



## KURSPLAN

# Web Personalisation, 7,5 högskolepoäng

*Web Personalisation, 7.5 credits*

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|------------------------|----------------------------|---------------------------|------------------|
| <b>Kurskod:</b>        | TWPR21                     | <b>Utbildningsnivå:</b>   | Avancerad nivå   |
| <b>Fastställd av:</b>  | VD 2021-03-01              | <b>Utbildningsområde:</b> | Tekniska området |
| <b>Reviderad av:</b>   | Utbildningschef 2022-01-20 | <b>Ämnesgrupp:</b>        | DT1              |
| <b>Gäller fr.o.m.:</b> | 2022-08-01                 | <b>Fördjupning:</b>       | A1N              |
| <b>Version:</b>        | 2                          | <b>Huvudområde:</b>       | Informatik       |

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### Lärandemål

After a successful course, the student shall

Kunskap och förståelse

- 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

Färdighet och förmåga

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

Värderingsförmåga och förhållningssätt

- 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

### Innehåll

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.

### **Undervisningsformer**

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

Undervisningen bedrivs på engelska.

### **Förkunskapskrav**

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 och betyg**

Kursen bedöms med betygen 5, 4, 3 eller Underkänd.

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

Poängregistrering av examinationen för kursen sker enligt följande system:

| Examinationsmoment  | Omfattning | Betyg   |
|---------------------|------------|---------|
| Uppsats             | 3 hp       | 5/4/3/U |
| Inlämningsuppgifter | 3 hp       | 5/4/3/U |
| Presentation        | 1,5 hp     | 5/4/3/U |

### **Kurslitteratur**

The literature list for the course will be provided 8 weeks before the course starts.

Articles will be handed out during the course.