implicit Feedback leveraging Linked Open Data By Vito Claudio Ostuni, Tommaso Di Noia, Eugenio Di Sciascio, Roberto Mirizzi (Polytechnic University of Bari)- Exploring Temporal Effects for Location Recommendation on Location-Based Social Networks By Huiji Gao, Jiliang Tang, Xia Hu, Huan Liu (Arizona State University)- The Curated Web: A Recommendation Challenge By Zurina Saaya, Rachael Rafter, Markus Schaal, Barry Smyth (University College Dublin)
18:30 - 21:00	Huawei Reception (Posters and Demos) 9/F, Run Run Shaw Creative Media Centre (CMC), City University of Hong Kong (Please refer to Page 24 for venue and transportation details)

MAIN CONFERENCE PROGRAM

Tuesday, October 15, 2013

Auditorium, Academic 3

08:30 - 10:15	Session 4: Media Recommendation Session Chair: Bamshad Mobasher (DePaul University) <ul style="list-style-type: none"> - Personalized News Recommendation with Context Trees By Jiliang Tang (Arizona State University) - What to Read Next?: Making Personalized Book Recommendations for K-12 Users By Maria Pera, Yiu-Kai Ng (Brigham Young University) - Movie Recommender System for Profit Maximization By Amos Azaria, Avinatan Hassidim, Sarit Kraus (Bar Ilan University), Adi Eshkol, Ofer Weintraub, Irit Netanel (Viaccess-Orca) - Xbox Movies Recommendations: Variational Bayes Matrix Factorization with Embedded Feature Selection By Noam Koenigstein (Microsoft R&D), Ulrich Paquet (Microsoft Research) - Personalized Next-song Recommendation in Online Karaoke By Xiang Wu, Qi Liu, Enhong Chen, Liang He (University of Science and Technology of China), Jingsong Lv, Can Cao, Guoping Hu (Anhui USTC iFLYTEK Co., Ltd.)
10:15 - 10:45	Coffee Break
10:45 - 12:30	Keynote 2: Recommendation in Online Advertising By Dr. Dou Shen (Director of Advertising, Baidu, China)
	Industry Session Session Chair: Tao Zhou (Beifendian Inc.) <ul style="list-style-type: none"> - Catch-up TV Recommendations: Show Old Favourites and Find New Ones By Mengxi Xu (University of Sydney and NICTA), Shlomo Berkovsky, Sebastien Ardon, Sipat Triukose, Anirban Mahanti (NICTA), Irena Koprinska (University of Sydney) - Generating Supplemental Content Information Using Virtual Profiles By Haishan Liu, Mohammad Amin, Baoshi Yan, Anmol Bhasin (LinkedIn Corporation)
12:30 - 14:00	Lunch
08:30 - 10:15	Session 5: User Experience Session Chair: Dietmar Jannach (Technical University of Dortmund) <ul style="list-style-type: none"> - Topic Diversity in Tag Recommendation By Fabiano M. Belém, Rodrygo L.T. Santos, Jussara M. Almeida, Marcos A. Goncalves (Universidade Federal de Minas Gerais) - Rating Support Interfaces to Improve User Experience and Recommender Accuracy By Tien T. Nguyen, Daniel Kluver, Ting-Yu Wang, Pik-Mai Hui, Michael D. Ekstrand (University of Minnesota), Martijn C. Willemsen (Eindhoven University of Technology), John Riedl (University of Minnesota) - ReComment: Towards Critiquing-based Recommendation with Speech Interaction By Peter Gräsch, Alexander Felfernig, Florian Reinfrank (Graz University of Technology) - Hidden Factors and Hidden Topics: Understanding Rating Dimensions with Review Text By Julian McAuley, Jure Leskovec (Stanford University) - Improving Augmented Reality Using Recommender Systems By Zhuo Zhang, Shang Shang, Sanjeev R. Kulkarni (Princeton University), Pan Hui (The Hong Kong University of Science and Technology)
15:45 - 16:15	Coffee Break
16:15 - 18:00	Session 6: Beyond Ratings Session Chair: Martin Ester (Fraser University) <ul style="list-style-type: none"> - Exploiting Non-Content Preference Attributes Through Hybrid Recommendation Method By Fernando Mourão (Universidade Federal de Minas Gerais), Leonardo Rocha (Universidade Federal de São João Del Rey), Joseph Konstan (University of Minnesota), Wagner Meira Jr. (Universidade Federal de Minas Gerais) - Hybrid Event Recommendation Using Linked Data and User Diversity By Houda Khrouf, Raphaël Troncy (EURECOM) - Pairwise Learning in Recommendation: Experiments with Community Recommendation on LinkedIn By Amit Sharma (Cornell University), Baoshi Yan (LinkedIn Corp.) - Which App Will You Use Next? Collaborative Filtering with Interactional Context By Nagarajan Natarajan, Donghyuk Shin, Inderjit S. Dhillon (University of Texas at Austin) - A Food Recommender for Patients in a Care Facility By Toon De Pessemier, Simon Doots, Luc Martens (iMinds-WiCa-Ghent University)
18:00 - 21:00	Awards Banquet House of Canton, LG2-40, Festival Walk, Kowloon Tong

MAIN CONFERENCE PROGRAM

Wednesday, October 16, 2013

Auditorium, Academic 3

08:30 - 10:15	Industry Session <ul style="list-style-type: none"> - Andrei Broder, Google, USA - Quan Yuan, Taobao, China - Nick Li, Tencent, China - Wen Yuan Dai, Huawei, China - Ido Guy, IBM Research, Israel
10:15 - 10:45	Coffee Break
10:45 - 12:30	Keynote 3: Recommendation for Happiness By Mr. Yan Mu (Co-founder & Chief Happiness Officer, Baihe.com, China)
	RecSys Challenge Session
12:30 - 14:00	Lunch
14:00 - 15:45	Session 7: Methods, Algorithms, and Theories II Session Chair: Alexandros Karatzoglou (Telefonica Research) <ul style="list-style-type: none"> - Evaluation of Recommendations: Rating-Prediction and Ranking By Hossein Vahabi (Microbl), Margareta Ackerman (California Institute of Technology), David Loker (University of Waterloo), Ricardo Baeza-Yates (Yahoo! Research Labs), Alejandro Lopez-Ortiz (University of Waterloo) - You Are What You Consume: A Bayesian Method for Personalized Recommendations By Konstantinos Babas, Georgios Chalkiadakis, Evangelos Tripolitakis (Technical University of Crete) - To Personalize or Not: A Risk Management Perspective By Weinan Zhang, Jun Wang, Bowei Chen, Xiaoxue Zhao (University College London) - Online Multi-Task Collaborative Filtering for On-the-Fly Recommender Systems By Jialei Wang, Steven C. H. Hoi, Peilin Zhao (Nanyang Technological University), Zhi-Yong Liu (Chinese Academy of Sciences) - Learning to Rank Recommendations with the k-Order Statistic Loss By Jason Weston, Hector Yee, Ron J. Weiss (Google Inc.)
15:45 - 16:15	Coffee Break
16:15 - 18:00	Session 8: Scalability Session Chair: Paolo Cremonesi (Politecnico di Milano) <ul style="list-style-type: none"> - A Fast Parallel SGD for Matrix Factorization in Shared Memory Systems By Yong Zhuang, Wei-Sheng Chin, Yu-Chin Juan, Chih-Jen Lin (National Taiwan University) - DrunkardMob: Billions of Random Walks on Just a PC By Aapo Kyrola (Carnegie Mellon University) - Using Maximum Coverage to Optimize Recommendation Systems in E-Commerce By Mikael Hammar, Robin Karlsson (Aptus Technologies), Bengt J. Nilsson (Malmö University) - Efficient Top-N Recommendation for Very Large Scale Binary Rated Datasets By Fabio Aioli (University of Padova) - Distributed Matrix Factorization with MapReduce Using a Series of Broadcast-Joins By Sebastian Schelter, Christoph Boden, Martin Schenck, Alexander Alexandrov, Volker Markl (Technische Universität Berlin)

DOCTORAL SYMPOSIUM

Date	October 12, 2013
Time	09:30 - 17:20
Venue	LT-11, Academic 1

The Recommender Systems 2013 Doctoral Symposium provides an opportunity for doctoral students to explore and develop their research interests under the guidance of a panel of distinguished research faculty. We invite students who feel they would benefit from this kind of feedback on their dissertation work to apply for this unique opportunity to share their work with students in a similar situation as well as senior researchers in the field. Several doctoral students and selected faculty and industry mentors are invited to participate.

