



# Introduction

## The Online World





# Lecture Overview

- The Worldwide Web today
- The Changing Web
- The Future of the Web
  - What does this mean for Tourism?
- Personalisation
  - Tailoring the Web to You
  - “Why?” and “How?”
  - Dangers of Personalisation





December 2010









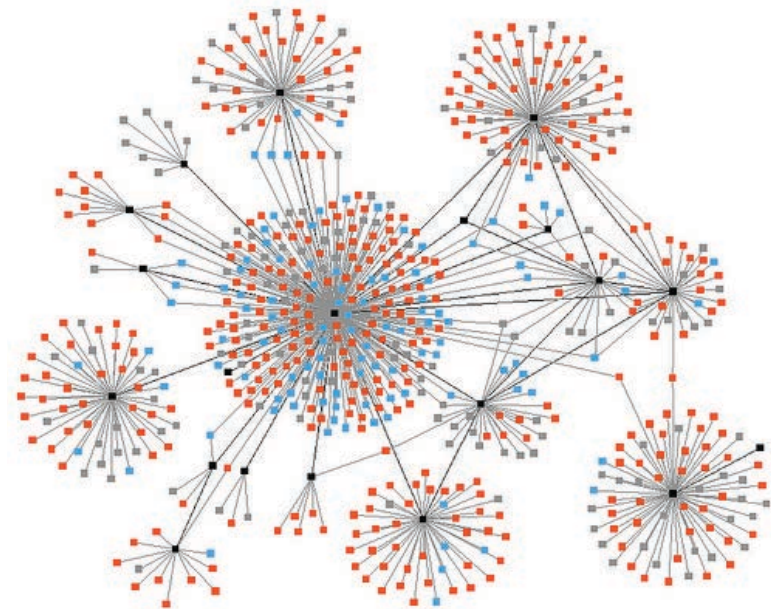
# Internet or World Wide Web

- Is there a difference? What is it?



# The Internet

- **INTER**connected **NET**work
- The Internet is a giant network of networks



- A network may include PCs, servers, printers and many other devices
- A network is connected through a communication channel

# World Wide Web – WWW

- The World Wide Web (WWW or Web) is often confused with the Internet
- The Web did not exist until the 1980's
- In 1989 Tim Berners-Lee created a set of technologies that allowed information on the Internet to be linked together through the use of hyperlinks, or connections in documents
  - <http://www.w3.org/History/1989/proposal.html>
- The language used to write these documents with links is HTML





# The Web

- The Web was mostly text based until the emergence of web browsers
  - WorldWideWeb, ViolaWWW, Mosaic...
- These applications are accredited with popularising the WWW
- People started thinking about adding images, graphics, sound and (eventually) videos on the Web.
- Now many people think of the Web as the graphical or illustrated part of the Internet

# GNU Operating System - Free Software Foundation



[Free as in Freedom](#)

Welcome to the GNU Project web server, [www.gnu.org](http://www.gnu.org). The [GNU Project](#) was launched in 1984 to develop a complete UNIX style operating system which is [free software](#): the GNU system. (GNU is a recursive acronym for "GNU's Not UNIX"; it is pronounced "guh-noo.") Variants of the GNU operating system, which use the kernel Linux, are now widely used; though these systems are often referred to as "Linux," they are more accurately called [GNU/Linux systems](#).

This is also the web site of the [Free Software Foundation](#) (FSF). FSF is the principal organizational sponsor of the GNU Project. FSF receives very little funding from corporations or grant-making foundations. We rely on support from individuals like you who support FSF's mission to preserve, protect and promote the freedom to use, study, copy, modify, and redistribute computer software, and to defend the rights of Free

## HyperMedia Browser/Editor

Version:

2.02 with libwww 2.16pre1

exercise in global information availability

original WorldWideWeb program

by Tim Berners-Lee

Copyright 1990,91,93,94, TBL, CERN. Distribution restricted: ask for terms.

Text: Text which is not constrained to be linear.

Media: Information which is not constrained linear... or to be text.

This is a new version of the NextStep WorldWideWeb application with the libWWW library. Bug reports to [timbl@info.cern.ch](mailto:timbl@info.cern.ch), quoting the version information above. Check the list of known bugs in the web too.

This was the original prototype for the World-Wide Web. Many browsers for other platforms now exist (Read the web for details). After many years lying fallow, this application has now sprouted images and nested HTML elements and things. If you have an Internet connection, then using "Help" under the Info menu will tell you all about this application. If you don't have an internet connection -- get one! ;)

If you want to be able to read news, you should set the name of your local news server in the preferences.

