Personalization Techniques in Electronic Publishing on the Web: Trends and Perspectives

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Preface

Electronic publishing on the Web is a fast growing field which includes various heterogeneous systems for information access: traditional journals, magazines and newspapers accessible via Web, fully electronic journals, e-prints repositories, news, vertical and horizontal portals, and so on.

Both information producers and users of these electronic publishing systems experience typical problems, such as information overload, information oversupply, information waste, miss-delivery, miss-retrieval, and untimeliness. Moreover, the increasing amount of hypermedia content which characterizes the whole field of electronic publishing, as well as the mobile/wireless revolution, provide new chances, but also pose new challenges.

Personalization can increase the utility, user satisfaction, and user loyalty of electronic Web sites, by providing the user with accurate and effective services tailored to his/her specific needs, improving in such a way the quality of the transfer of information from publishers to readers.

Personalization in electronic publishing addresses: (i) the user need of receiving timely and accurate information relevant to his/her interests, (ii) the user need to be adequately supported during search of archive information, and (iii) the publisher need to proactively disseminate information only to interested users. An essential feature of personalization techniques for information access is the capability to autonomously and automatically learn user interests and preferences from the observation of user's behavior, i.e. adaptivity. This capability is based on various machine learning techniques and provides the mean to unobtrusively build user profiles.

The goal of the Workshop "Personalization Techniques in Electronic Publishing on the Web: trends and perspectives" is to review the current state of the art in the exploitation of personalization techniques within Web sites devoted to electronic publishing and to discuss major trends and open research problems for the future. Several issues and topics are relevant within the general theme of the workshop, such as, among others: personalization strategies adopted in electronic publishing, techniques for user support during search, ephemeral personalization, information filtering, integration of cognitive and collaborative filtering, innovative services in electronic publishing

portals, personalized information services for Mobile Internet, Web clipping services, evaluation criteria of electronic publishing portals and sites, new business models for electronic publishing.

The workshop includes also an account of the final achievements of the TIPS Project (Tools for Innovative Publishing in Science) within the 5th Framework Programme (contract no. IST-1999-10419), where specific personalization techniques for personalized filtering and search support have been experimented and included in tools exploited by researchers for their daily work.

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