

## Workshop on Personalized Access to Cultural Heritage: PATCH'20 Chairs' Welcome

We welcome you to the *ACM 2020 PATCH*. 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 CH sites.

Cultural heritage has traditionally been a privileged area for personalization research. 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 John H. Falk, 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 contextual and personal attributes into account. However, personalization is challenged by several issues, 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.

This edition of the workshop covers complementary topics related to the personalization of the interaction with the visitor, or of the visit experience, during CH exploration: Cena *et al.* present a personalized tourist guide for people on the Autism Spectrum. Cesta *et al.* propose a recommender for Wikipedia pages based on learning paths for informal educational environments within CH contexts. Diaz-Rodriguez *et al.* discuss challenges and opportunities involved in the introduction of explainable Artificial Intelligence techniques to increase the accessibility of CH. Karatas *et al.* examine the contribution of digital curation by reviewing the component curatorial tasks and tools implemented throughout the digital curation workflow. Mauro *et al.* present a faceted exploration model that supports dynamic map projection to help the analysis of heterogeneous geographic information. Mezzini *et al.* present a tracking system based on deep learning technologies to monitor the spatial and temporal movements of visitors in CH contexts. Seixas *et al.* present a ubiquitous learning application that supports CH education experiences. Vinella *et al.* present an overview of the technologies, crowdsourcing methods, motivational principles, and personalization factors to protect Intangible Cultural Heritage. Wecker *et al.*(a) present insights in personalizing crowdsourcing frameworks focused on the transcription of handwritten textual content. Wecker *et al.*(b) review the application of persuasion and digital nudging principles to the CH domain.

We wish you a pleasant reading of the proceedings and we hope that they will be fruitful for your research activities.

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