



COURSE SYLLABUS

Web Personalization, 7.5 credits

Web Personalization, 7,5 högskolepoäng

Course Code: TWPS20	Education Cycle: Second-cycle level
Confirmed by: Dean Dec 1, 2019	Disciplinary domain: Technology
Revised by: Director of Education Nov 4, 2020	Subject group: DT1
Valid From: Jan 1, 2021	Specialised in: A1F
Version: 2	Main field of study: Informatics

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

Passed courses 180 credits in first cycle, at least 90 credits within the major subject in Informatics, Computer Science, Interaction Design, Computer Engineering, Electrical Engineering (with relevant courses in web programming), and completed course Data Science 7,5 credits, 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:

Name of the Test	Value	Grading
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.