Proceedings of the
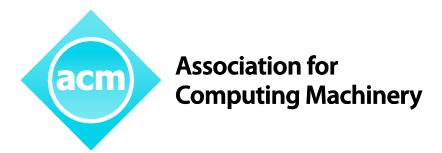
5th ACM SIGSPATIAL International Workshop on Location-Based Social Networks

Held in conjunction with ACM SIGSPATIAL GIS 2012

November 6, 2012

Redondo Beach, CA, USA

Association for Computing Machinery

Advancing Computing as a Science & Profession

Notice to Past Authors of ACM-Published Article
ACM intends to create a complete electronic archive of all articles and/or other material previously published by ACM. If you have written a work that was previously published by ACM in any journal or conference proceedings prior to 1978, or any SIG Newsletter at any time, and you do NOT want this work to appear in the ACM Digital Library, please inform permissions@acm.org, stating the title of the work, the author(s), and where and when published.

FOREWORD

These proceedings contain the papers selected for presentation at the *Fifth International Workshop on Location-Based Social Networks (LBSN 2012)*. The workshop is hosted by *ACM SIGSPATIAL* and held in conjunction with the *20th ACM SIGSPATIAL International Conference on Advances in Geographic Information Systems (ACM SIGSPATIAL GIS 2012)*.

Social networks and social media have become prevalent on the Internet and continue to attract researchers from a variety of fields. By incorporating location as a first class citizen, LBSNs ground online social networks and media in the physical world and thereby provide a convenient and familiar framework for participants to share and connect their virtual experiences. LBSNs allow participants to not only track and share location-related information with each other via mobile devices and desktop computers, but to also leverage collaborative social knowledge learned from user-generated and location-related content. The aim of the workshop is to provide a forum for researchers in computer science, geographical information systems/science, and other areas to share and discuss current developments and application in this increasingly active area.

This year's program is organized into three sessions: (1) Knowledge Discovery in LBSNs; (2) Geocoding and Behavior Analysis in LBSNs; and (3) LBSN Systems and Frameworks. The program also features a distinguished invited speaker, Professor Mohamed Mokbel, from the University of Minnesota. His talk describes Sindbad, a location-based social networking system which considers not only social but also spatial relevance in providing services such as news feeds, recommendations, and rankings.

LBSN 2012 is a joint effort and we would like to thank the authors for providing the stimulating content of the program and the program committee for their reviews in the evaluation process. We would also like to thank the organizing committee of ACM SIGSPATIAL GIS 2012 for their help with the workshop planning.

Finally, we hope these proceedings will serve as a valuable resource for researchers and practitioners as they continue to advance the state-of-the-art in this field.

Gabriel Ghinita, University of Massachusetts at Boston
Jennifer Neville, Purdue University
Shawn Newsam, University of California at Merced
Program Co-Chairs

ACM SIGSPATIAL LBSN 2012 ORGANIZATION

Program Co-Chairs

Gabriel Ghinita, University of Massachusetts at Boston
Jennifer Neville, Purdue University
Shawn Newsam, University of California at Merced

Program Committee

Walid Aref (Purdue University)
Reynold Cheng (University of Hong Kong)
Chi-Yin Chow (City University of Hong Kong)
Maria Luisa Damiani (University of Milan)
Matt Duckham (University of Melbourne)
Sebastien Gambs (IRISA/INRIA - Universite de Rennes 1)
Haibo Hu (Hong Kong Baptist University)
James Joshi (University of Pittsburgh)
Man Lung Yiu (Hong Kong Polytechnic University)
Baihua Zheng (Singapore Management University)

Silver Sponsors

Bronze Sponsor