

Message from the MultiA-Pro 2012 Chairs



You are about to read the proceedings of the International Workshop on Interoperability of User Profiles in Multi-Application Web Environments (MultiA-Pro 2012).

Nowadays, many different websites and applications in different areas (e-learning, digital libraries, search engines, e-commerce, social networks, ubiquitous computing, web of things) are gathering proprietary user profiles. These are gathered for the purpose of the subsequent provision of adaptive and personalized services to users.

Although beneficial and having the potential to upgrade the personalized services provided to users, very little exchange of the gathered user profile information practically occurs between these sites and applications. This can be explained by various commercial and legal limitations. Firstly, commercial competition between companies prevents them from sharing the gathered user profiles. For example, e-commerce services like Amazon and eBay are primarily interested to improve their own service and refrain from establishing an interoperable environment and sharing their own profiles with the rival service. Secondly, many countries impose very stringent legal restrictions on the gathering and storage of personal user information and prohibit such a sharing. Meanwhile, for individual users, it is getting more and more difficult to manage in a secure and practical way their ever multiplying web identities.

Overcoming these limitations and developing solutions and standards for multi-application user profiling and interoperability of user modeling and personalization applications is timely and important. This can allow future online service providers to gather richer and more accurate user profiles, and, as a result, facilitate the provision of high-quality personalized services to their users. Providing a standardized, transparent, user-centric and secured means for gathering, modeling, and management of user profiles would facilitate the adoption of user profile data interoperability and sharing in web-based user modeling and personalization applications.

The aim of this workshop is to organize a common discussion among scientific and industrial research communities on the challenges evolving around multi-application user profiling and personalization on the web. The main objective is to set new standards and a strategic research agenda for researchers and web technology developers for aspects related to interoperability of user modeling and personalization systems.

We received interesting papers, covering several aspects of user profile interoperability, and we are looking forward to a rich and constructive exchange around this topic.

We would like to thank the authors and the scientific committee members who made this workshop possible.

We are sure that you will find interesting ideas while reading and that you will find these proceedings useful for your future scientific projects.

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