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Welcome to the 28th and the first virtual ACM International Conference on User Modeling, Adaptation, and Personalization (UMAP 2020), virtually in Genoa, Italy, July 12-18, 2020. This year, UMAP is being held virtually due to Covid-19 pandemic. In order to enable virtual participation from all time zones, every session is repeated twice, with live interaction. UMAP is the premier international conference for researchers and practitioners working on systems that adapt to individual users or to groups of users. UMAP is the successor of the biennial User Modeling (UM) and Adaptive Hypermedia and Adaptive Web-based Systems (AH) conferences that were merged in 2009. It has traditionally been organized under the auspices of User Modeling Inc. and since 2016 UMAP is an ACM conference, sponsored by ACM SIG CHI and SIG WEB. The conference spans a wide scope of topics related to user modeling, adaptation, and personalization. As previous conferences, UMAP 2020 is focused on bringing together cutting-edge research from user interaction and modeling, adaptive technologies. and delivery platforms. It includes high-quality peer-reviewed papers featuring substantive new research in one of five main research areas: User Modeling for Recommender SystemsAdaptive & Personalized Educational SystemsIntelligent User InterfacesUser modeling in health and safetyResponsible personalization (UMAP 2020 theme)Personality, cognitive aspects and emotions in user modeling This year, we received 139 long paper and 62 short paper submissions. In keeping with

UMAPs rigorous standards, each paper was carefully reviewed by members of the Program Committee (PC). The international Program Committee (PC) consisted of 28 senior members who were assisted by 118 committee members. These were leading researchers as well as highly promising young researchers. Papers were assigned to at least 3 members of the PC and to 1 senior member based on their expertise, interests, and other factors. Each paper received at least 3 reviews. After the initial reviews were submitted, the designated senior PC member facilitated discussion amongst reviewers in order to resolve differences and correct misunderstandings. The senior PC member then provided a summative meta-review and a recommendation to the Program Chairs. The final decisions were based on these recommendations, the meta-reviews, and reviewer scores. We accepted 31 (22%) of the long papers and 15 (24%) of the short paper submissions for oral presentation and inclusion in the proceedings. The program also features posters, demos, and late breaking results, which collectively showcase the wide spectrum of novel ideas and latest results in user modeling, adaptation and personalization, 29 submissions received, 19 were accepted (66%).