



1st ed. 2016, XXVII, 336 p. 112 illus. in color.

Printed book

Hardcover

- ▶ 94,99 € | £85.50 | \$129.00
- ▶ *101,64 € (D) | 104,49 € (A) | CHF 107.00

eBook

Available from your library or

- ▶ springer.com/shop

MyCopy

Printed eBook for just

- ▶ € | \$ 24.99
- ▶ springer.com/mycopy

P. Germanakos, M. Belk

Human-Centred Web Adaptation and Personalization

From Theory to Practice

Series: Human-Computer Interaction Series

- ▶ Discusses the value and impact in the design of user interfaces and personalization systems
- ▶ Introduces a comprehensive user model which incorporates individual differences in cognitive processing and emotions
- ▶ Outlines a formalization of an adaptation engine and a human-centred user model aiding the understanding of how visual, cognitive and emotional factors can co-exist under a common representation
- ▶ Provides an open and interoperable adaptation and personalization framework “mapU”, serving as a guide for practically bridging theory and technology
- ▶ Provides a step-by-step guide to designing and developing adaptive and personalized components and interfaces based on distinct human factors

This book focuses on the importance of adaptation and personalization in today's society and the upgraded role computational systems and the Internet play in our day-to-day activities. In this era of wireless communication, pervasive computing and the Internet of Things, it is becoming increasingly critical to ensure humans remain central in the developmental process of new technologies to guarantee their continued usefulness and a positive end-user experience.

Organized into three clear parts - theory, principles and practice, a holistic approach to designing and developing adaptive interactive systems and services has been adopted. With an emphasis on distinct human factors, both basic and applied research topics are explored, extending from human-centred user models, driven by user's individual differences in cognitive processing and emotions, to the creation of smart interfaces that can handle the ever increasing volume and complexity of information to the benefit of the end-user.

Human-Centred Web Adaptation and Personalization – From Theory to Practice is meticulously crafted to serve researchers, practitioners, and students who wish to have an end-to-end understanding of how to convert pure research and scientific results into viable user interfaces, system components and applications.



Order online at springer.com ▶ or for the Americas call (toll free) 1-800-SPRINGER ▶ or email us at: customerservice@springer.com. ▶ For outside the Americas call +49 (0) 6221-345-4301 ▶ or email us at: customerservice@springer.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with * include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with ** include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted.