Special Session Proposal

2016 IEEE Cyber Science and Technology Congress (CyberSciTech 2016)

Auguest 8-Auguest 12, 2016, Auckland, New Zealand

1. **Session name**

User Modeling driven Personalized Services in Social Cyberspace (UMPSSC)

2. **Session chair**

Bofeng Zhang, Shanghai University

3. **Session Description**

We are able to digitize almost every aspect for an entity in physical world, including basic information, topic interests and social relationships. That enabled the emergence of a new paradigm known as Cyberspace, which has emerged as the new frontier that seamlessly brings together physical, social and mental spaces. In reality, we map the characteristics of a physical user into a Cyber space by the techniques of user modeling. Besides, social media is becoming a new platform to offer a variety of opportunities in a wide range of business sectors for companies to promote marketing research and decision-making. Thus, whatever we digitize, we can integrate user model into real-world applications for providing personalized service recommendation in social networks. As expected, it will bring new challenges on user modeling that need to be tackled, such as topic interests and social relationships mining, model represention and evolution, and its applications in social network.

The purpose of this special issue on CyberSciTech 2016 is to offer a common platform for scientists, researchers and engineers to exchange their latest ideas and outcomes in research, technology and science on user modeling theory and methods. The main topics of interest are on grand challenges, architectures, and innovations for user modeling and its applications in social media. We are seeking papers in, but not limited to, the following main areas:

(1) Architecture and infrastructure for user modeling

(2) User personalization measurement

(3) User modeling representation and evolution

(4) User model driven persionalized recommendation

(5) Service uncertain QoS prediction and recommendation

(6) Social network modeling and analysis

(7) Community detection in social network

(8) Applications of adopting social network