WorldWideWeb	Style	Document	Navigate	Find
Info	Copy style	Open file...	Back	Find Panel...
Navigate	Apply style	Open given document address	Next	Find Next
Document	Address	New file...	Previous	Find Previous
Find	Lists	Respond	Home	Enter Selection
Edit	Glossary	Save	Panel...	Jump to Selection
Links	Example	Save all edited windows	<b>Links</b>	
Style	Normal	Save a copy in	Mark all	
Print...	Heading 1	Inspect ...	Mark selection	
Page layout...	Heading 2	Diagnostics)	Link to marked	
Windows	Heading 3	Miniaturize	Link to New	
Services	Heading 4	Open master template document	Unlink	
Hide	Format	Close all other windows	Link to file...	
Quit	Panel...	Close	Help	

Mark/Inspect

Selection    Link destination    Image

Change

Link selection to marked    Insert image

relationship (none)

Marked:

Address:

Open



http://xcf.berkeley.edu/ht/projects/viola/docs/vw/chessDemo.html

# A Chess Board

This is a demo a viola "application" (the chess board) being retrieved via HTTP, instantiated, and plugged into this HTML document.



Index:

1



Session Files:

Beyond the Web (Conf)

Navigation icons: Home, Back, Forward, Stop, Reload, Print, Copy, Paste, Find, Help

# Beyond the Web: Excavating the Real World Via Mosaic

## THE [MERCURY PROJECT](#).

- [Ken Goldberg](#), Assistant Professor, Computer Science
- [Michael Mascha](#), Assistant Professor, Anthropology and
- [Steven Gentner](#), M.S. Candidate, Computer Science
- Juergen Rossman, Graduate Student, University of Dortmund, Germany
- [Nick Rothenberg](#), PhD Candidate, Visual Anthropology
- [Carl Sutter](#), Senior Programmer/Analyst, Center for Scholarly Technology
- Jeff Wiegley, PhD Candidate, Computer Science

University of Southern California. Los Angeles, CA.

(To appear in the [Second International WWW Conference](#), Chicago, IL, Oct 17-21, 1994.)

## Abstract

*This paper describes a Mosaic server that allows users to "leave the Web" and interact with the real world. An interdisciplinary team of anthropologists, computer scientists and electrical engineers collaborated on the project, designing a system which consists of a robot arm fitted with a CCD camera and a pneumatic system. By clicking on an ISMAP control panel image, the operator of the robot directs the camera to move vertically or horizontally in order to obtain a desired position and image. The robot is located over a dry-earth surface allowing users to direct short bursts of compressed air onto the surface using the pneumatic system. Thus robot operators can "excavate" regions within the environment by positioning the arm, delivering a burst of air, and viewing the image of the newly cleared region. This paper describes the system in detail, addressing critical issues such as robot interface, security measures, user authentication, and interface design. We see this project as a feasibility study for a broad range of WWW applications.*

## Goals of the Project

WWW and Mosaic[1]-like servers provide a multi-media interface that spans all major platforms. Thousands of sites have been set up in the past year. Our goal with this project was to provide public access to a teleoperated robot, thus allowing users to reach beyond the digital boundaries of the WWW.

Such a system should be robust as it must operate 24 hours a day and it should be low in cost (we had an extremely limited budget). It is worth noting that the manufacturing industry uses the same criteria to evaluate robots for production. Thus our experience with





# How do we use the Internet and the WWW?



# How do we use the Internet and the WWW?

- Email
- Social Networks
- News, Information
- Shopping
- RSS
- IM, IRC, Skype
- Blogging, microblogging
- Gaming
- Learning
- Porn
- Travel and Tourism
- Online Dating
- Remote Backup
- Streaming video and audio
- Collaboration-Participation (Wiki)
- Software over the web
- Business and finance
- Video Conferencing
- ...

**Buzzfeed**

USERS VIEW

**34,150**

VIDEOS

**SNAPCHAT**

USERS SHARE

**284,722**

SNAPS

**Tinder**

USERS SWIPE

**590,278**

TIMES

**VINE**

USERS PLAY

**1,041,666**

VIDEOS

**AMAZON**

RECEIVES

**4,310**

UNIQUE VISITORS

**reddit**

USERS CAST

**18,327**

VOTES

**Netflix**

SUBSCRIBERS STREAM

**77,160**

HOURS OF VIDEO

**APPLE**

USERS DOWNLOAD

**51,000**

APPS

**UBER**

PASSENGERS TAKE

RIDES

**694**



**Facebook**

USERS "LIKE"

