

The 4th International Workshop on

Location-Based Social Networks (LBSN 2012)

– Held in conjunction with [UbiComp 2012](#)

Sept 8, 2012 - Pittsburgh, Pennsylvania, USA

Website: <http://lbsn2012.cmuchimps.org/>

Aims and Scope

Social networks have been prevalent on the Internet and become a hot research topic attracting many professionals from a variety of fields. The advances in location-acquisition and mobile communication technologies empower people to use location data with existing online social networks. The dimension of location helps bridge the gap between the physical world and online social networking services. Furthermore, people in an existing social network can expand their social structure with the new interdependency derived from their locations. As location is one of the most important components of user context, extensive knowledge about an individual's interests, behaviors, and relationships with others can be learned from her locations. In a location-based social network, people can not only track and share the location-related information of an individual via either mobile devices or desktop computers, but also leverage collaborative social knowledge learned from user-generated and location-related content, such as GPS trajectories and geo-tagged photos. Consequently, LBSNs enable many novel applications that change the way we live, such as travel planning, location recommendations, friend suggestion, and community discovery, while offering many new research opportunities to the Ubiquitous computing community, including link prediction, human mobility modeling, and user activity recognition, privacy, and computer human interaction. <http://research.microsoft.com/en-us/projects/lbsn/default.aspx> presents some example papers.

The objective of this workshop is to provide professionals, researchers, and technologists with a single forum where they can discuss and share the state-of-the-art of LBSN development and applications, present their ideas and contributions, and set future directions in emerging innovative research for location based social networks.

Topics of interest include but not limited to the following:

Understanding users in LBSNs

- User preference modeling
- User mobility modeling and analysis
- Real-world user activity sensing and recognition
- User similarity computing based on locations
- Link prediction and social tiers inference
- Friend recommendations and community discovery
- Expert discovery and influential person identification
- User intension understanding

Understanding locations in LBSNs

- Hot spots, significant places, and interesting locations detection
- Generic or personalized location recommendations
- Popular travel routes discovery from social media
- Trip planning and itinerary suggestion for users
- Location annotation and semantic meaning identification
- Location prediction and location privacy
- Anomaly detection and event discovery from social media
- Trajectory data mining in LBSNs

Information sharing in LBSNs

- Location and location-related data sharing
- Location and location-tagged media visualization
- Human-computer interaction in LBSNs
- Information retrieval in LBSNs

Important Dates:

Paper submission due: **June 19, 2012** (PCT 11:59PM).

Notification of acceptance: July 1, 2012

Camera ready due: July 4, 2012

Workshop day: Sept. 8, 2012

Submission

We solicit two kinds of submissions:

- Full paper, up to 8 pages
- Short paper, up to 4 pages.

All manuscripts should be submitted in a single PDF file including all content, figures, tables, and references, following ACM camera-ready templates available at: <http://www.acm.org/sigs/pubs/proceed/template.html>, via the website <https://cmt.research.microsoft.com/LBSN2012/> before the submission deadline. Each paper will be assigned to three reviewers for a peer review. All accepted papers will be included in the ACM digital library as well as EI index.

Award

We will set one best paper award according to the review results and presentation of a paper.

Organizers

General Chair:

[Jason Hong](#), Carnegie Mellon University, USA

Program Chair:

[Yu Zheng](#), Microsoft Research Asia, China

Program Committee:

[Jan Blom](#), Nokia Research Center, Switzerland

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