The Workshop on Recommendation and Advertising in Online Social Networks (READNet 2019) will be held in conjunction with The 2019 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM 2019), Vancouver, Canada, 27-30 August, 2019.

**Scope**

The ubiquitous adoption of Online Social Networks (OSNs) has transformed the way of people interact with each others by introducing a new generation of systems and applications based on social media contents. In such a scenario, social media contents shared in OSNs contains specific information about their users which serve as the basis for providing personalized advertising and recommendation of services, products, contents to the users. Recommendation and advertising techniques are relevant for OSNs and novel solutions face the challenge of exploiting the huge amount of personal and social information currently available in the systems. Furthermore, recommendation and advertising techniques for OSNs spread on different objects of the OSNs because they can be also used to suggest the most appropriate privacy policy, the most appropriate time to publish a content, connections with new friends, posts, comments, communities, etc.. Among the hot topics in this context, we cite for example the discovery of the best “influencers” for a given brand, the suitable profiling of users for specific applications, the matching of user profiles across different social media. As a result, the current generation of OSNs systems and applications face the challenges of inferring, modelling, and analyzing the behaviour of users in order to provide accurate and efficient techniques for users’ recommendation.
The workshop is intended to address different important aspects and emerging trends of recommendation and advertising in OSNs which are of great interest from researchers and practitioners of different fields. We invite submissions of high-quality, novel and original Research papers discussing results in the following areas of interest:

- Personalized Advertising
- Context-aware Advertising and Recommendation
- Experts, Leaders, and Actors Recommendation
- Behaviour-aware Recommendation and Advertising
- Privacy Policy Recommendation in OSNs
- User Targeting and Profiling
- Profile Matching
- Data Integration in OSNs

We solicit also the submission of Short papers which discuss the topics of the workshop by focused mainly on a specific domain of application, such as the implementation of software prototypes and tools or the presentation of experimental results based on a real case study.

Submission and Publications

The papers will be reviewed and assessed by the program committee and they will be accepted for the conference based on the reviewers’ comments, on their originality, and relevance. Manuscripts must be in English and must use the IEEE two-column template:

- Research paper: with a maximum length of 8 pages
- Short paper: with a maximum length of 4 pages.

Submission Entry Page: EasyChair

Accepted and presented papers will be included in the Conference Proceedings and it will be forwarded by the IEEE for inclusion in several indexes: IEEE Computer Society Digital Library, IEEE eXplore, the ACM Digital Library, Web of Science, SCOPUS, etc.

Key Dates

Paper submission deadline
June 24, 2019 11:59 PM American Samoa Zone (UTC-11)
Notification of acceptance
June 30, 2019 11:59 PM American Samoa Zone (UTC-11)
Camera-ready papers due
July 15, 2019 11:59 PM American Samoa Zone (UTC-11)
Workshop day
TBD

Organizers

Andrea De Salve
Dipartimento di Matematica e Informatica
Università degli Studi di Palermo
andrea.desalve@unipa.it

Simona E. Rombo
Dipartimento di Matematica e Informatica
Università degli Studi di Palermo
simona.rombo@unipa.it