

# Computational Intelligence for Personalization in Web Content and Service Delivery (CIWP'10)

Workshop web site: <http://cig.iet.unipi.it/ciwp10/>

Under the framework of the 10<sup>th</sup> International Conference on Intelligent Systems Design  
and Applications, ISDA'10

November 29 – December 1, 2010, Cairo, Egypt

Conference web page: <http://cig.iet.unipi.it/isda2010/>

## Workshop Chairs

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**Scope of the workshop:** Today, the explosion of multimedia content and available services prompts the need for more effective Web systems, that allow users to retrieve the right information and/or service at the right time in the right way. Personalized retrieval is a promising research direction devoted to enhance information retrieval and service customization by exploiting explicit user requests combined with implicit user preferences. User preferences are complex, heterogeneous, changing, and even contradictory. Moreover, information retrieval process is characterized by vagueness of queries and approximation in the comparison between the query content and the information in the database. Computational Intelligence (CI) provides valid tools to cope with the complexity in the mechanisms underlying Web content and service delivery personalization. Indeed, CI encloses different computing paradigms that work synergistically to exploit the tolerance for imprecision, uncertainty, approximate reasoning, and partial truth in order to provide flexible information processing capabilities and low-cost solutions. Due to these characteristics, CI techniques are suitable to deal with the imprecision and vagueness inherent a personalized information retrieval system. Recently, many researchers have addressed their interest towards the benefits of CI for personalization in Web information retrieval systems. This represents a promising direction to improve the effectiveness of such systems and to make them adaptive and more flexible.

**Topics:** We invite prospective authors to submit papers that propose the use of CI techniques to advance the technology in the field of Web personalization, with special focus on information retrieval and service delivery.

Original contributions are solicited in the following topics (but are not limited to):

- User behaviour modelling
- Context-Aware Browsing
- Automated techniques for user profiling
- Web mining for personalization
- Data models for Web usage, content and structure data
- Collaborative and content based filtering
- Clustering in personalization systems
- Hybrid personalization systems
- Adaptive user interfaces and personalization techniques
- Personalized search
- Context-aware Search
- Service delivery personalization
- Intelligent Context-Aware Services Delivery

- Explanation and justification in personalization systems
- Modelling decision making in personalization systems
- Measuring personalization effectiveness

### **Instructions for Authors:**

Papers must correspond to the requirements detailed in the (Paper Submission) on the conference flyer <http://cig.iet.unipi.it/isda2010/flyer.pdf>

### **Registration Fees:**

All papers must be presented by one of the authors, who must pay the registration fees.

<http://cig.iet.unipi.it/isda2010/>

### **Paper Reviewing and Publication**

All accepted papers will be published by the IEEE Computer Society, included in the IEEE-Xplore™ and the IEEE Computer Society (CSDL) digital libraries and arranged for indexing through IEE INSPEC, EI (Compendex), Thomson ISI, and other indexing services.

Submitted papers will be reviewed. Accepted papers, which should not exceed 6 pages (PDF) following the double column IEEE format <http://cig.iet.unipi.it/isda2010/>. All accepted papers will be published in the proceedings of the ISDA'10. Selected papers will be published in special issues of a selection of International Journals (to be announced).

### **Tentative Dates of Submission and Acceptance**

- Deadline for paper submission ~~June 26, 2010~~ **July 31, 2010**
- Notification of acceptance ~~August 14, 2010~~ **September 1, 2010**
- Camera-ready manuscript submission ~~September 15, 2010~~ **September 20, 2010**