The symposium has the following objectives:

1. Provide a supportive setting for feedback on students' current research and guidance on future research directions.
2. Offer each student comments and fresh perspectives on their work from faculty and students outside their own institution.
3. Promote the development of a supportive community of scholars and a spirit of collaborative research.
4. Contribute to the conference goals through interaction with other researchers and conference events.

SCHEDULE

09:30 - 09:45	Introduction
09:45 - 10:30	Invited Talk: RecSys in Academia: Perspective and Q&A, Joseph Konstan
10:30 - 10:45	Break
10:45 - 12:15	Students presentations and discussions: Group 1 <ul style="list-style-type: none">- Anytime Algorithms for Top-N Recommenders (David Ben-Shimon)- Integrating Trust and Similarity to Ameliorate the Data Sparsity and Cold Start for Recommender Systems (Guibing Guo)- Agent-based Computational Investing Recommender System (Mona Taghavi)
12:15 - 12:30	Individual meeting with mentors (Group 1)
12:15 - 14:00	Lunch
14:00 - 14:30	Invited Talk: How to do research in industry, Hang Li
14:30 - 16:00	Students presentations and discussions: Group 2 <ul style="list-style-type: none">- Dynamic Generation of Personalized Hybrid Recommender Systems (Simon Doods)- Accuracy and Robustness Impacts of Power User Attacks on Collaborative Recommender Systems (Carlos E. Seminario)- Beyond Rating Prediction Accuracy: On New Perspectives in Recommender Systems (Panagiotis Adamopoulos)
16:00 - 16:15	Break
16:15 - 17:30	Individual meeting with mentors (Group 2)
16:30 - 17:00	Poster session
17:00 - 17:20	Concludes

WORKSHOPS PROGRAM

Workshop on Human Decision Making in Recommender Systems

(Decisions)

Date October 12, 2013

Time 08:45 - 17:45

Venue LT-15, Academic 1

Users interact with recommender systems to obtain useful information about product or services that may be of interest for them. But, while users are interacting with a recommender system to fulfill a primary task, which is usually the selection of one or more items, they are facing several other decision problems. For instance, they may be requested to select specific feature values (e.g., camera's size, zoom) as criteria for a search, or they could have to select feedback features to be critiqued in a critiquing based recommendation session, or they may need to select a repair proposal for inconsistent user preferences when interacting with a recommender. In all these scenarios, and in many others, users of recommender systems are facing decision tasks. The complexity of decision tasks, limited cognitive resources of users, and the tendency to keep the overall decision effort as low as possible is modeled by theories that conjecture "bounded rationality", i.e., users are exploiting decision heuristics rather than trying to take an optimal decision. Furthermore, preferences of users will likely change throughout a recommendation session, i.e., preferences are constructed in a specific decision environment and users may not fully know their preferences beforehand. Theories from decision psychology and cognitive psychology have already elaborated a number of methodological tools for explaining and predicting the user behavior in these scenarios, but recommender systems hardly integrate this knowledge in the computational model.

The major goal of this workshop is to establish a platform for industry and academia to present and discuss new ideas and research results that are related to the topic of human decision making in recommender systems.

We are specifically interested in the role of decision theories in advancing recommender systems research and applications.

ORGANIZERS

- Li Chen
(Hong Kong Baptist University)
- Marco de Gemmis
(University of Bari Aldo Moro, Italy)
- Alexander Felfernig
(Graz University of Technology)
- Pasquale Lops
(University of Bari Aldo Moro, Italy)
- Francesco Ricci
(University of Bozen-Bolzano, Italy)
- Giovanni Semeraro
(University of Bari Aldo Moro, Italy)
- Martijn Willemsen
(Eindhoven University of Technology)

PROGRAM

08:45 - 09:00 Introduction

09:00 - 10:15 1st Invited Speaker

- Simplifying privacy decisions: towards interactive and adaptive solutions
Speaker: Bart Knijnenburg

10:15 - 10:45 Coffee Break

10:45 - 12:15 3 Regular Papers

- Efficiency Improvement of Neutrality-Enhanced Recommendation
Toshihiro Kamishima, Shotaro Akaho, Hideki Asoh and Jun Sakuma.
- Towards User Profile-based Interfaces for Exploration of Large Collections of Items
Claudia Becerra, Sergio Jimenez and Alexander Gelbukh.
- Selecting Gestural User Interaction Patterns for Recommender Applications on Smartphones
Wolfgang Worndl, Jan Weicker and Beatrice Lamche.

12:15 - 14:00 Lunch

14:00 - 15:15 2nd Invited Speaker

- Food Recommendations: Biases that Underpin Ratings
Speakers: Jill Freyne and Shlomo Berkovsky

15:15 - 15:45 1 Regular Paper

- The Role of Emotions in Context-aware Recommendation
Yong Zheng, Bamshad Mobasher and Robin Burke.

15:45 - 16:15 Coffee Break

16:15 - 17:15 2 Regular Talks

- Managing Irrelevant Contextual Categories in a Movie Recommender System
Ante Odić, Marko Tkalčić and Andrej Kosir.
- An Improved Data Aggregation Strategy for Group Recommendations
Toon De Pessemer, Simon Doooms and Luc Martens.

17:15 - 17:45 Final Discussion



WORKSHOPS PROGRAM

Workshop on Reproducibility and Replication in Recommender Systems Evaluation

Date October 12, 2013

Time 09:00 - 16:15

Venue LT-16, Academic 1

(RepSys)

ORGANIZERS

- Alejandro Bellogín
(CWI, The Netherlands)
- Pablo Castells
(UAM, Spain)
- Alan Said
(CWI, The Netherlands)
- Domonkos Tikk
(Gravity R&D)

Even when a set of publicly available resources (data and algorithm implementations) exists in the community, very often research studies do not report comparable results for the same methods under the same conditions. This is due to the high number of experimental design parameters in recommender system evaluation, and the huge impact of the experimental design on the outcomes.

In order to seek reproducibility and replication several strategies can be considered, such as source code sharing, standardization of agreed evaluation metrics and protocols, or releasing public experimental design software, all of which have difficulties of their own. Similarly, for online evaluation, an extensive analysis of the population of test users should be provided. While the problem of reproducibility and replication has been recognized in the community, the need for a solution remains largely unmet. This, together with the need for further discussion, methodological standardization in both reproducibility as well as replication motivates the workshop.

PROGRAM

09:00 – 10:30 Introduction

Keynote: "Offline evaluation of recommender systems: all pain and no gain?"

By Mark Levy, Data Scientist at Mendeley

10:30 – 11:00 Coffee Break

11:00 – 12:00 Paper session 1

- How to improve the statistical power of the 10-fold cross validation scheme in Recommender Systems
Andrej Košir, Ante Odić and Marko Tkalčič
- Research Paper Recommender System Evaluation: A Quantitative Literature Survey
Joeran Beel, Stefan Langer, Marcel Genzmehr, Bela Gipp, Corinna Breiteringer, and Andreas Nürnberger

12:00 – 14:00 Lunch

14:00 – 15:00 Paper session 2

- A Comparative Analysis of Offline and Online Evaluations and Discussion of Research Paper Recommender System Evaluation
Joeran Beel, Stefan Langer, Bela Gipp, Marcel Genzmehr, and Andreas Nürnberger
- Toward Identification and Adoption of Best Practices in Algorithmic Recommender Systems Research
Joseph Konstan and Gediminas Adomavicius

15:00 – 16:00 Panel on "Reproducibility and replication in recommender systems evaluation"

16:00 – 16:15 Wrap-up



WORKSHOPS PROGRAM

Workshop on Crowdsourcing and Human Computation for Recommender Systems

(CrowdRec)

Date	October 12, 2013
Time	14:00 - 18:00
Venue	LT-10, Academic 1

We are pleased to announce the first workshop on crowdsourcing and human computation for recommender systems. The recommender systems we refer to as a broad spectrum of applications involving recommendation, information valuation, filtering, summarization, etc. in various contexts from e-commerce to social networking and mobile applications. This workshop aims to provide a scholarly venue for researchers and practitioners to exchange the advances of crowdsourcing and human computation technologies and applications, with an emphasis on the applications in recommendation systems. The potentials and advantages of crowdsourcing and human computation have been explored for a number of areas such as computer-human interaction and information retrieval, we believe that these advances can also benefit the research of recommender systems at large.

