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	Nota di contenuto	I. Modeling Technologies -- User Models for Adaptive Hypermedia and Adaptive Educational Systems -- User Profiles for Personalized Information Access -- Data Mining for Web Personalization -- Generic User Modeling Systems -- Web Document Modeling -- II. Adaptation Technologies -- Personalized Search on the World Wide Web -- Adaptive Focused Crawling -- Adaptive Navigation Support -- Collaborative Filtering Recommender Systems -- Content-Based Recommendation Systems -- Case-Based Recommendation -- Hybrid Web Recommender Systems -- Adaptive Content Presentation for the Web -- Adaptive 3D Web Sites -- III. Applications -- Adaptive Information for Consumers of Healthcare -- Personalization in E-Commerce Applications -- Adaptive Mobile Guides -- Adaptive News Access -- IV. Challenges -- Adaptive Support for Distributed Collaboration -- Recommendation to Groups -- Privacy-Enhanced Web Personalization -- Open Corpus Adaptive Educational Hypermedia -- Semantic Web Technologies for the Adaptive Web -- Usability Engineering for the Adaptive Web.
	Sommario/riassunto	Following the increase in of the information available on the Web, the

diversity of its users and the complexity of Web applications, researchers started developing adaptive Web systems that tailored their appearance and behavior to each individual user or user group. Adaptive systems were designed for different usage contexts, exploring different kinds of personalization. Web personalization has evolved into a large research field attracting scientists from different communities such as hypertext, user modeling, machine learning, natural language generation, information retrieval, intelligent tutoring systems, cognitive science, and Web-based education. This state-of-the-art survey provides a systematic overview of the ideas and techniques of the adaptive Web and serves as a central source of information for researchers, practitioners, and students. The volume constitutes a comprehensive and carefully planned collection of chapters, mapping out the most important areas of the adaptive Web, each solicited from experts and leaders in the field. The largest part of the book focuses on personalization techniques, namely the modeling side of personalization (Chaps. 1-5), and on adaptation, (Chaps. 6-14). The technique-focused part is complemented by four domain-oriented chapters in the third section of the book (Chaps. 15-18). The last section is devoted to recently emerging topics; it provides a prospective view of the new ideas and techniques that are moving rapidly into the focus of the adaptive Web community and gives the reader a glimpse into the not-so-distant future.