

Preface

The role of web personalization and recommender systems as fundamental technologies for electronic commerce and information access is well established with many commercially-available systems providing benefits to both users and businesses. At the same time, the proliferation of social Web applications has allowed users to go beyond simple consumers of information and instead actively participate in shaping collaborative environments in which users, resources, and user provided content are all networked together. These technologies have led to more complex forms of interactions between users and systems, as well as to more heterogeneous forms of data collected across myriad channels.

There is, therefore, an increased need for more intelligent and personalized tools that help users navigate these complex information spaces. These tools include a new generation of recommender systems and personalization technologies that successfully integrate multiple online channels, are more scalable and more adaptive, and can better handle user interactivity. To achieve these goals, such applications must rely on intelligent techniques from AI, machine learning, Web mining, statistics, and user modeling in order to leverage and mine all available data, including user profiles, the content and meta-data associated with resources, and underlying network structures.

For more than a decade, the Intelligent Techniques for Web Personalization and Recommender Systems series of workshops have sought to bring together researchers and practitioners from web mining, web personalization, recommender systems, and user modeling communities in order to foster an exchange of information and ideas and to facilitate a discussion of current and emerging topics related to the development of intelligent Web personalization and Recommender Systems. These workshops have served as an important resource for both researchers and practitioners working to develop the next generation of intelligent and adaptive Web applications. The workshops have been held at IJCAI, AAAI, and UMAP since 2001. Since 2007 the workshop series has represented a combined effort on the part of web personalization and the recommender systems communities leading to successful events at AAAI-07, AAAI-08, IJCAI-09, UMAP-10, and IJCAI-11.

This workshop represents the 10th in the series. The technical program of the workshop consists of presentations of recent, high-quality research contributions, which were selected by the workshop's international program committee in a peer review process. Five long papers and three short papers were accepted for presentation. The papers address a variety of topics in the context of personalization and recommender systems such as new techniques for group recommendation; user modeling and recommendation on the Social Web; automated content analysis for personalization and recommendation and mobile advertising.

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Organizing Committee