ORGANIZERS

- Kuan-Ta Chen
(Academia Sinica, Taiwan)
- Irwin King
(The Chinese University of Hong Kong)
- Albert Ching-man Au Yeung
(Huawei Noah's Ark Lab, Hong Kong)

PROGRAM

14:00 - 14:05 Opening Address

14:05 - 14:45 Keynote Speech: Crowd Truth or Ground Truth for Recommender System

Prof. Jane Hsu (National Taiwan University, Taiwan)

14:45 - 14:55 Short Break

14:55 - 15:15 Session 1

On Analyzing Estimation Errors due to Constrained Connections in Online Review Systems

- Junzhou Zhao (Xi'an Jiaotong University, China)
- Xiaohong Guan (Xi'an Jiaotong University, China)

- Jing Tao (Xi'an Jiaotong University, China)

15:15 - 15:45 Probabilistic Item Social Reputation Model for Recommender System

- Lifan Guo (Drexel University, US)
- Jia Huang (Drexel University, US)

- Ling Yuan (Drexel University, US)
- Xiaohua Tony (Drexel University, US)

15:45 - 16:15 Coffee Break

16:15 - 16:35 Session 2:

MovieTweatings: a Movie Rating Dataset Collected From Twitter

- Simon Doods (iMinds-Ghent University, Belgium)
- Toon De Pessemier (iMinds-Ghent University, Belgium)

- Luc Martens (iMinds-Ghent University, Belgium)

16:35 - 16:55 Activating the Crowd: Exploiting User-Item Reciprocity for Recommendation

- Martha Larson (Delft University of Technology, The Netherlands)
- Alan Said (CWI, The Netherlands)
- Yue Shi (Delft University of Technology, The Netherlands)
- Paolo Cremonesi (Moviri, Italy)
- Domonkos Tikk (Gravity R&D, Hungary)
- Alexandros Karatzoglou (Telefonica Research, Spain)

- Linas Baltrunas (Telefonica Research, Spain)
- Jozef Geurts (JCP-Consult SAS, France)
- Xavi Anguera (Telefonica Research, Spain)
- Frank Hopfgartner (TU Berlin, Germany)

16:55 - 17:25 Alleviating the Sparsity in Collaborative Filtering using Crowdsourcing

- Jongwuk Lee (Pennsylvania State University, US)
- Myungha Jang (Pennsylvania State University, US)
- Dongwon Lee (Pennsylvania State University, US)

- Won-Seok (Hanyang University, South Korea)
- Jiwon Hong (Hanyang University, South Korea)
- Sang-Wook Kim (Hanyang University, South Korea)

17:25 - 17:55 Brainstorming Session

17:55 - 18:00 Concluding Remarks



5th ACM RecSys Workshop on Recommender Systems and the Social Web

Date October 13, 2013

Time 09:00 - 18:00

Venue LT-7, Academic 1

(RSWeb)

ORGANIZERS

- Bamshad Mobasher
(School of Computing, DePaul University, USA)
- Dietmar Jannach
(Department of Computer Science, TU Dortmund, Germany)
- Werner Geyer
(IBM Research, Cambridge, MA, USA)
- Jill Freyne
(CSIRO ICT Center, Australia)
- Andreas Hotho
(Universität Würzburg, Germany)
- Sarabjot Singh Anand
(Algorithmic Insight, India)
- Ido Guy
(IBM Research, Haifa, Israel)

The exponential growth of the Social Web poses both challenges and new opportunities for recommender systems research. The Social Web has turned information consumers into active contributors creating massive amounts of information. Finding relevant and interesting content at the right time and in the right context is challenging for existing recommender approaches. At the same time, social systems by their definition encourage interaction between users and both online content and other users, thus generating new sources of knowledge for recommender systems. Users of social media on the Web often explicitly provide personal information or implicitly express preferences through their interactions with other users or with resources (e.g. tagging, friending, rating, commenting, etc.).

This Social Web therefore provides huge opportunities for recommender technology and in turn recommender technologies can play a part in fuelling the success of the Social Web phenomenon.

PROGRAM

09:00 - 09:10 Opening and introductions

09:10 - 10:15 Session: Leveraging the graph

- Improving Social Recommendations by applying a Personalized Item Clustering policy
Georgios Alexandridis, Giorgos Siolas and Andreas Stafylopatis
- Social Web Recommendation using Metapaths
Robin Burke and Fatemeh Vahedian
- Recommendation of shopping places based on social and geographical influences
Romain Picot-Clemente and Cecile Bothorel
- Discussion

10:15 - 10:45 Coffee break

10:45 - 12:00 Session: Users and Groups

- Structural Diversity in Social Recommender Systems
Xinyi Huang, Mitul Tiwari and Sam Shah
- A Sentiment-Based Approach to Twitter User Recommendation (short paper)
Davide Feltoni Gurini, Fabio Gasparetti, Alessandro Micarelli and Giuseppe Sansonetti
- Social Recommendations for Events (short paper)
Toon De Pessemier, Jeroen Minnaert, Kris Vanhecke, Simon Doms and Luc Martens
- On the Intrinsic Challenges of Group Recommendation (short paper)
Nafiseh Shabib, Jon Atle Gulla and John Krogstie
- Discussion

12:00 - 12:15 Demo: A Research Platform for Recommendation within Social Networks

12:15 - 14:00 Lunch

14:00 - 14:45 Invited talk

14:35 - 15:45 Session: Tags

- Tag Recommendations for SensorFolkSonomies
Jürgen Müller, Stephan Dörfel, Martin Becker, Andreas Hotho and Gerd Stumme
- STRec: An Improved Graph-based Tag Recommender
Modou Gueye, Talel Abdesslem and Hubert Naacke
- FoldCons: A Simple Way To Improve Tag Recommendation (short paper)
Modou Gueye, Talel Abdesslem and Hubert Naacke
- Discussion

15:45 - 16:15 Coffee break

16:15 - 18:00 Discussion or break-out sessions and wrap up



WORKSHOPS PROGRAM

International News Recommender Systems Workshop and Challenge

(NRS)

Date October 13, 2013

Time 09:00 - 13:15

Venue LT-15, Academic 1

This workshop intends to bring together researchers and practitioners around the topics of designing and evaluating novel news recommender systems in order to: (1) share research on news recommendation techniques and evaluation methodologies (2) explore key challenges in the area, and (3) identify emerging topics. Additionally, a challenge will allow participants to evaluate their method by directly interacting with a real-world news recommender systems. The challenge will feature a data set designed to bootstrap a news recommender system. During the weeks before the conference, we will record how well each participant's system performs with respect to the ratio of clicks per recommendation request. The observed performances will be outlined. We will award the best performing systems. This workshop aims at creating an interdisciplinary community with a focus on the design issues for news recommender systems and promoting the collaboration opportunities between researchers and practitioners.

ORGANIZERS

- Jon Atle Gulla
(Norwegian University of Science and Technology)
- Kevin C. Almeroth
(University of California at Santa Barbara)
- Mozghan Tavakolifard
(Norwegian University of Science and Technology)
- Frank Hopfgartner
(TU Berlin)

CHALLENGE ORGANIZERS

- Till Plumbaum
(TU Berlin)
- Benjamin Kille
(TU Berlin)
- Andreas Lommatzsch
(TU Berlin)
- Torben Brodt
(plista GmbH)
- Arthur Bucko
(plista GmbH)
- Tobias Heintz
(plista GmbH)

PROGRAM

09:00 - 09:15 Opening Remarks

09:15 - 10:15 Keynote

10:15 - 10:30 Coffee Break

10:30 - 11:00 **PEN recsys: a Personalized News Recommender Systems Framework**
{Florent Garcin and Boi Faltings}

11:00 - 11:30 **Personalized News Recommendation based on Implicit Feedback**
{Sujoy Roy and Ilija Ilevski}

11:30 - 12:00 **The plista Dataset**
{Benjamin Kille, Frank Hopfgartner, Torben Brodt, and Tobias Heintz}

12:00 - 12:15 Coffee Break

12:15 - 13:15 **News Recommendation Challenge**
1. Introduction/Outline
2. Participants presenting their work
3. Awards



2nd International Workshop on Recommender Systems meet Big Data & Semantic Technologies

Date	October 13, 2013
Time	14:00 - 17:45
Venue	LT-15, Academic 1

(SeRSy)

ORGANIZERS

- Marco de Gemmis
(University of Bari Aldo Moro, Italy)
- Tommaso Di Noia
(Polytechnic University of Bari, Italy)
- Ora Lassila
(Nokia Research Center, Cambridge, Massachusetts, U.S.)
- Pasquale Lops
(University of Bari Aldo Moro, Italy)
- Thomas Lukasiewicz
(University of Oxford, UK)
- Giovanni Semeraro
(University of Bari Aldo Moro, Italy)

More and more semantic data are published following the Linked Data principles, that enable to set up links between objects in different data sources, by connecting information in a single global data space – the Web of Data. Today, Web of Data includes different types of knowledge represented in a homogeneous form – sedimentary one (encyclopedic, cultural, linguistic, common-sense and real-time one (news, data streams. This data might be useful to interlink diverse information about users, items, and their relations and implement reasoning mechanisms that can support and improve the recommendation process.

