

Keynote Speakers '18

6th International Workshop on News Recommendation and Analytics (INRA 2018) will be held in conjunction with 27th ACM International Conference on Information and Knowledge Management (CIKM 2018), 22-26 October 2018, Turin, ITALY.

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Frank Hopfgartner, *Information School of University of Sheffield, UK*



News Retrieval and Recommendation Initiatives

Abstract: While traditionally, news was delivered via newspapers, radio and television, the Web has opened up new opportunities on both distributing and accessing news from different sources. Thanks to the low distribution costs of news only, we are bombarded with what appears to be an endless supply of news and other reports. In this talk, I will give an overview of research and evaluation initiatives that focus on news retrieval and recommendation.

About the keynote speaker: Frank Hopfgartner is Senior Lecturer in Data Science and Head of the Information Retrieval Research Group at The University of Sheffield. His research to date can be placed in the intersection of information access, document analysis and data science. He has (co-) authored over 150 publications in above mentioned research fields, including a book on smart information systems, various book chapters and papers in peer-reviewed journals, conferences and workshops.

Anja Benner-Tischler, *University of Kassel, Germany*



EU Data Protection Law and its Influence on Webtracking – Everything new with the General Data Protection Regulation and the ePrivacy-Regulation?

Abstract: Webtracking - especially behavioural advertising in recommender systems - entails monitoring people's online behaviour and collecting personal data in order to provide advertising matching their interests. Whereas there is no doubt that targeted advertising comes with huge economic benefits for advertisers, privacy concerns have been raised. While EU Data Protection Law was recently determined by the EU Data Protection Directive and the E-Privacy Directive as well as the Cookie Directive, since 25th Mai 2018 EU Data Protection law is dominated by the General Data Protection Regulation (GDPR) which is directly applicable in each member state of the European Union. Before that, each member state was free to introduce national law, although it had to be compliant with the named directives. Moreover, a draft of the ePrivacy-Regulation dealing especially with cookie-based data processing, was published and will enter into force.

In my talk I will outline the new legal framework, focusing especially on the lawfulness of processing. Special attention will be devoted to the legal requirements that need to be realized by technical implementation, for instance by anonymization and pseudonymization.

About the keynote speaker: Anja Benner-Tischler is a research associate at the Chair for Public Law, IT-Law and Environmental Law at the University of Kassel (Germany) directed by Prof. Dr. Gerrit Hornung, LL.M.. She is a member of the Project Group Constitutionally Compatible Technology Design (provet) at the University of Kassel, which is carrying out interdisciplinary research projects. She is also a member of the Research Center for Information System Design (ITeG) at the University of Kassel. It focuses on design of information technology adopting a socio-technical perspective and encouraging its members to work together in an interdisciplinary manner.

Anja Benner-Tischler carries out research in the area of data processing in the context of employment with its main focus on monitoring systems at the work place. Before joining the Chair for Public Law, IT-Law and Environmental Law, Anja Benner-Tischler studied law at the Ludwig-Maximilians-University in Munich. During her legal traineeship in Munich from 2014 until 2016 she worked inter alia for a leading international law firm in Munich and Brussels.

Leif Ramming, *Plista GmbH, Germany*

Generating Recommendations at Scale

Abstract: Serving online recommendations for ads or content in real time comes with its own set of intricacies such as severe time constraints, privacy regulations or the non-stationarity of the data that is to be predicted. In my talk, I will highlight some of the developments in recommender systems from an industry perspective and talk about the challenges AdTech companies like plista face.

About the keynote speaker: Leif Ramming is the lead of the machine learning team at plista, developing and maintaining the recommendation engine used for plista's ad and content recommendations.

plista is a thought leader in data-driven native advertising. Founded in 2008 it employs more than 180 people and is active in 25 markets serving billions of ad recommendations per day.