



8th ACM SIGSPATIAL Workshop on Location-based Recommendations, Geosocial Networks and Geoadvertising

October 29, 2024, Atlanta, GA, USA

<https://localrec.github.io/2024/>

Call for Papers

The amount of publicly available geo-referenced data has seen a dramatic explosion over the past years. Human activities generate data and traces that are now often transparently annotated with location and contextual information. At the same time, it has become easier than ever to collect and combine rich and diverse information about locations. With the advent of smartphones and social networks, a multi-billion dollar industry has emerged which utilizes geosocial data for advertising and marketing. For example, geospatial data about people such as geotagged social media posts, GPS traces, data from cellular antennas and WiFi access points are used on a wide scale to directly access people for advertising, recommendations, and group purchases. Exploiting this torrent of geo-referenced data provides a tremendous potential to materially improve existing services and offer novel ones, with clear benefits in multiple domains. Furthermore, with the recent technological advances, Generative AI and Large Language Models (LLMs) are also affecting the area of location-aware recommender systems and geoadvertising. In this context, new technologies are required for collecting, storing, analyzing and utilizing the data. Additionally, challenges in the areas of responsibility, accountability, transparency, fairness, adequacy (e.g. avoiding ads in improper places) and preventing misconduct, naturally arise.

Fully exploiting this potential requires addressing many core challenges and combining ideas and techniques from various research communities, such as recommender systems, data management, geographic information systems, social network analytics, text mining and Generative AI. By bringing together researchers and practitioners from these communities, this workshop aims to provide a unique forum for discussing in depth and collecting feedback about challenges, opportunities, novel techniques and applications.

We solicit original contributions of both *long* and *short research* or *survey* papers and *short vision* or *demonstration* papers on:

Location-aware recommender systems

- location as context
- collaborative filtering vs. content-based recommendations
- case and empirical studies
- evaluation methods and metrics; datasets and benchmarks

Geosocial networks

- recommendations for locations, events, venues, travel
- friend and community suggestions
- extracting preferences, tips, ratings, patterns, habits
- modeling and mining geo-social influence

Generative AI

- LLMs for recommender systems
- applications of LLMs to travel planning
- AI tools for geoadvertising

Geoadvertising and geomarketing

- location-aware viral campaigns
- using location data to match people to relevant ads and content
- geotargeting to deliver content to a user based on her or his geographic location
- location-based intelligence to improve the odds of a particular message reaching the right consumer at the right time
- proximity marketing; beacons and IoT

Tourism

- trip planning and recommendations for travel destinations, tourist routes and points of interest
- automatic guide and tour generation
- exhibition arrangement

Security and privacy in location-aware applications

- attack and threat scenarios
- spatial anonymization and cloaking
- restrictions on content delivery
- prevention of inadequacy or misconduct
- accountability, transparency, fairness

Organizing Committee

Clio Andris
Georgia Tech, USA

Panagiotis Bouras
JGU Mainz, Germany

Yaron Kanza
AT&T Labs - Research

Matthias Renz
CAU Kiel, Germany

Dimitris Sacharidis
ULB, Belgium

Important Dates

Workshop

October 29, 2024

Submission Deadlines

Abstract:	September 1, 2024
Submission:	September 6, 2024
Notification:	September 30, 2024
Camera-ready:	October 7, 2024

All Deadlines at 23:59 AoE