The challenge is to investigate whether and how this large amount of wide-coverage and linked semantic knowledge can significantly improve complex search and filtering tasks that cannot be solved merely through a straightforward matching of queries (or user profiles) and items. Such tasks involve finding information from large document collections, categorizing and understanding that information, and producing some output, such as an actionable decision. Examples of such tasks include understanding a health problem in order to make a medical decision, or simply deciding which laptop to buy. Recommender systems support users exactly in those complex tasks.

PROGRAM

14:00 - 14:15 Opening by the Workshop Co-Chairs

Session 1

14:15 - 15:25 Invited talk (to be announced soon)

15:25 - 15:45 TRECT: A Hashtag Recommendation System for Twitter

- Mahmuda Rahman (Syracuse University)
- Qinyun Zhu (Syracuse University)
- Edmund Szu-Li Yu (Syracuse University)

15:45 - 16:15 Coffee Break

15:25 - 15:45 MovieTweatings: a Movie Rating Dataset Collected From Twitt

- Simon Doods (iMinds-Ghent University, Belgium)
- Toon De Pessemer (iMinds-Ghent University, Belgium)
- Luc Martens (iMinds-Ghent University, Belgium)

Session 2

16:15 - 16:45 Using Linked Open Data to Improve Recommending on E-Commerce

- Ladislav Peska (Charles University Prague)
- Peter Vojtas (Charles University Prague)

16:45 - 17:05 An Ontology-Based Recommender System in E-Commerce

- Alfredo Cutolo (Poste Italiane, Italy)
- Giuseppe D'Aniello (Consorzio CRMPA, Italy)
- Francesco Orciuoli (Universit di Salerno, Italy)
- Francesca Pettinati (Poste Italiane, Italy)
- Giuseppe Sansonetti (Universit di Salerno, Italy)
- Catello Vitagliano (Poste Italiane, Italy)

17:05 - 17:45 Final Discussion and Closing



WORKSHOPS PROGRAM

Workshop on Large Scale Recommendation Systems

(LargeScale)

Date October 13, 2013

Time 09:00 - 17:40

Venue LT-14, Academic 1

As we enter the era of Big Data, the modern Recommender System faces greatly increased data volume and complexities. Previous computational models and experience on small data may not hold today, thus, how to build an efficient and robust system has become an important issue for many practitioners. Meanwhile, there is an increasing gap between academia research of recommendation systems focusing on complex models, and industry practice focusing on solving problems at large scale using relatively simple techniques.

Chances favor connected minds. The motivation of this workshop is to bring together researchers and practitioners working on large-scale recommender system in order to: (1) share experience, techniques and methodologies used to develop effective large-scale recommender, from architecture, algorithm, programming model, to evaluation (2) identify key challenges and promising trends in the area, and (3) identify collaboration opportunities among participants.

ORGANIZERS

- Tao Ye
(Pandora Internet Radio)
- Quan Yuan
(Taobao)
- Danny Bickson
(Carnegie Mellon University)

PROGRAM

09:00 - 09:15 Opening Remarks

Organizers: Tao Ye, Pandora; Danny Bickson, GraphLab; Quan Yuan, Taobao

09:15 - 10:15 Keynote 1: Recommendation at Netflix Scale

Justin Basilico, Netflix

10:15 - 10:30 Break

10:30 - 12:00 Session 1: Architecture and Systems

- Cross Device Ad Targeting at Scale
Jerry Ye, Drawbridge
- Bandits Under Pressure
Maximiliano Neustadt and Andrei Oghina, TMG
- Large-scale Recommendations in a Dynamic Marketplace
Jayasimha Katukuri, Rajyashree Mukherjee and Tolga Konik, eBay

12:00 - 13:00 Lunch

13:00 - 14:20 Session 2: Scalable Algorithms

- Efficient Top-N Recommendation by Linear Regression
Mark Levy and Kris Jack, Mendeley
- Peacock: Learning 10^5 Latent Topics
Yi Wang
- Scalable Variational Bayesian Matrix Factorization
Yong-Deok Kim and Seungjin Choi, Pohang University of Science and Technology, S. Korea

14:20 - 15:40 Session 3: Application and Evaluation

- Recommender SaaS in Practice
Tianjian Chen, Jianbo Zhao and Xin Sun, Baidu
- Tag Recommendation: Expanding Context with Similar Images
Heath Hohwald and Eliot Brenner, Shutterstock
- A Top-N Recommender System Evaluation Protocol Inspired by Deployed Systems
Alan Said, Alejandro Bellogin and Arjen de Vries, Centrum Wiskunde & Informatica Amsterdam

15:40 - 16:00 Break

16:00 - 16:40 Keynote 2: Large-scale recommender systems on just a PC

Aapo Kyrola, CMU

16:40 - 17:40 Panel Discussion

What recommendation problems will you be solving in 3 years? Can current tech stacks keep up naturally?



Invited Tutorial: Mining Social Networks for Recommendation

Date October 12, 2013

by *Martin Ester* (Simon Fraser University, Canada)

Time 08:30 - 10:15

Venue LT-13, Academic 1

With the emergence of online social networks, academia and industry have explored ways to exploit the information in social networks to improve the quality of recommendations and to support new recommendation tasks. The underlying motivation is to capture the effects that govern the evolution of social networks, i.e. social influence, selection, correlational influence and transitivity, to enhance the typically very sparse rating matrix. Recommender systems exploiting a social network promise to outperform traditional recommenders in particular for cold-start (new) users who have not yet provided enough information about their preferences. After introducing the motivation and some of the practical applications, we discuss social networks and the main factors affecting their evolution. We then review state-of-the-art methods for item recommendation in social networks, both memory-based approaches and model-based approaches, in particular matrix factorization. We discuss friend recommendation, an important recommendation task that is unique to the context of social networks. We conclude the tutorial with a discussion of future research directions such as privacy-preserving recommendations and social recommendation in distributed/peer-to-peer networks.

OUTLINE

1. Introduction
2. Social networks and the effects that govern their evolution
3. Memory-based approaches for item recommendation in social networks
4. Model-based approaches for item recommendation in social networks
5. Friend recommendation
6. Future directions

This tutorial targets researchers who want to get up to speed in this emerging research area as well as practitioners who are interested in developing their own applications. The tutorial assumes familiarity with the common methods of recommender systems. Some background in data mining and social network analysis will be helpful, but is not required.

TUTORIALS PROGRAM

Learning to Rank

Date October 12, 2013

Time 14:00 - 15:45

Venue LT-13, Academic 1

by *Alexandros Karatzoglou (Telefonica Research, Spain),
Linas Baltrunas (Telefonica Research, Spain),
Yue Shi (Delft University of Technology, Netherlands)*

Recommender systems aim at providing a personalized list of items ranked according to the preferences of the user, as such ranking methods are at the core of many recommendation algorithms. The topic of this tutorial focuses on the cutting-edge algorithmic development in the area of recommender systems. This tutorial will provide an in depth picture of the progress of ranking models in the field, summarizing the strengths and weaknesses of existing methods, and discussing open issues that could be promising for future research in the community. A qualitative and quantitative comparison between different models will be provided while we will also highlight recent developments in the areas of Reinforcement Learning.

OUTLINE

1. Goals
2. Background
3. Conventional ranking models in RecSys
4. Learning to rank for recommender systems
5. Categorization and main contributions
6. Interactive recommendation (reinforcement learning/Bandits)
7. Open issues

The tutorial is intended for researchers and practitioners in the area of recommender systems, particularly those who are interested in novel algorithms. Only basic knowledge about recommender systems is required.

