

1. Record Nr.	UNINA9910453207203321
Titolo	Personalization techniques and recommender systems [[electronic resource]] / editors, Gulden Uchyigit, Matthew Y. Ma
Pubbl/distr/stampa	Hackensack, NJ, : World Scientific, c2008
ISBN	1-281-94811-X 9786611948115 981-279-702-5
Descrizione fisica	1 online resource (334 p.)
Collana	Series in machine perception and artificial intelligence ; ; v. 70
Altri autori (Persone)	MaM. Y (Matthew Y.) UchyigitG (Gulden)
Disciplina	004.0688
Soggetti	Personal communication service systems Recommender systems (Information filtering) Wireless communication systems Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Preface; User Modeling and Profiling; 1. Personalization-Privacy Tradeoffs in Adaptive Information Access B. Smyth; 1.1. Introduction; 1.2. Case-Study 1 - Personalized Mobile Portals; 1.2.1. The challenges of mobile information access; 1.2.1.1. Mobile internet devices; 1.2.1.2. Browsing versus search on the mobile internet; 1.2.2. The click-distance problem; 1.2.3. Personalized navigation; 1.2.3.1. Profiling the user; 1.2.3.2. Personalizing the portal; 1.2.4. Evaluation; 1.2.4.1. Click-distance reduction; 1.2.4.2. Navigation time versus content time 1.3. Case-Study 2: Personalized Web Search 1.3.1. The challenges of web search; 1.3.2. Exploiting repetition and regularity in community-based web search; 1.3.3. A case-based approach to personalizing web search; 1.3.4. Evaluation; 1.3.4.1. Successful sessions; 1.3.4.2. Selection positions; 1.4. Personalization-Privacy: Striking a Balance; 1.5. Conclusions; Acknowledgments; References; BIOGRAPHY; 2. A Deep Evaluation of Two Cognitive User Models for Personalized Search F. Gasparetti and A. Micarelli; 2.1. Introduction; 2.2. Related Work; 2.3.

SAM-based User Modeling Approach

2.3.1. SAM: search of associative memory; 2.3.2. The user modeling approach; 2.3.2.1. LTS and STS; 2.3.2.2. Sampling and Recovery; 2.3.2.3. Learning; 2.3.2.4. Interaction with Information Sources; 2.3.3. HAL-based User Modeling Approach; 2.4. Evaluation; 2.4.1. Evaluating User Models in Browsing Activities; 2.4.2. Corpus-based evaluation; 2.4.3. Precision vs. Number of Topics; 2.4.4. Precision vs. Extracted Cues; 2.4.5. Precision vs. Size of STS; 2.4.6. Precision vs. Number of Recovery Attempts; 2.5. Conclusions; References; BIOGRAPHIES

3. Unobtrusive User Modeling For Adaptive Hypermedia H. J. Holz, K. Hofmann and C. Reed

3.1. Introduction; 3.1.1. User modeling in adaptive hypermedia; 3.1.2. Motivation: informal education and the user modeling effect; 3.1.3. Our solution: unobtrusive user modeling; 3.2. Approach; 3.2.1. Classifier-independent feature selection; 3.2.2. Inference design; 3.3. Field Study; 3.3.1. ACUT; 3.3.2. Measurements; 3.3.3. Feature design; 3.3.4. Data collection; 3.3.5. Self-organizing maps; 3.3.6. Revising the features; 3.4. Discussion; Acknowledgments; References; BIOGRAPHIES

4. User Modelling Sharing for Adaptive e-Learning and Intelligent Help K. Kabassi, M. Virvou and G. A. Tsihrintzis

4.1. Introduction; 4.2. Description of Systems of Different Domains Sharing a Common User Model; 4.2.1. System for e-Learning in Atherosclerosis; 4.2.2. Systems for Intelligent Help in file manipulation and e-mailing; 4.2.3. Error Diagnosis in three systems of different domains; 4.3. Common attributes for evaluating alternative actions; 4.4. Example of a user interacting with three different systems; 4.5. User Modelling based on Web Services; 4.5.1. UM-Server's Architecture; 4.5.2. UM-Server's Operation

Sommario/riassunto

The phenomenal growth of the Internet has resulted in huge amounts of online information, a situation that is overwhelming to the end users. To overcome this problem, personalization technologies have been extensively employed. The book is the first of its kind, representing research efforts in the diversity of personalization and recommendation techniques. These include user modeling, content, collaborative, hybrid and knowledge-based recommender systems. It presents theoretic research in the context of various applications from mobile information access, marketing and sales and web service