**4,166,667**

POSTS



**TWITTER**

USERS SEND

**347,222**

TWEETS



**YOUTUBE**

USERS UPLOAD

**300**

HOURS OF NEW VIDEO



**Instagram**

USERS LIKE

**1,736,111**

PHOTOS



**PINTEREST**

USERS PIN

**9,722**

IMAGES



every  
**MINUTE**  
of the  
**DAY**





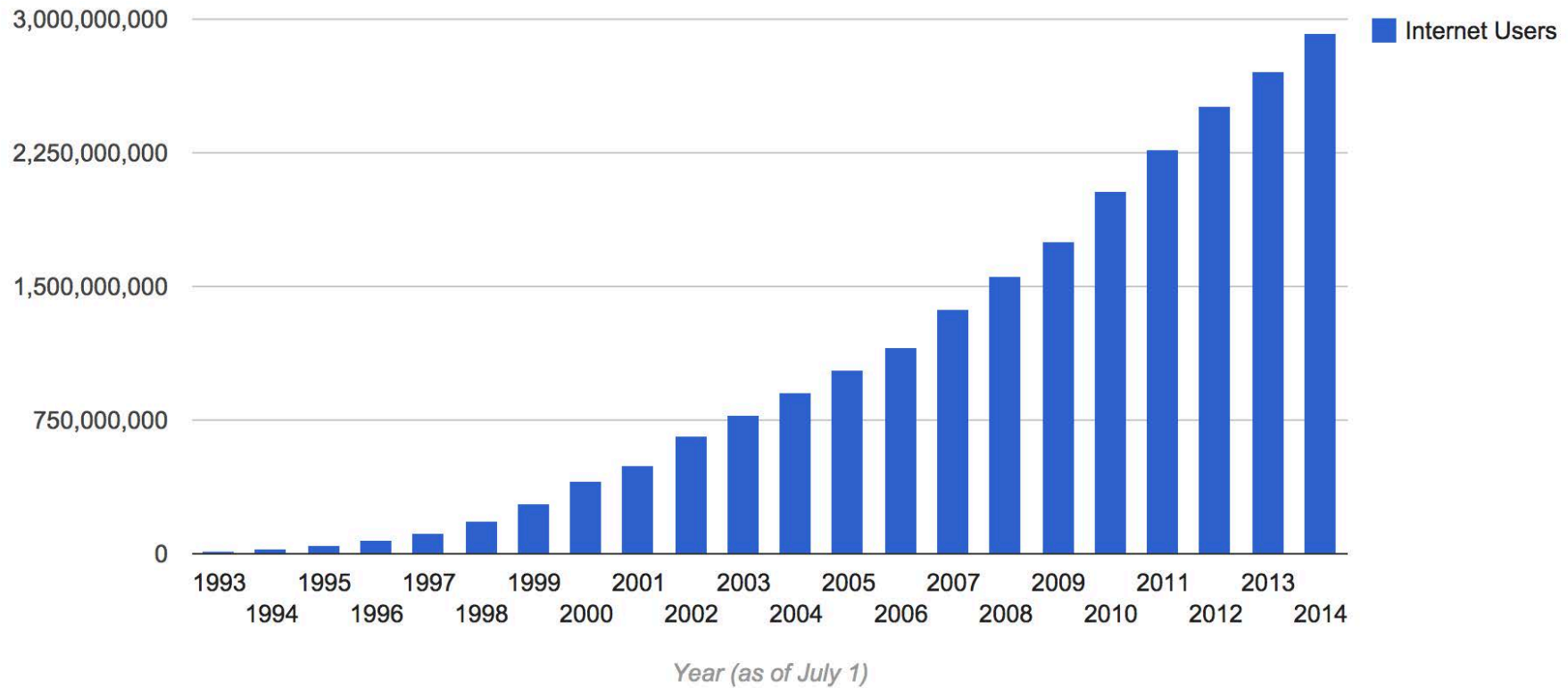
# How big is the Internet?







### Internet Users in the World



# How Big is the Internet?

## WORLD INTERNET USAGE AND POPULATION STATISTICS



### I R E L A N D

IE - 4,625,885 population (2015) - Country Area: 70,273 sq km

Capital city: Dublin - population 1,079,402 (2012)

**3,817,491 Internet users on Dec 31, 2014, 82.5% penetration, per IWS.**

**2,183,760 Facebook subscribers on Dec 31, 2012, 45.2% penetration rate.**

Local Time and Weather in [Dublin, Ireland](#)

World Region

% of population  
 Growth 2000-2015

[Africa](#)

9.6 % 6,839.1%

[Asia](#)

7.8 % 1,267.6%

[Europe](#)

35.5 % 474.8%

[Middle East](#)

