

# 4th AIS SigPrag International Pragmatic Web Conference Track at i-Semantics 2009

Contributed by Frank KÄ¶hne  
Saturday, 06 December 2008  
Last Updated Thursday, 04 March 2010

The 4th AIS SigPrag International Pragmatic Web Conference Track (ICPW 2009) at the International Conference on Semantic Systems (i-Semantics 2009), 2 - 4 September 2009, Messecongress|Graz, Austria.

4th AIS SigPrag International Pragmatic Web Conference Track (ICPW 2009)

at International Conference on Semantic Systems  
(i-Semantics 2009)  
2 - 4 September 2009, Messecongress|Graz, Austria  
[http://i-semantics.tugraz.at/pragmatic\\_web\\_track](http://i-semantics.tugraz.at/pragmatic_web_track)

## ABOUT

-----

The 4th AIS SigPrag International Pragmatic Web Conference Track is a special track within the i-Semantics 2009. It is centered around the study of "pragmatics" in the Semantic Web. That is, it draws attention to how communicative actions with a pragmatic context are performed via Web media and illuminates how mutual understanding and commitments to actions can evolve in conversations.

## PROCEEDINGS

-----

Adrian Paschke, Hans Weigand, Wernher Behrendt, Klaus Tochtermann, Tassilo Pellegrini (Eds.) 5th International Conference on Semantic Systems, Graz, Austria, September 2-4, 2009. Proceedings I-SEMANTICS Proceedings of I-KNOW &rsquo;09 and I-SEMANTICS &rsquo;09 2009 978-3-85125-060-2 Verlag der Technischen Universitat Graz

PDF Version

The papers are also available online at the i-Semantics 09 site and linked from the ICPW 2009 program below.

## PROGRAM

-----

The full program of i-Semantics 2009 and ICPW 2009 can be found at <http://i-semantics.tugraz.at/program> (PDF version )

Wednesday, 2 September 2009

08:00 - 09:00 Registration

09:00 - 09:30 Opening: i-Semantics/i-Know/Pragmatic Web

09:30 - 10:30 Keynote: Paolo Traverso (FBK, Italy)

10:30 - 11:00 Coffee Break

11:00 - 12:30 Pragmatic Web Conference Track - Session 1 Kai Hakkarainen, Ritva Engestrom, Sami Paavola, Pasi Pohjola, Timo Honkela: Knowledge Practices, Epistemic Technologies, and Pragmatic Web. 683-694 [http://www.i-semantics.at/2009/papers/knowledge\\_practices\\_epistemic\\_technologies.pdf](http://www.i-semantics.at/2009/papers/knowledge_practices_epistemic_technologies.pdf) Heiko Hornung, M. Cecilia C. Baranauskas: An Interaction Design Perspective on the Pragmatic Web: Preliminary Thoughts. 695-705 [http://www.i-semantics.at/2009/papers/an\\_interaction\\_design\\_perspective.pdf](http://www.i-semantics.at/2009/papers/an_interaction_design_perspective.pdf) John McAuley, Kevin Feeney, Dave Lewis: Ethnomethodology as an Influence on Community-Centred Design. 706-714 [http://www.i-semantics.at/2009/papers/ethnomethodology\\_as\\_an\\_influence.pdf](http://www.i-semantics.at/2009/papers/ethnomethodology_as_an_influence.pdf) Hans Weigand: Value Modeling for the Pragmatic

Web - the Case of Social Advertising. 715-725 [http://www.i-semantics.at/2009/papers/value\\_modeling\\_for\\_the\\_pragmatic\\_web.pdf](http://www.i-semantics.at/2009/papers/value_modeling_for_the_pragmatic_web.pdf)

12:30 - 14:00 Lunch Break

14:00 - 15:30 Pragmatic Web Conference Track - Session 2  
 Manuel Atencia, Marco Schorlemmer: Reaching Semantic Agreements through Interaction. 726-737 [http://www.i-semantics.at/2009/papers/reaching\\_semantic\\_agreements\\_interaction.pdf](http://www.i-semantics.at/2009/papers/reaching_semantic_agreements_interaction.pdf)  
 Elio Toppano, Vito Roberto: A Semiotic Framework for Ontology Development. 738-743 [http://www.i-semantics.at/2009/papers/a\\_semiotic\\_framework\\_ontology\\_dev.pdf](http://www.i-semantics.at/2009/papers/a_semiotic_framework_ontology_dev.pdf)  
 Alexander Zelitchenko: Web 2.010 - Social Network "Make Difference Together" with Pragmatic Description of Projects in the Standard of European Commission's Framework Programme. 744-749 [http://www.i-semantics.at/2009/papers/web\\_2010\\_social\\_network.pdf](http://www.i-semantics.at/2009/papers/web_2010_social_network.pdf)  
 Paola Di Maio: Toward Pragmatic Dimensions of Knowledge Reuse and Learning on the Web. 750-762 [http://www.i-semantics.at/2009/papers/toward\\_pragmatic\\_dimensions\\_learning.pdf](http://www.i-semantics.at/2009/papers/toward_pragmatic_dimensions_learning.pdf)  
 Adrian Benfell, Kecheng Liu: Defining a Pragmatic Based Web-service Discovery Mechanism. 763-774 [http://www.i-semantics.at/2009/papers/defining\\_a\\_pragmatic\\_discovery\\_mechanism.pdf](http://www.i-semantics.at/2009/papers/defining_a_pragmatic_discovery_mechanism.pdf)  
 Richard von Kaufmann: Intention Broadcasting - A Model for Computer-Mediated Intention Sharing and Coordination. 775-782 [http://www.i-semantics.at/2009/papers/intention\\_broadcasting.pdf](http://www.i-semantics.at/2009/papers/intention_broadcasting.pdf)

