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## Personalization on Multimedia Systems

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**LOCATION:** Calit2 Room 3008

**RELATED LINK:** <http://ict.ewi.tudelft.nl/~jun/>

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**SPEAKER**  
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## Personalization on Multimedia Systems

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### ABSTRACT:

Multimedia personalization research is dedicated to building an adaptive multimedia system that can adapt multimedia content to the needs of an individual user. One of the first and critical steps is to learn the interest of a user from the historic interactions with the content (item) or from rating information about the content. This talk presents our approaches to the automatic "word-of-mouth" recommendations in multimedia systems. Firstly, with the log-archive data, we introduce a user-item relevance model which re-formulates the recommendation problem from text retrieval domain. Secondly, with the user rating data, we present a unified probabilistic framework which systematically combines the user-based and item-based approaches to encounter the data sparsity. At the end of the talk, two applications (the Wi-Fi Walkman and the Peer-to-Peer Television) are given.

This work has been done jointly with Marcel Reinders of the Delft University of Technology and Arjen de Vries of CWI.

### BIO:

Jun Wang received the B.E. degree in electrical engineering from the Southeast University, Nanjing, China, and the M.Sc. degree in computer science from the National University of Singapore. He is currently pursuing the Ph.D. degree with the Information and Communication Theory Group, Faculty of Electrical Engineering, Mathematics and Computer Science (EWI), the Delft University of Technology, Delft, The Netherlands. He has published over 20 research papers in journals and conference proceedings including IEEE Trans. on Multimedia, ACM Multimedia System Journal, ACM SIGMM and ACM SIGIR. He received the best paper award in the doctoral consortium at ACM SIGIR 2006.

His research interests include: collaborative filtering (recommender systems), information retrieval, pattern recognition and multimedia information systems (content analysis, retrieval, and personalization).