

Call For Papers

Challenge on Context-Aware Movie Recommendation

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Challenge:

The importance of contextual information has been recognized by researchers and practitioners in many disciplines, including e-commerce, personalization, information retrieval, ubiquitous and mobile computing, data mining, marketing, and management. While a substantial amount of research has been performed in the area of recommender systems, the vast majority of existing approaches focuses on recommending the most relevant items to users and does not take into account any additional contextual information, such as time, location, weather, or the company of others.

This special issue will present the outcomes of the Challenge on Context-aware Movie Recommendation (CAMRa) that was held in conjunction with the 2010 ACM Recommender Systems Conference. Two new movie ratings datasets – one from Moviepilot and one from Filmtipset – were released for the challenge. The datasets contained a number of contextual features, typically not found in standard collaborative filtering datasets. The challenge tracks were:

- Weekly Recommendation -- Focused on the temporal dimension of context. The participants were asked to recommend movies for two different weeks: Christmas week and the week leading up to the Oscars ceremony. For this track, any of the two datasets could be used.
- Moviepilot Track. Focused on the mood dimension of context. The participants were asked to recommend a list of movies for a selection of users based on a given mood. Only the Moviepilot dataset could be used.
- Filmtipset Track. Focused on the social dimension of context. The participants were asked to recommend a list of movies for a selection of users based on the friendships in the social network. Only the Filmtipset dataset could be used.

The evaluation considered the following metrics: mean average precision (MAP), precision@5, precision@10, and area under curve (AUC). Each released dataset was accompanied by a test dataset, which was used to objectively evaluate the performance of the participating teams. In addition, the proposed algorithms were subjectively evaluated by domain experts. An additional dataset was released at the final stage of the challenge in order to identify the winners. A small scale online evaluation with real users was conducted in the Moviepilot track.

Submissions:

CAMRa participants are invited to submit papers focusing on their participation in the challenge and algorithms evaluated using the released datasets. Each paper for submission should be formatted according to the style and page limit of TIST. A separate cover letter should be submitted that includes the paper title, the list of all authors and their affiliations, and information of the contact author. Each paper will be reviewed rigorously, and possibly in two rounds, i.e., minor/major revisions will undergo another round of review. The authors are invited to submit papers via the online submission system of TIST at <http://mc.manuscriptcentral.com/tist> (select the Special Issue of Context-Aware Movie Recommendations) before December 13, 2010.

Further inquiries can be sent to camra2010@dai-lab.de.

Schedule:

Deadline for paper submission:	December 13, 2010
Completion of first review:	February 15, 2011
Minor/Major revision due (first round):	March 15, 2011
Completion of second round of reviews:	April 10, 2011
Minor revision due (second round):	May 2, 2011
Final decision notification:	June 1, 2011
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