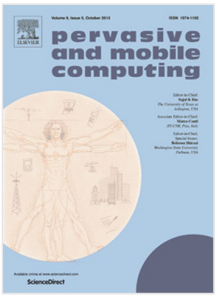
# Accepted Manuscript




Personalization and context-awareness in social local search: State-of-the-art and future research challenges

Fabio Gasparetti

PII: S1574-1192(16)30027-X
DOI: http://dx.doi.org/10.1016/j.pmcj.2016.04.004
Reference: PMCJ 693

To appear in: *Pervasive and Mobile Computing*

Please cite this article as: F. Gasparetti, Personalization and context-awareness in social local search: State-of-the-art and future research challenges, *Pervasive and Mobile Computing* (2016), http://dx.doi.org/10.1016/j.pmcj.2016.04.004

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

*Manuscript
Click here to view linked References

# Personalization and Context-awareness in Social Local Search: State-of-the-art and Future Research Challenges

Fabio Gasparetti

*Roma Tre University, Via della Vasca Navale 79, 00146 Rome, Italy*

**Abstract**

Location-based services (LBS) are now the platforms for aggregating relevant information about users and understanding their mobile behavior and preferences based on the location histories. The increasing availability of large amounts of spatio-temporal data brings us opportunities and challenges to automatically discover valuable knowledge. While context-aware properties quickly became the key of the success of these pervasive applications, information related to user preferences and social signals still lack of adequate capitalization. Local search in LBSs is a peculiar service where recent and current interests, the network of explicit and implicit social interactions between users can be combined for effectively performing fine-tuned and personalized recommendations of points of interest. In this article we present the various and peculiar aspects of local search in mobile scenarios. Then we explore the added value of personalization and the benefits of considering social signals, summarizing open challenges and emerging technologies.

*Keywords:* local search, context-awareness, social network services, recommender systems, personalization, user profiling

*Corresponding author
*Email address:* gaspare@dia.uniroma3.it (Fabio Gasparetti)

Download English Version:

https://daneshyari.com/en/article/4957536

Download Persian Version:

https://daneshyari.com/article/4957536

Daneshyari.com