Beyond Friendship: The Art, Science and Applications of Recommending People to People in Social Networks

Date October 13, 2013

Time 08:30 - 10:15

Venue LT-13, Academic 1

by *Luiz Augusto Pizzato* (University of Sydney, Australia),
Anmol Bhasin (LinkedIn, USA)

While Recommender Systems are powerful drivers of engagement and transactional utility in social networks, People recommenders are a fairly involved and diverse subdomain. Consider that movies are recommended to be watched, news is recommended to be read, people however, are recommended for a plethora of reasons – such as recommendation of people to befriend, follow, partner, targets for an advertisement or service, recruiting, partnering romantically and to join thematic interest groups.

This tutorial aims to first describe the problem domain, touch upon classical approaches like link analysis and collaborative filtering and then take a rapid deep dive into the unique aspects of this problem space like Reciprocity, Intent understanding of recommender and the recomendee, Contextual people recommendations in communication flows and Social Referrals – a paradigm for delivery of recommendations using the Social Graph. These aspects will be discussed in the context of published original work developed by the authors and their collaborators and in many cases deployed in massive-scale real world applications on professional networks such as LinkedIn.

OUTLINE

1. Introduction

- The basics of Social Recommenders
- People recommender systems

2. Special Topics in People Recommenders

- Why reciprocal (people) recommenders are different to traditional (product) recommendations
- Multi-Objective Optimization
- Intent Understanding
- Feature Engineering
- Social Referral
- Pathfinding

3. Concluding remarks

The pre-requisite for this tutorial is some familiarity with foundational Recommender Systems, Data Mining, Machine Learning and Social Network Analysis literature.

TUTORIALS PROGRAM

Preference Handling

Date October 13, 2013

Time 14:00 - 15:45

Venue LT-13, Academic 1

by *Alexis Tsoukiàs* (Université Paris Dauphine, France),
Paolo Viappiani (Université Pierre et Marie Curie, France)

The tutorial aims at introducing the general field that deals with techniques for representing, learning and reasoning with preferences. While the community of Recommender Systems has recently done extensive work in techniques for providing user recommendations in different settings, preferences have been formally studied since several decades (the community that studies preferences from a formal algorithmic point of view is now often called algorithmic decision theory). Preferences are a basic concept for several research fields such as economics, decision theory, game theory, artificial intelligence, classification, data bases, etc.; preferences constitute a key concept for the development of recommender systems since they represent the elementary information upon which recommendations are constructed. The tutorial will introduce both the formalisms more widely used to model and represent preferences as well as the procedures aimed at learning preferences and at producing a recommendation for an end-user (decision maker).

OUTLINE

1. General introduction, Historical Perspective
2. Axiomatic, Behavioral and Prescriptive approaches
3. Binary Relations, Languages for preferences
4. Preference Modeling, representation theorems, foundations of utility theory
5. Decision-making under certainty and uncertainty
6. Measuring Preferences, Compact representations
7. Preference Learning, utility elicitation
8. Preference Aggregation
9. Constructing a recommendation
10. Preferences in Argumentation
11. Applications and Discussion

POSTERS

A People-to-People Content-Based Reciprocal Recommender Using Hidden Markov Models

By Ammar Alanazi and Michael Bain

Probabilistic Collaborative Filtering with Negative Cross Entropy

By Alejandro Bellogin, Javier Parapar and Pablo Castells

xCLIMF: Optimizing Expected Reciprocal Rank for Data with Multiple Levels of Relevance

By Yue Shi, Alexandros Karatzoglou, Linas Baltrunas, Martha Larson and Alan Hanjalic

Musical recommendations and personalization in a social network

By Dmitry Bugaychenko and Alexandr Dzuba

Selecting Content-Based Features for Collaborative Filtering Recommenders

By Royi Ronen, Noam Koenigstein, Elad Ziklik and Nir Nitz

Sample Selection for MCMC-based Recommender Systems

By Thierry Silbermann, Immanuel Bayer and Steffen Rendle

Evaluating Top-N Recommendations "When the Best are Gone"

By Paolo Cremonesi, Franca Garzotto and Massimo Quadroni

Improving Item Prediction Using Weighted Percentile Methods in Collaborative Filtering Systems

By Panagiotis Adamopoulos and Alexander Tuzhilin

Evolving Friend Lists in Social Networks

By Richard Chow, Hongxia Jin, Bart Knijnenburg and Gokay Saldamli

Recommending Improved Configurations for Complex Objects with an Application in Travel Planning

By Guy Shani, Ronen Brafman and Amihai Savi

Towards Scalable and Accurate Item-Oriented Recommendations

By Noam Koenigstein and Yehuda Koren

OFF-Set: One-pass Factorization of Feature Sets for Online Recommendation in Persistent Cold Start Settings

By Michal Aharon, Natalie Aizenberg, Ronny Lempel, Edward Bortnikov, Roi Adadi, Ran Roth, Tomer Benyamini, Liron Levin and Ohad Serfaty

Escape the bubble: guided exploration of music preferences for serendipity and novelty

By Maria Taramigkou, Efthymios Bothos, Konstantinos Christidis, Dimitris Apostolou and Gregoris Mentzas

Personalised Ranking with Diversity

By Neil Hurley

Not by Search Alone: How Recommendations Complement Search Results

By Daria Dzyabura and Alexander Tuzhilin

Recommending Patents based on Latent Topics

By Ralf Krestel and Padhraic Smyth

Advice Provision in Multiple Prospect Selection Problems

By Amos Azaria and Sarit Kraus

Leveraging the Citation Network to Recommend Keywords

By Guy Shani, Lior Rokach and Ido Blank

Prior Ratings: A New Information Source for Recommender Systems in E-Commerce

By Guibing Guo, Jie Zhang, Daniel Thalmann and Neil Yorke-Smith

Acquiring User Profiles from Implicit Feedback in a Conversational Recommender System

By Henry Blanco Lores and Francesco Ricci

When Power Users Attack: Assessing Impacts in Collaborative Recommender Systems

By David Wilson and Carlos Seminario

Generalizing Generalized Cores - An Analysis of TagRecommender Evaluation Procedures

By Stephan Doerfel and Robert Jäschke

Clustering-Based Factorized Collaborative Filtering

By Nima Mirbakhsh and Charles Ling

Differential Data Analysis for Recommender Systems

By Richard Chow, Hongxia Jin, Bart Knijnenburg and Gokay Saldamli

Using geospatial metadata to boost collaborative filtering techniques

By Alexander Ostrikov, Lior Rokach and Bracha Shapira

Effectiveness of the data generated on different time in latent factor model

By Qianru Zheng and Horace H S Ip

Efficient Interview Process Learning for Top-N Recommendation

By Fangwei Hu and Yong Yu

Cross Social Network Interest Predictions Based on Graph Features

By Amit Tiroshi, Shlomo Berkovsky, Dali Kaafar, Terence Chen and Tsvi Kuflik

Set-oriented Personalized Ranking for Diversified Top-N Recommendation

By Amit Tiroshi, Shlomo Berkovsky, Dali Kaafar, Terence Chen and Tsvi Kuflik

Recommending Scientific Articles Using Bi-Relational Graphbased Iterative RWR

By Liping Jing and Geng Tian

Local Context Modeling with Semantic Pre-filtering

By Victor Codina, Francesco Ricci and Luigi Ceccaroni

Improving User Profile with Personality Traits Predicted from Social Media Content

By Rui Gao, Dong Nie and Tingshao Zhu

Exploratory and Interactive Daily Deals Recommendation

By Anisio Lacerda, Adriano Veloso and Nivio Ziviani

Sentimental Product Recommendation

By Ruihai Dong, Markus Schaal, Michael O'Mahony, Kevin McCarthy and Barry Smyth

HeteRec: Implicit Feedback based Entity Recommendation in Heterogeneous Information Networks

By Xiao Yu, Xiang Ren, Yizhou Sun and Jiawei Han

DEMOS

GAIN: web service for user tracking and preference learning – a SMART TV use case

By Jaroslav Kuchar and Tomas Kliegr

PEN recsys: a Personalized News Recommender Systems Framework

By Florent Garcin and Boi Faltings

GraphRM: A Heterogeneous Graph-based Recommender System Manager

By Yeonchan Ahn, Sungchan Park and Sang-goo Lee

Design and Evaluation of a Client-side Recommender System

By Chris Newell and Libby Miller

Sage - Recommender Engine as a Cloud Service

By Royi Ronen, Noam Koenigstein, Elad Ziklik, Mikael Sitruk, Ronen Yaari and Neta Haiby-Weiss

HUAWEI RECEPTION

Date	October 14, 2013
Time	18:30 - 21:00
Venue	9/F, Run Run Shaw Creative Media Centre (CMC), City University of Hong Kong



The Huawei Reception will be held at Run Run Shaw Creative Media Centre, a masterpiece of architecture and a landmark for Hong Kong and the world which was opened in 2011.

