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| 1. Record Nr. | UNINA9910141876403321 |
| Titolo | 2014 9th International Workshop on Semantic and Social Media Adaptation and Personalization (SMAP) : 6-7 Nov. 2014, Corfu, Greece / / Institute of Electrical and Electronics Engineers |
| Pubbl/distr/stampa | Piscataway, New Jersey : , : IEEE, , 2014 |
| ISBN | 1-4799-6814-5 |
| Descrizione fisica | 1 online resource (155 pages) |
| Disciplina | 005.7 |
| Soggetti | Semantic integration (Computer systems) Semantic networks (Information theory) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Sommario/riassunto | 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. As social media applications have substantially transformed the way organizations, communities, and individuals interact, the scopes of the workshop are now extended towards this new trend, seeking to bring together researchers from the social web as well as from the semantic web communities, under the umbrella of the media adaptation and personalization domain. After eight successful workshops in Athens, London, Prague, San Sebastian, Limassol, Vigo, Luxembourg and Bayonne, the SMAP workshop series has consolidated as a reference event in order to discuss about the newest advances in the field. |