15:30- 17:00 Coffee Break  
 17:00 - 18:30 Pragmatic Web Tutorial by Ronald Stamper (Professor (retired) University of Twente) about Organizational Semiotics and Pragmatic Web, <http://www.slideshare.net/semwebcompany/ronald-stamper-workshop-organizational-semiotics>  
 19:00-19:30 Guided Tour from Messeplatz to "Kunsthau Graz"  
 19:30 - open Welcome Reception "Kunsthau Graz" ( [www.kunsthau Graz.at](http://www.kunsthau Graz.at) )

Thursday, 3 September 2009

see <http://i-semantics.tugraz.at/program>

Friday, 4 September 2008

see <http://i-semantics.tugraz.at/program>

## Description

-----

**TRUST AND COMMITMENT:** Whether we look at our geo-political and environmental context, work within and between organizations, or our local communities, there has never been a greater need for understanding across cultural, intellectual, and other boundaries. Whether the context is international policy, distributed teamwork, e-business, or community mobilisation, fundamentally, people must build trust and commitment to common goals by talking and acting together.

What role does the Web have to play in these complex processes?

**GET PRAGMATIC:** The study of "pragmatics" is driven by an interest in action. It illuminates how it is that we manage to evolve mutual understanding and commitments in conversation. Central to this perspective is the understanding that the meaning of everything we say and do is contextual. When contexts change, meanings change in conversations, documents, and models of the world. This is something that we manage fluently in face-to-face conversation, but when working on the Web over space and time, tools must still support adaptation to new contexts. A focus on pragmatics draws attention to how communicative actions are performed via Web media.

**THE PRAGMATIC WEB CONFERENCE TRACK** at i-Semantics 2009 is a unique forum to envision and debate how the emerging social, semantic, multimedia Web mediates the ways in which we construct shared meaning. While there is much research and development into topics relevant to this challenge such as collaboration, usability, knowledge representation, and social informatics, the Pragmatic Web conference provides common ground for dialogue at the nexus of these topics.

**WE INVITE YOU** as a researcher or practitioner working on these challenges to join the special Pragmatic Web track at the i-Semantics 2009 in September to share your work, and to come and find out what others are doing. This is an emerging network of people exploring the intersection of established intellectual traditions and the fast changing Web:

come and help shape the community!

## RegiSTRATION

-----

at i-Semantics 2009 <http://i-semantics.tugraz.at/registration>

## LOCATION

-----

<http://i-semantics.tugraz.at/location>

## Important Dates

-----

- Paper Submission Deadline: 6 April 2009 (passed)
- Acceptance of Notification: Mid of May 2009 (passed)
  
- Submission of Camera-Ready Paper: Mid of June 2009 (passed)
- Early-bird Registration 31 July 2009 (passed)
- Conference: 2 - 4 September 2009 (passed)

## Pragmatic Web Conference Track Chairs

-----

Adrian Paschke , Freie Universitaet Berlin, Germany  
Hans Weigand, Tilburg University, The Netherlands

## Programme Committee

-----

Akerkar

Rejandra

Technomathematics Research Foundation, Kolhapur / India

Auer

Sören

Universität Leipzig

Ayers

Danny

Talis

Bergman

Mike

Structured Dynamics

Boley

Harold

Faculty of Computer Science, University of New Brunswick

Bürger

Tobias

STI Innsbruck

Cyganiak

Richard

DERI Galway

Damjanovic

Violeta

Salzburg Research

Dietzold

Sebastian

Universität Leipzig

DiMaio

Paola

Strathclyde University, UK

Erling

Orri

OpenLink Software Girju  
RoxanaUniversity of Illinois

Hartig

Olaf

Humboldt Universität zu Berlin

Heath

Tom

Talis

Heese

Ralf

Freie Universität Berlin

Hepp

Martin

Universität der Bundeswehr

Jelinek

Ivan

Faculty of Electrical Engineering, Czech Technical University in Prague

Jeremic

Zoran

Military Academy, Belgrade, Serbia

Jovanovic

Jelena

University of Belgrade, Serbia

Klusch

Matthias

DFKI

Lange

Christoph

DERI/Jacobs Universität Bremen

Langegger

Andreas

JKU Linz

Liu

Kecheng

Informatics Research Center, University of Reading

Lovrencic

Sandra

University of Zagreb, Croatia Luczak-Roesch

Markus  
FU Berlin

Milanovic

Milan

University of Belgrade, Serbia

Mizoguchi

R.

Osaka University

Mochol

Malgorzata

Freie Universität Berlin de Moor  
Also CommunitSense

Nixon

Lyndon

STI International

Norton

Barry

KMI Open University ObermeirPhillipFU Berlin

Obrst

Leo

MITRE Corporation

Pellegrini

Tassilo

Semantic Web Company

Peterson

David

BoaB Interactive

Polleres

Axel

DERI Galway

Reiser

Peter

SUN Microsystems

Samwald

Matthias

DERI Galway

Sauermann

Leo

DFKI

Schandl

Thomas

Semantic web Company Schoop  
Mareike  
University Hohenheim, Germany

Sequeda

Juan

University of Texas at Austin

Shakya

Aman

National Institute of Informatics, Tokyo

Simperl

Elena

STI Innsbruck

Staab

Stephan

Faculty of Computer Science, University of Koblenz-Landau

Stamper

Ronald

University of Twente (Prof. emeritus)

Stankovic

Milan

Université Paris-Sud XI Orsay, France

Stenzhorn

Holger

Institut für Medizinische Biometrie und Medizinische Informatik, Universitätsklinikum Freiburg

Tempich

Christoph

DETECON International

Tolksdorf

Robert

FU Berlin

Wieser

Christoph

Salzburg Research

Zhdanova

Anna

FTW Vienna