Located on Cornwall Street at the northern boundary of the CityU campus, the nine-storey centre was designed by the internationally acclaimed architect Mr Daniel Libeskind and is destined to become an international landmark. It will provide a stimulating environment and a meeting point for creative media and communication professionals from around the world and for student-staff interactions, interdisciplinary collaborations and synergies with industry.

The **Posters and Demos sessions**, together with the panorama view of the Kowloon peninsula from the balcony, the reception provides an excellent opportunity for RecSys 2013's participants to interact and exchange ideas.



Posters and Demos Setup

From 14:00 at the venue

To / From Run Run Shaw Creative Media Centre

1. RecSys 2013 Coaches

(Traveling time: approx. 5 mins)

18:00 - 18:30 Coaches depart from University Circle
Gather location: Ground Floor, Academic 3

20:00 - 21:00 Coaches take participants back to Festival Walk /
Kowloon Tong MTR Station

2. On Foot

(Walking time: approx. 15-20 mins)

From Auditorium - Wong Cheung Lo Hui Yuet Hall at Academic 3 (Main Conference venue), walk straight forward and you will reach a footbridge (Photo 01) to cross the Cornwall Street and reach Student Hostel.

After walking through Students Hostel (Photo 02), along Cornwall Street, you will see the Run Run Shaw Creative Media Centre.

3. By Taxi

(Traveling time: approx. 5 mins)

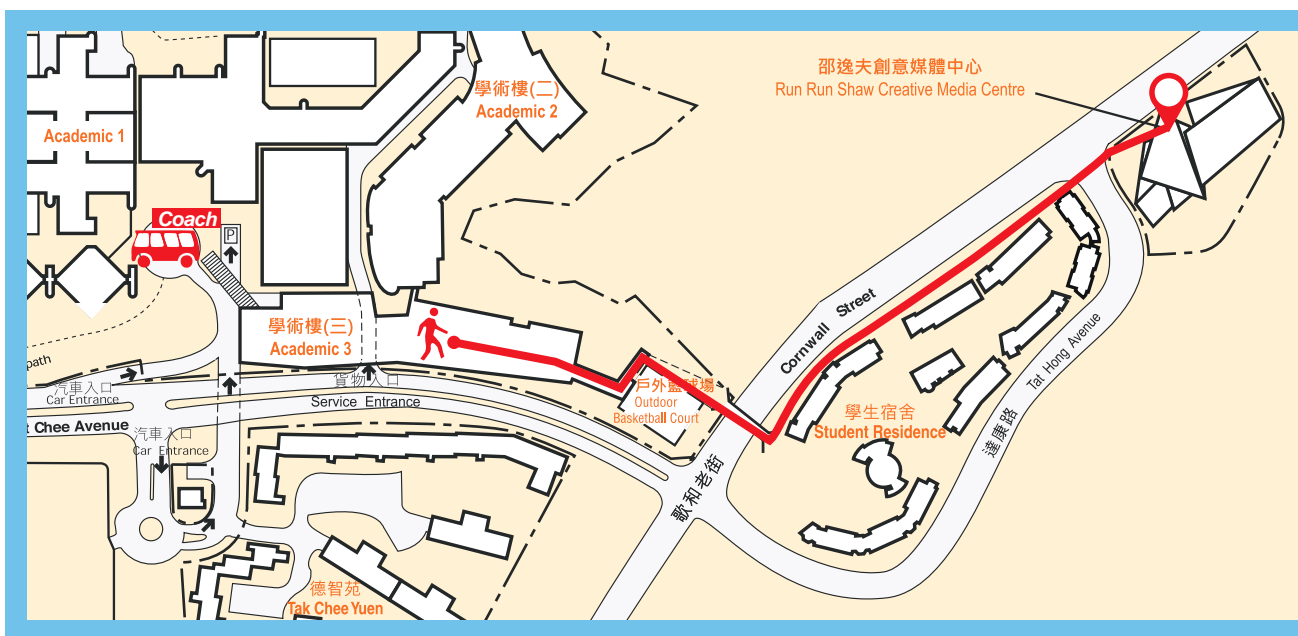
About HK\$ 20 per trip to / from Festival Walk / Kowloon Tong MTR Station.



Photo 01



Photo 02



LOCAL INFORMATION AND ATTRACTIONS

Public Wifi

Government Wi-Fi Programme (GovWiFi)

The Government has rolled out the Wi-Fi Programme on early 2008 and now there are around 400 premises in all 18 districts include public libraries, public enquiry service centres, sports venues, cultural and recreational centres, cooked food markets and cooked food centres, job centres, community halls, major parks, government buildings and offices.

You may visit the programme's website for Wi-Fi Coverage:
<http://www.gov.hk/en/theme/wifi/program/index.htm>



MTR station

You can connect to the internet at all the MTR Stations near the sign of "MTR Free Wi-Fi" Hotspots for free connectivity of up to 15 minutes per session with maximum 5 sessions for each smart phone / computer per day. So you can stay connected wherever you go!

For details and hotspots location, please visit MTR's website at
http://www.mtr.com.hk/eng/getting_around/free_wifi.html



Hong Kong International Airport

You can enjoy free wireless Internet access at most seating and public areas in the passenger terminals by selecting SSID: #HKAirport Free WiFi, launching the internet browser to any valid URL, and clicking "Accept & Continue" after reading all terms and conditions.



Shopping Mall

IFC Mall (Central District)
Grand Century Place (Mongkok)
World Trade Centre (Causeway Bay)

THE ONE (Tsim Sha Tsui)
Metroplaza (Kwai Chung)
Harbour Centre (Wan Chai)

East Point City (Tseung Kwan O)
New Town Plaza (Sha Tin)

Nearby Attractions

Festival Walk shopping mall

The shopping mall is linked to the MTR Kowloon Tong Station and City University of Hong Kong. Shopping ranges from mid-range to high-end, there are over 200 retail stores and restaurants, a multi-screen cinema and one of Hong Kong's largest ice rinks.

Please be reminded to preset your passport at the Customer Service Desk (level LG2 or UG) to get a Festival Walk Tourist Passport and start enjoying exclusive offers from over 100 international brands!

MTR Kowloon Tong Station, Exit C2, H



Wong Tai Sin Temple

The Wong Tai Sin Temple's claim to 'make every wish come true upon request' might have something to do with its popularity. Home to three religions (Taoism, Buddhism and Confucianism) its natural setting and beautifully ornamented buildings make it as much a scenic attraction as an important religious centre.

MTR Wong Tai Sin Station, Exit B3



Chi Lin Nunnery and Nan Lian Garden

Established in 1934 and renovated in Tang dynasty style (AD 618-907) in 1990, the Chi Lin Nunnery is a large temple complex of elegant wooden architecture, treasured Buddhist relics and soul-soothing lotus ponds. The complex also includes a series of temple halls, some of which contain gold, clay and wooden statues representing divinities such as the Sakyamuni Buddha and bodhisattvas.

