Preliminary Call for Papers

International Workshop on Sensing for App Phones (PhoneSense)
collocated with SenSys, Zurich, Switzerland - November 2, 2010

App phones are enabling the delivery of personalized sensing applications across a wide variety of users and to very large geo distributions. A number of recent developments give momentum to this new field of research, including: the proliferation of embedded sensors in open programmable smartphones; the ease at which researchers and developers can distribute new applications using vendor specific "app store" delivery channels (e.g., Apple AppStore, Android Market, Microsoft Mobile Marketpace, Nokia Ovi); and, finally, the emergence of the mobile computing cloud. The combination of three drivers is creating new opportunities in mobile phone sensing not seen before.

Emerging applications on apps phones and cloud can sense, mine, and learn human behaviors and intentions to provide personalized feedback and persuasion. Example application domains include mobile advertisement, social networking, healthcare, entertainment, education, safety and business.

This workshop promotes exchanges among academic and industrial researchers in related areas, such as sensing, mobile computing, data management, data mining, machine learning, inference, incentive modeling, persuasion feedback, user experience with app delivery channels for large-scale deployment, and privacy. The foci are on position papers, novel ideas, and in-progress work on system architecture, enabling technologies, and emerging applications.

The topics of interest include, but are not limited to:

- Applications
- Sensing and machine learning techniques
- Experience with app store delivery systems and large scale deployment
- Mobile cloud and sensing Interface and interaction between phones and humans
- Mining big sensor data
- Persuasion models and techniques to close the loop with users
- Privacy and sensor data
- Participatory and opportunistic sensing paradigms
- Activity recognition and subjective sensing
- Programming models
- Experiment and campaign design

Submissions should be up to 5 pages, in double column ACM proceeding format. Submitted papers will be reviewed by the program committee for novelty, relevance, and quality. Paper proceedings will be available at Lulu.com. All papers will be published in ACM Digital Library (pending approval).

Key Dates
8/13/2010: Paper submission deadline
9/10/2010: Acceptance decision
10/8/2010: Final manuscript submission

Workshop Co-Chairs:
- Andrew Campbell (Dartmouth College)
- Jie Liu (Microsoft Research)

Technical Program Committee: (TBD)