```
==============================================================================
Call for Papers


Workshop on Architectures and Building Blocks of Web-Based User-Adaptive Systems


Monday June 21, 2010 | Big Island of Hawaii
http://adapt2.sis.pitt.edu/wiki/WABBWUAS


In conjunction with 2nd and 18th Conference on User Modeling,
Adaptation and Personalization
http://web41.its.hawaii.edu/www.hawaii.edu/UMAP2010/


==============================================================================
```

++++++++++++++
Important dates
++++++++++++++

* Submissions due   March 16, 2010
* Notification of acceptance   April 16, 2010
* Camera-ready versions due   May 16, 2010
* Workshop held   June 21, 2010

+++++++++++
Submitting
+++++++++++

* All papers should represent original and unpublished work that is not
    currently under review
* Submission types
    - Full paper (up to 12 pages)
    - Short paper (up to 6 pages)
    - Demo (up to 3 pages)
* Format
    LNCS authors instructions found here
    http://www.springer.com/computer/lncs?SGWID=0-164-7-72376-0
* Submission procedure
    Submit via EasyChair http://www.easychair.org/conferences/?conf=wabbwuas2010
* Review
    Each submission will be reviewed by at least three members of the workshop
    program committee. Papers will be evaluated according to their significance,
    originality, technical content, style, clarity, and relevance to the
    workshop.

There will be no separate workshop registration fees. At least one of the
authors of an accepted submission must register to the main conference and
participate to the workshop with paper presentation.

+++++++++
Overview
+++++++++

Consequently, the need has arisen to move from prototypical systems to scalable,
deployable solutions. At the same time, a shift can be seen from rule-based,
mentalistic user modeling approaches to 'Web 2.0' approaches that involve
machine learning, data mining, and collaborative techniques.

Past research provided a large body of methods for adaptation/personalization,
and techniques for user modeling, usage mining, and collaborative filtering.

Conceptual frameworks splitting the adaptation process into various layers provide guidance for implementing user-adaptive systems. Based on these building blocks, various groups have created their own frameworks, among others AHA!, APELS, and Personal Reader. Framework design provides an opportunity to reuse components or even whole layers of the adaptation process. Reuse of components such as user behavior observation and logging tools, user model storage promotes faster development, better feature selection, and more robust systems.

Although, system fragmentation enables component reuse and speeds up the development of the new systems, there are several issues. First, decomposition of a monolithic system should result in a good abstraction of the data and process model to provide a convenient basis for reuse. Second, the data traffic between the separated system components may intensify. As the number of system users increases issues related to scalability might arise. This is especially true for user-adaptive and cognitive systems where the modeling and personalization components are traditionally computationally and data intensive.

Existing work on the Web-based user-adaptive and cognitive systems, including work on frameworks, shown that there exists a strong overlap between conceptual models of the decomposed adaptation process and the practical implications of its design. In this situation, a logical step is to compare already working systems with emerging approaches and models. In this workshop we seek to identify current practices and experiences with concrete implementations of user-adaptive and cognitive systems or specific components – varying from experimental, small-scale prototypes to systems that are deployed on a larger scale.

++++++
Topics
++++++

Topics include but are not limited to:
* user behavior observation and user data collection: embedded into the adaptive
    system or available as standalone components or add-ons,
* user data management: data storage platforms and formats, the use of open
    standards, querying techniques or APIs, interoperability issues,
* reusing reasoning and adaptation techniques,
* scalability and performance issues of user modeling and adaptation,
* generalizable techniques for adaptation, personalization and recommendation,
* translations of conceptual designs into concrete implementati

++++++++++++++++++
Organizing Commitee
++++++++++++++++++

* Abel, Fabian (University of Hannover)
* Geert-Jan Houben (Delft University of Technology)
* Herder, Eelco (University of Hannover)
* Pechenizkiy, Mykola (Eindhoven University of Technology)
* Yudelson, Michael (University of Pittsburgh)

++++++++++++++++
Program Committee
++++++++++++++++

* De Bra, Paul (Technical University of Eindhoven)
* Brusilovsky, Peter (University of Pittsburgh)

* Conlan, Owen (Trinity College Dublin)
* Davis, Hugh (University of Southampton)
* Heffernan, Neil (Worcester Polytechnic Institute)
* Henze, Nicola (University of Hannover)
* Knutov, Evgeny (Technical University of Eindhoven)
* Koidl, Kevin (Trinity College Dublin)
* Krause, Daniel (University of Hannover)
* O'Keeffe, Ian (Trinity College Dublin)

++++++++++++++++++
Contact Information
++++++++++++++++++

Michael V. Yudelson, ABD
School of Information Sciences
University of Pittsburgh
Email: mvy3@pitt.edu
Workshop email: wabbwuas@gmail.com
Tel: +1 (412) 624-9437