



## Welcome from the SRS 2013 Workshop Chairs

It is our great pleasure to welcome you to SRS 2013, the fourth International Workshop on Social Recommender Systems, held as part of the WWW 2013 conference in Rio de Janeiro.

**Background:** Social Recommender Systems (SRSs) are recommender systems that target the social media domain. With social media sites becoming the most popular on the web, SRSs aim to alleviate users' "social overload" by filtering to the most relevant data, often using personalization techniques adapted for the interests and needs of the specific user. Social media and recommender systems can mutually benefit from one another. On the one hand, social media introduces new types of public data and metadata, such as tags, comments, votes, and explicit people relationships, which can be utilized to enhance recommendations. On the other hand, recommender systems can significantly affect the success of social media websites, ensuring each user is presented with the most attractive and relevant information, on a personal basis.

**Objectives:** This workshop aims at bringing together researchers and practitioners around the emerging topics of recommender systems within social media in order to: (1) share research and techniques used to develop effective social media recommenders (2) identify key challenges in the area, and (3) identify new cross-topic collaboration opportunities. To take advantage of the WWW setting and its broad and diverse audience, we particularly encouraged two research sub-topics: (1) studying new emerging applications for recommender systems on the Social Web, and (2) using new sources of knowledge, especially Big Data generated by people and machine, to enhance current techniques and develop new methods for recommender systems on the Social Web.

**History:** This is the fourth incarnation of the SRS workshop, following SRS 2010, held in conjunction with IUI 2010 in Hong Kong; SRS 2011, held in conjunction with CSCW 2011 in Hangzhou, China; and SRS 2012, held in conjunction with UMAP 2012 in Montreal, Canada.

**Review Process:** The call for papers solicited submissions in the area of social recommender system. Themes of interest were diverse and spanned technologies and applications, models, algorithms, user interfaces, and evaluation methods. Each submission was reviewed by at least three Program Committee members and final decisions were made by the workshop chairs. PC members are listed below and include 18 experts in the field. We are grateful to all of them for their thorough and insightful reviews.

**Program:** We accepted six long papers and three short papers as part of this year's program. We grouped them into three sessions: (1) People and group recommender systems; (2) Trust in recommender systems; and (3) User modeling for social recommender systems. In addition, we are delighted to have a research keynote and an industry keynote as part of the program. Jure Leskovec from Stanford University will give the research keynote about how status and reputation shape human evaluation. Mitul Tiwari from LinkedIn will give the Industry keynote, discussing challenges and opportunities for large-scale SRSs.

We hope that you will find this workshop interesting and thought-provoking. We also encourage using *social recommendations* to explore more opportunities to enjoy the beautiful city of Rio.

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