

13 The User Factor - Personalization for the Semantic Web

Roots for Personalization in the (Semantic) Web

1. Hypermedia → so called “Adaptive Hypermedia”
2. Filtering Web Usage Data → so called “Recommender Systems”

Adaptive Hypermedia

- Origins in Hypermedia Systems and Intelligent Tutoring Systems
- First Systems: 1992/1993
- Milestone:
 - P. Brusilovsky: Methods and techniques of adaptive hypermedia.
 - User Modeling and User Adapted Interaction, vol. 6, no. 2-3, 1996

Recommender Systems

- Origins in Data Mining
- Breakthrough: U. Shardanand and P. Maes: Social information filtering: Algorithms for automating “word of mouth”
 - ”Proceedings of CHI’95 – Human Factors in Computing Systems”, 1995.