MTR Diamond Hill Station, Exit C2



Che Kung Temple at Sha Tin

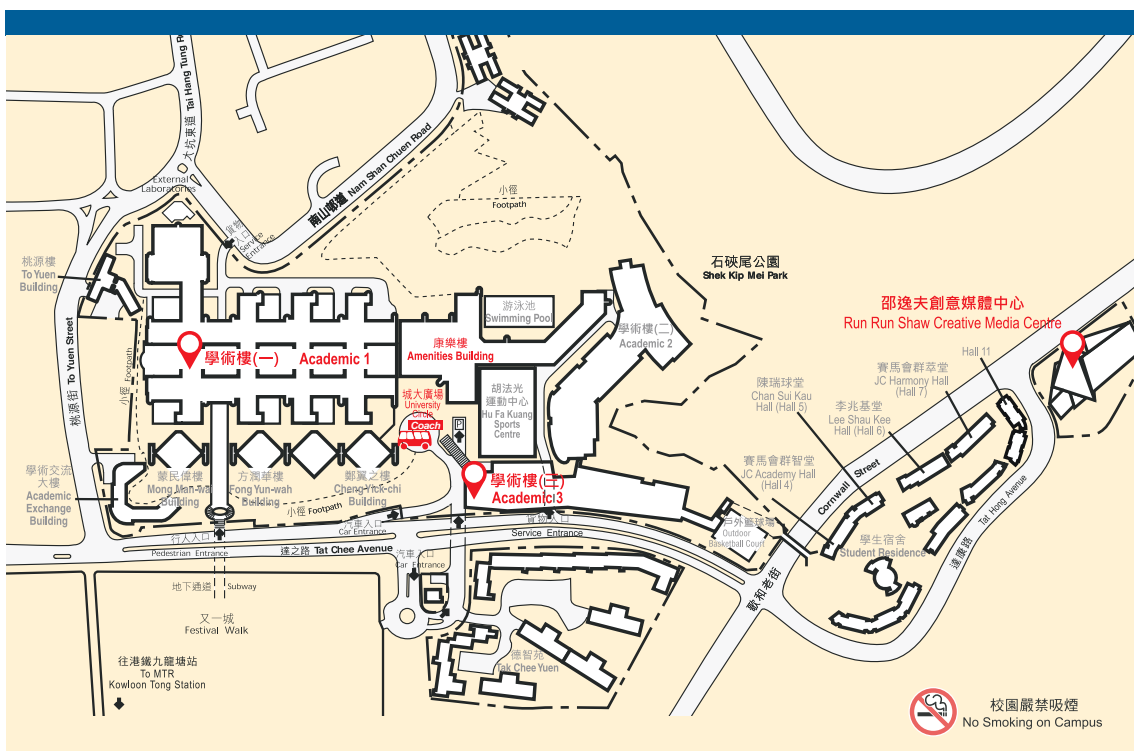
This temple located in the Tai Wai area of Sha Tin honours Che Kung, a military commander of the Southern Song dynasty (1127-1279) whose advantageous power for suppressing uprisings and plagues made him a household name. In popular folklore, it's said that Che Kung escorted the Song dynasty's last emperor on his escape to Sai Kung in what is now called the New Territories. His achievements led to him eventually becoming revered as a god.

MTR Che Kung Temple Station, Exit B



For more information, please visit the website of Hong Kong Tourist Board at
<http://www.discoverhongkong.com/>

LOCATION MAPS



Get off at Kowloon Tong MTR Station:

- MTR Kwun Tong Line: Take Exit C2 to Festival Walk
- MTR East Rail Line (From Lo Wu / Lok Ma Chau to Hung Hom Direction): Take Exit G2 and then walk across the overhead covered footbridge to Festival Walk
- MTR East Rail Line (From Hung Hom to Lo Wu / Lok Ma Chau Direction): Take Exit H and walk to Festival Walk

To go to Academic 1 (AC1) (Workshops and Tutorials on October 12 and 13)

1. Find Shop LG1-10 (**Photo 01**), take the escalator next to it, which brings you to a pedestrian subway (**Photo 02**) leading to CityU (**Photo 03**)
2. After entering the red door, turn right and take the escalator to Floor 4
3. RecSys 2013 Registration counter and Refreshment area is right in front of you.
4. Please refer to the floor plans on the next page for the locations of the lecture theatres that the Workshops, Tutorials and Doctoral Symposium will take place.

To go to Academic 3 (AC3) (Main Conference on October 14 to 16)

1. Find Shop LG1-10 (**Photo 01**), take the escalator next to it, which brings you to a pedestrian subway (Photo 02) leading to CityU (**Photo 03**)
2. After entering the red door, turn right and take the escalator to Floor 4
3. Walk straight to Yellow Zone and go out from the exit next to LT1 and LT2.
4. After going out, you will see the University Circle and a tall building of Academic 3 (**Photo 04**)
5. Walk up the stairs and escalator or take the lift to the 5th Floor and you will find the Auditorium - Wong Cheung Lo Hui Yuet Hall



You may refer to CityU's website for other alternative routes:
<http://www6.cityu.edu.hk/wayfinder/GettingToU/bymtr-er1.htm>



