PREFACE

This volume comprises the proceedings of the 4th International Workshop on Semantic Media Adaptation and Personalization (SMAP 2009) held on December 14-15, 2009, in San Sebastián, Spain. SMAP 2009 was organized by Visual Communication and Interaction Technologies Centre. The workshop venue was VICOMTech-IK4 Applied Research Centre, situated in the Technology Park of San Sebastián.

By common consent, the interest and support for the SMAP initiative has been so overwhelming, that made the organizers advance the 1st Workshop (held in Athens in 2006) into a standalone annual initiative. Thus, this year the 4th consecutive workshop aims not only to build on the achievements of the previous workshops, but also to welcome new researchers in order to discuss emerging developments in the field of semantic media adaptation and personalization. The SMAP initiative has evolved over time and, since 2006, it sets a meeting and collaboration point for all researchers, practitioners, students, industry and academia.

In spite of the multitude of current intelligent multimedia content management activities, there is still a lack of appropriate outlets for presenting high quality research in the prolific and prerequisite fields of semantic content creation and modelling, personalized multimedia content search and retrieval and multimedia content customization and adaptation. Undoubtedly, the growth of multimedia content (e.g. personal still image collections like Flickr™) and the change of user behaviours towards more social aspects (e.g. social networks like Facebook™) have created the need for fast, robust and efficient algorithms, able to analyse and interpret large-scale, diverse and heterogeneous multimedia contents. Thus, interesting research efforts emerge in the areas of social multimedia tagging and multimedia content communities, mingling ideas and innovations and leading towards efficient semantic context modelling and extraction.

This year’s focus will also be given on the World Wide Web, which forms one of the most exploited information medium of our era. The workshop aims to bring together researchers to engage in an in-depth discussion on various research and development issues regarding personal intelligence, adaptation and personalisation over the Web, enhancing the synergy among them. Thus, propagation of semantic media adaptation, content personalization and adaptive hypermedia utilization is enabled in a fruitful manner, resulting into interesting research novelties presented in the following.

In the time passed since December 2006, SMAP came a long way; IEEE Computer Society became its standard proceedings publisher, making them available for the years to come through IEEE Digital Library, two major IEEE Societies (IEEE Systems, Man and Cybernetics Society and IEEE Computational Intelligence Society) technically sponsor it by turns, whereas the IEEE-SMC Technical Committee on Intelligent Internet Systems and the IEEE-CIS Intelligent Systems Applications Technical Committee provide their technical support and contribute to the success of the current and future workshops. Furthermore, this year a Special Session is included in the program, dealing with intelligence, adaptation and personalization issues on the Web.

As it was the case with previous years, the deadline for paper submissions at the end of July made it clear that SMAP was going to continue its appealing effect to the semantic adaptation and personalization research community. Having received 41 high quality submissions from 13 countries, the work of the Program Committee was once more a difficult one; in some cases quality papers had to be rejected in order to ensure that presentations would not stray from the intended scope of the workshop. After all, following a strict and thorough peer review process, 21 papers were selected for inclusion in the proceedings you are currently reading and for presentation at the workshop and participants from 12
countries (*Belgium, Cyprus, Czech Republic, France, Greece, India, Ireland, Japan, Portugal, Slovakia, Spain, United Kingdom*) will collaborate and present their work. As usual, SMAP 2009 will be a two days event.

For those familiar with the SMAP initiative and workshops it would be easy to identify the features present in SMAP 2009 that express the actual heart of SMAP and you can expect to see them in future SMAPs as well. Firstly, the scope of SMAP is clearly well-defined and focused as it is intended to be the annual meeting of the international semantic media and personalization community. The workshop contains papers that fall solely within the same topic and cannot be assigned to independent parallel sessions; thus, SMAP will remain a single track workshop. Secondly, the nature of SMAP is purely academic and there is no thought of financial profit for any of the organizing parties. In this manner, conference fees are set so that the event marginally breaks even and special care has been taken for students attending the event in an effort to benefit from the discussions held in its scope.

As General Chairs of SMAP 2009, we devoted most of our time and effort during the last few months in the success of the workshop. But this was minimal compared to the efforts of this year’s Local Organizers: Dr.-Ing. Maria Teresa Linaza Saldaña and Dr.-Ing. Jorge Posada Velásquez of VICOMTech, Spain, who deserve our great thanks and admiration. Having said that, we are also grateful to many people for their help and support received in the organization of SMAP, in any form this happened, especially to Mrs. Larrietz Varona of Lankor, San Sebastián, Spain. We would like to thank Gary Greenwood from the IEEE Computational Intelligence Society for his support. Of course, our thanks also go to all VICOMTech people for their volunteered help with local arrangements. Last but not least, our special thanks go to Dr. Yannis Avrithis and Prof. Stefanos Kollias of the National Technical University of Athens, for their continuous support to SMAP all these years.

SMAP 2009 General Chairs

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