



## COURSE SYLLABUS

# Web Personalisation, 7.5 credits

*Web Personalisation, 7,5 högskolepoäng*

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<b>Course Code:</b> TWPR21	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Dean Mar 1, 2021	<b>Disciplinary domain:</b> Technology
<b>Valid From:</b> Aug 1, 2021	<b>Subject group:</b> DT1
<b>Version:</b> 1	<b>Specialised in:</b> A1N
	<b>Main field of study:</b> Informatics

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### Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate a basic comprehension of psychological theories that can be applied for personalization purposes
- show familiarity with artificial intelligence techniques and algorithms for personalization
- show familiarity with methods and techniques for designing experiments to test psychological theories in personalization contexts
- display knowledge of research trends in the areas relevant for web personalization

Skills and abilities

- demonstrate the ability to create scientific experiments to test web personalization
- demonstrate the ability to apply basic artificial intelligence methods to achieve personalization

Judgement and approach

- demonstrate an understanding of managing challenges in creating experiments to test the effects of personalization
- demonstrate the ability to discern opportunities between different basic artificial intelligence methods

### Contents

Web personalization in human-computer interaction (HCI) is both a science and an engineering discipline: it is the science of understanding how people interact with computerized systems, and the engineering discipline of making these systems work better for the people who use them.

This course provides an introduction to both disciplines of web personalization in HCI. From a science perspective, the course will cover the following topics: How can we apply psychological theories to HCI, so as to create a better understanding of how people use computers? How can we test these theories with user experiments? From a more engineering perspective the course

will provide basic theoretical, technical, and algorithmic understandings of artificial intelligence methods that can facilitate personalization.

### **Type of instruction**

The course consists of lectures, seminars and assignments with tutoring.

The teaching is conducted in English.

### **Prerequisites**

The applicant must hold the minimum of a bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in Informatics, Computer Engineering, Computer Science or equivalent. Proof of English proficiency is required.

### **Examination and grades**

The course is graded 5,4,3 or Fail.

The final grade for the course is based on a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments

Registration of examination:

<b>Name of the Test</b>	<b>Value</b>	<b>Grading</b>
Term paper	3 credits	5/4/3/U
Assignments	3 credits	5/4/3/U
Presentation	1.5 credits	5/4/3/U

### **Course literature**

The literature list for the course will be provided one month before the course starts.

Articles will be handed out during the course.