Photo 01



Photo 02

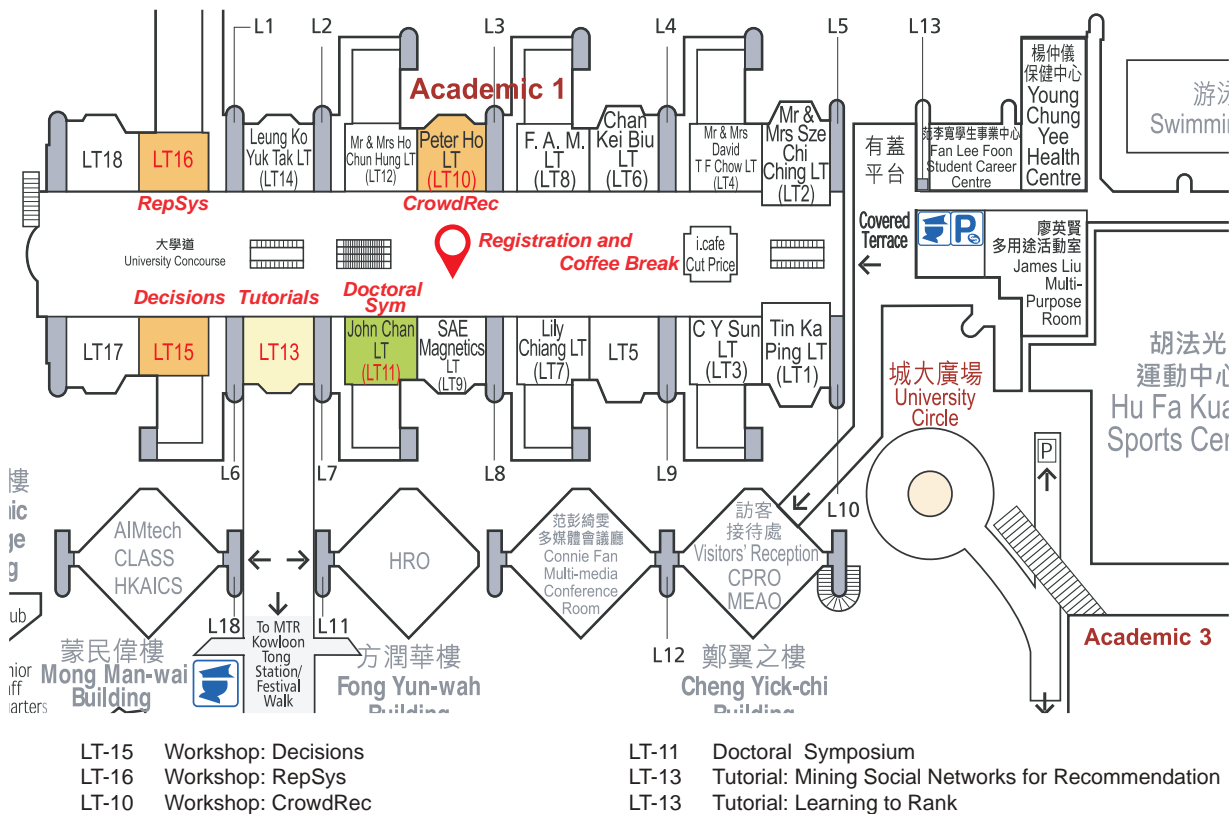


Photo 03

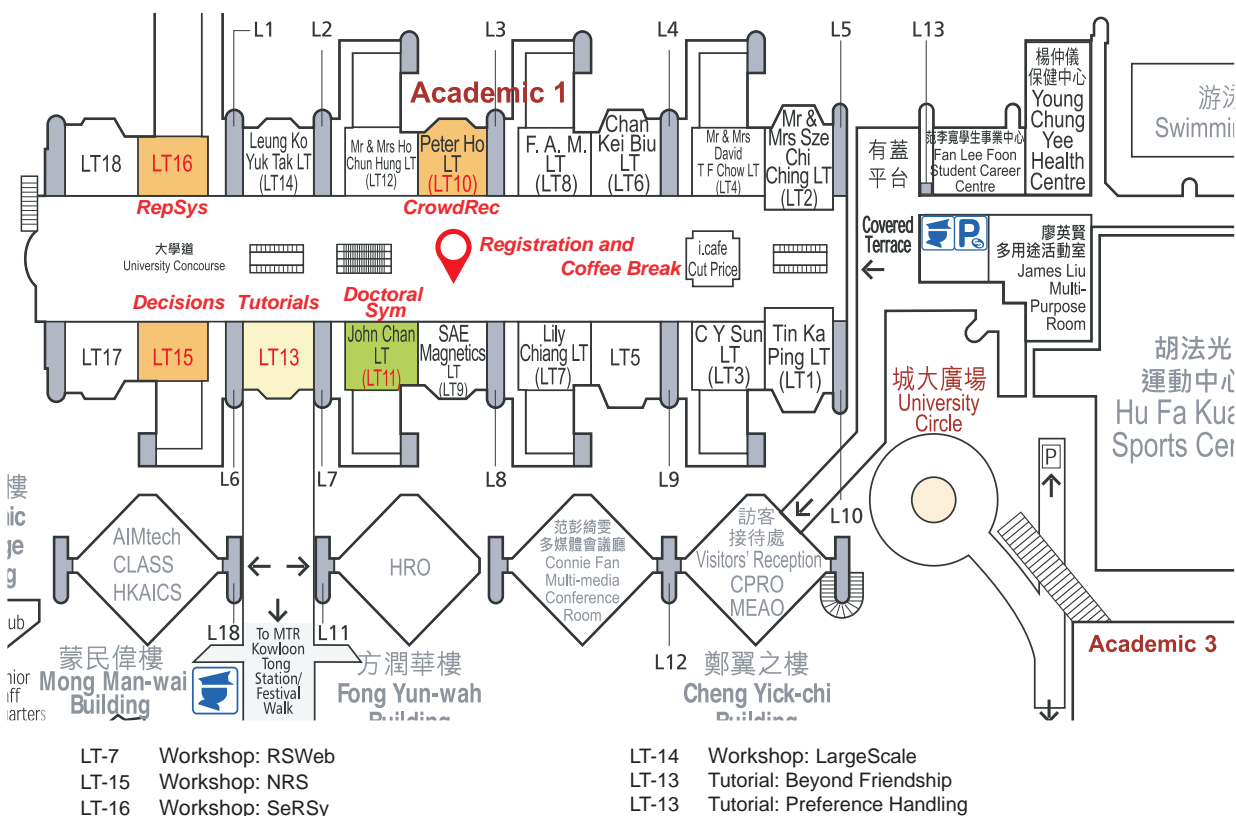


Photo 04

October 12, 2013 Workshops / Tutorials - Academic 1

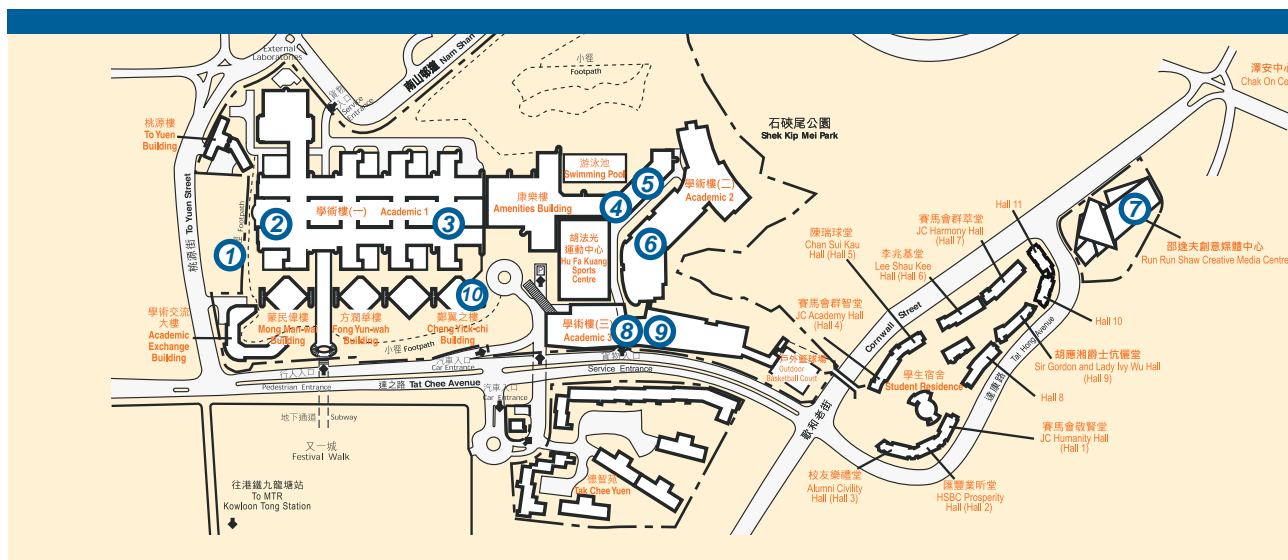


October 13, 2013 Workshops / Tutorials - Academic 1



NEARBY RESTAURANTS

Restaurants in City University of Hong Kong



1. Garden Cafe

- G/F, Academic Exchange Building
08:00–21:00 (Monday–Friday), 08:00–17:00 (Saturday)
Closed on Sundays and public holidays
Type of Cuisine: Cafe

2. Coffee Cart

- Purple Zone, 4/F, Academic 1
08:00–21:00 (Monday–Friday), 08:00–17:00 (Saturday)
Closed on Sundays and public holidays
Type of Cuisine: Cafe

3. City Express

- 5/F, Academic 1
07:30–21:00 (Monday–Sunday)
Type of Cuisine: Fast food

4. City Chinese Restaurant

- 8/F, Amenities Building
11:00–22:30 (Monday–Saturday),
09:30–22:30 (Sunday and public holidays)
Type of Cuisine: Chinese menu with full selection

5. City Top

- 9/F, Amenities Building
12:00–23:00 (Monday–Sunday)
Type of Cuisine: Western menu

6. AC2 Canteen

- 3/F, Academic 2
07:30–21:00 (Monday–Sunday)
Type of Cuisine: Fast food

7. CMCAFE

- 3/F, Run Run Shaw Creative Media Centre
08:00–21:00 (Monday–Friday),
08:00–17:00 (Saturday, Sunday and public holidays)
Type of Cuisine: Cafe

8. AC3 Cafe - Delifrance

- 3/F, Academic 3
08:00–21:00 (Monday–Sunday)
Type of Cuisine: Cafe

9. AC3 Bistro

- 7/F, Academic 3
07:30–21:00 (Monday–Saturday)
Closed on Sundays and public holidays
Type of Cuisine: Western food

10. Coffee Area

- 3/F, covered terrace next to Cheng Yick Chi Building
08:00–20:00 (Monday–Friday),
08:00–17:00 (Saturday, Sunday and public holidays)
Type of Cuisine: Cafe

Festival Walk

There are also over 30 restaurants of various price ranges at Festival Walk Shopping Mall which is adjacent to City University of Hong Kong that you may choose.

Please click browse Festival Walk's website for details:
<http://www.festivalwalk.com.hk/en/shopping/index.php?type=2>





TRIBUTE



John T. Riedl
1962 - 2013

Please join us as we offer a brief tribute to a pioneer in our field. John T. Riedl passed away this past summer after a three-year battle with melanoma. He will be remembered for many things, including his significant contributions to recommender systems. Among those contributions are his work on the original GroupLens Collaborative Filtering system; co-founding Net Perceptions, Inc.; development and publication of several of the key algorithms and technical innovations used in collaborative filtering; significant roles in workshops and conferences, from the 1996 Collaborative Filtering workshop through the Recommenders06 Summer School; serving as program chair of the inaugural RecSys 2007 conference, and much more.





ACM

RecSys

2013 HONG KONG



Registration:

Workshops and Tutorials	October 12 & 13, 2013 8:00 – 18:00 Blue Zone, Academic Concourse, Academic 1 (AC1), City University of Hong Kong
Main Conference	October 14-16, 2013 8:00 – 18:00 Foyer, Auditorium - Wong Cheung Lo Hui Yuet Hall, Academic 3 (AC3), City University of Hong Kong
Huawei Reception	October 14, 2013 17:30 – 19:30 9/F., Run Run Shaw Creative Media Centre (CMC), City University of Hong Kong

WiFi Information:

RecSys 2013 delegates please connect to the access point "CityU Guest". Then please launch a web browser where you will be redirected to a login page. Please login with the following information:

Username: recsys13
Password: AcmRS123

Contact information:

For venue related question

Prof. Ted CHOW (City University of Hong Kong),
Local Arrangement Co-chair
Phone: (852) 3442-8679

For other general issues

Ms. Samuel TAM (The Chinese University of Hong Kong),
Conference Secretary
Phone: (852) 3943 8218

Email: recsys2013hk@gmail.com
Website: recsys.acm.org/recsys13/



Gold Supporters:



Silver Supporters:



Bronze Supporter:



Technical Supporters:

