

SESSION 6: THE ADAPTIVE WEB

Course website

The course website is at: <http://www.cs.uwaterloo.ca/~cdimarco/cs886persuasive.html>
All texts will be on short-term loan in the DC Library—see the course website for their call numbers.

Preparing for session 6

Read the following background material:

- Peter Brusilovsky, Alfred Kobsa, and Wolfgang Nejdl (eds.) *The Adaptive Web: Methods and strategies of Web personalization*, Springer, 2007. Reading: Chapters 6 (skim) (User models for adaptive hypermedia) and 15 (Adaptive information for consumers of healthcare).

Session 6: Questions to be addressed

Write a one-page position paper on ONE of the following:

- Summarize several techniques used in personalized search engines. (Your summary may be descriptive or technical.)
- Experiment with a personalized search engine and write an informal evaluation of its strengths and limitations.