



13th International Workshop on Semantic and Social Media Adaptation and Personalization (SMAP 2018)

The 13th International Workshop on Semantic and Social Media Adaptation and Personalization (SMAP 2018) will take place in Zaragoza (Spain), on 6th and 7th September 2018. SMAP 2018 will be organized with the support of the Aragón Engineering Research Institute (Instituto de Investigación en Ingeniería de Aragón, I3A) - University of Zaragoza.

The Semantic and Social Media Adaptation and Personalization (SMAP) workshop is the evolution of the Semantic Media Adaptation and Personalization initiative, which was founded during the summer of 2006 in an effort to discuss the state of the art, recent advances and future perspectives for semantic media adaptation and personalization. However, as Social Media applications have substantially transformed the way organizations, communities, and individuals interact, we have the scopes of SMAP extended towards this new trend, seeking to bring together researchers from the social web as well as from the semantic web communities.

After twelve successful workshops starting from Athens (2006), and then London (2007), Prague (2008), San Sebastian (2009), Limassol (2010), Vigo (2011), Luxembourg (2012), Bayonne (2013), Corfu (2014), Trento (2015), Thessaloniki (2016), and Bratislava (2017), the SMAP workshop series has been consolidated as a reference event in order to discuss about the newest advances in the field.

Aim and topics

SMAP 2018 aims to address several issues of semantic and social multimedia technologies and their use in content creation, media adaptation and user profiling. Topics of interest include but are not limited to:

- Content creation, annotation and modeling for semantic and social web
- Computational intelligence for media adaptation and personalization
- Semantics-driven indexing and retrieval of multimedia contents
- User modeling and dynamic profiling
- Ontologies and reasoning
- Multimedia standards
- Semantics-based recommender systems: theory and applications
- Recommender systems for mobile users
- Web adaptation methods and techniques

- Hybrid social and semantic approaches to profiling, recommendation engines or adaptation systems
- Social multimedia applications (livecasting, audio-video sharing)
- Social multimedia tagging and multimedia content communities
- User-generated content mechanisms
- Privacy/Security issues in Social and Personalized Media Applications
- Privacy preserving data mining and social networks
- Content customization and adaptation
- Semantic context modeling and extraction
- Context-aware multimedia applications
- Adaptive and personalized multimedia summaries
- Multilingual content navigation
- Intelligent personalized interfaces
- Social and semantic media collaboration platforms (e.g. semantic wikis)
- Social web economics and business
- Social network aggregation
- Social data analytics
- Social data mining
- Adaptive/Personalized conversational media

In addition, SMAP 2018 seeks special sessions proposals addressing emerging issues in all the above aspects, that will complement the regular program. If you are interested in organizing a special session, please submit a proposal including a title, abstract/motivation, and if possible a list of potential authors that could be interested in the special session. Authors will have the opportunity to present their work in short papers that will appear in the official SMAP 2018 workshop proceedings.

Important dates

- **Special session proposals:** January 30, 2018
- **Special session approval:** February 7, 2018
- **Paper submission deadline:** April 23, 2018
- **Notification of acceptance:** June 26, 2018
- **Camera-ready submission deadline:** July 4, 2018
- **Registration for authors:** July 10, 2018
- **Early registration:** July 12, 2018
- **Late registration:** September 1, 2018
- **Workshop:** 6-7th September, 2018

Please, avoid registration procedures during the summer. The University of Zaragoza is expected to be closed from August 1 to August 14, 2018, and with more limited support for administrative services since mid-July until the end of August.

Submission guidelines

Each submitted paper will be refereed by at least three members of the SMAP 2018 Program Committee, based on its relevance, originality, significance, technical soundness and clarity of expression.

Submissions must be in English, and can present mature research or experimental results as well as promising work in progress. Papers must be formatted according to the IEEE 2-column conference article style, with a limit of 6 pages, including all figures, tables and references. A minimum paper length of 4 pages is also imposed.

As with all previous editions of SMAP, all accepted papers are planned to be published by IEEE in IEEE Xplore. SMAP 2018 is supported by IEEE Computational Intelligence Society (technical co-sponsorship).

For your convenience, you may use the [LaTeX](#) or [MSWord](#) templates. Papers can be submitted via [EasyChair](#) in PDF format.

Local Organizers

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- Fernando Bobillo
- Raquel Trillo

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- Sergio Ilarri
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