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Workshop on Personalized Access to Cultural Heritage: PATCH'20

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ABSTRACT

ACM PATCH 2020, organized in conjunction with the 28th International Conference on User Modeling, Adaptation and Personalization, is the latest event of the PATCH series, started in 2007 and held within the UMAP and IUI Conference series. We summarize the main ideas addressed in the papers accepted for publication in the workshop proceedings and for presentation at the event.

CCS CONCEPTS

• **Information systems** → *Recommender systems; Personalization; Search interfaces*; • **Human-centered computing** → *Visualization; User Models; Human computer interaction (HCI); Virtual reality; Empirical studies in HCI; Mobile devices; Accessibility systems and tools*.

KEYWORDS

Cultural Heritage; Personalization; User Modeling.

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1 INTRODUCTION

Following the successful series of PATCH workshops, started in 2007, PATCH 2020 is organized as the meeting point between state of the art cultural heritage and personalization research to enhance user experience in digital and physical Cultural Heritage sites. As PATCH organizers, we are proud to say that, while previous editions were more focused on the personalization aspect, this year edition is particularly significant because it includes a balance of contributions that are representative of both areas, thus promising fruitful discussion and exchanges during the workshop.

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2 CULTURAL HERITAGE AND PERSONALIZATION RESEARCH

Cultural heritage (CH) has traditionally been a privileged area for personalization research, as highlighted by the many H2020 calls on this topic. Visitors come to cultural heritage sites willing to experience and learn new things, usually without a clear idea of what to expect. CH sites are typically rich in objects and information; much more than the visitor can absorb during the limited time of a visit. As discussed by Falk in [4], visitors to CH sites differ and their visit experience involves a combination of the physical, the personal, and the socio-cultural context and identity-related aspects. Hence, they may benefit from individualized support that takes into account contextual and personal attributes. However, personalization is challenged by several issues to be addressed, from the frequent anonymous interaction of users with CH applications, which makes it impossible to acquire rich user profiles, to the need to engage users in a lifelong interaction with applications, in order to support exploration before, during and even after a visit to a CH site.

Various techniques can be studied to face these challenges. The personalization topics addressed in the PATCH workshops are broad and range from information filtering and exploration support to information presentation and user assistance in place, in order to enrich people's visit to cultural heritage virtual and physical sites. For instance, mining general user behavior can help the development of session-based personalization techniques which can be applied to first-time visitors. Moreover, the evolution and convergence of technologies for managing and integrating Open and Linked Data, and for delivering mobile services, open new opportunities to improve the presentation of information, the exploration of content and the discovery of events interesting for the specific user/group, the collaboration among users having similar interests, as well as the adaptation to heterogeneous user contexts and devices. Personalization can also be related to collaboration in the preservation, enrichment and access to Cultural Heritage by considering crowd-sourcing techniques, based on active involvement of people to enhance the management of information. Moreover, a key ingredient is to address many classes of ambience: tourist routes, cities, parks, archaeological sites, ancient buildings and museums, as well as spontaneous sources of artwork such as street art.