236,137,235	3,284,800	<b>115,823,882</b>	49.0 %	3.5 %	3,426.1%
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[North America](#)

9.6 % 190.4%

[Latin America / Caribbean](#)

10.2 % 1,743.6%

[Oceania / Australasia](#)

10.8 % 255.6%

[WORLD TOTAL](#)

20.0 % **806.0%**



### I T A L Y

IT - 60,795,612 population (2015) - Country Area: 301,323 sq km

Capital city: Rome - population 2,419,287 (2012)

**37,668,961 Internet users as of Dec.31, 2014, 62.0% p.r., per IWS.**

**28,000,000 Facebook subscribers on Nov 15, 2015, 46.1% penetration rate.**

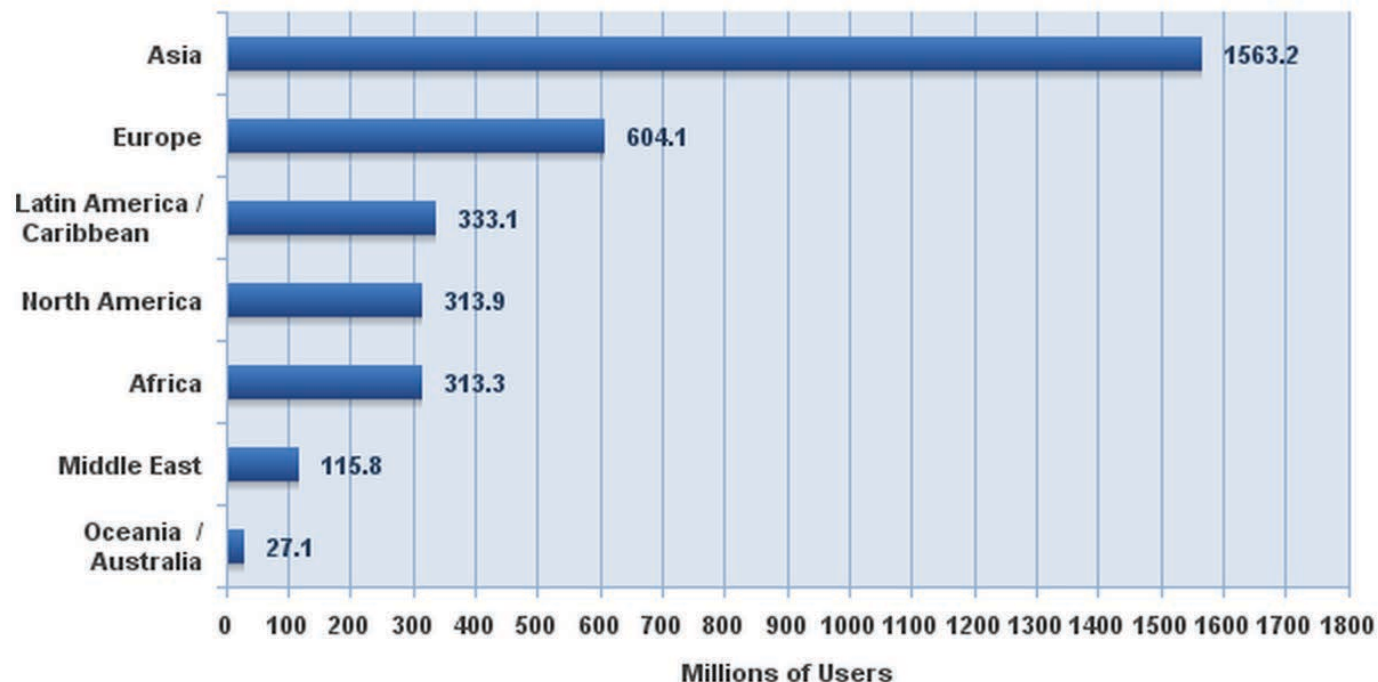
Local Time and Weather in [Rome, Italy](#)

NOTES: (1) Internet usage statistics are shown for each world region and country. (2) Population figures are from the US Census Bureau, Eurostats and local census agencies. (3) Internet usage information comes from data published by Nielsen Online, by the International Telecommunications Union, by GfK, local ICT Regulators and other reliable sources. (4) For definitions, disclaimers, navigation help and methodology, please refer to the [Site Surfing Guide](#). (5) Information in this site may be cited, giving the due credit and placing a link to [www.internetworldstats.com](http://www.internetworldstats.com). Copyright © 2001 - 2015, Miniwatts Marketing Group. All rights reserved worldwide.

• For more - <http://www.internetworldstats.com/>

# Changing Nature of the Internet

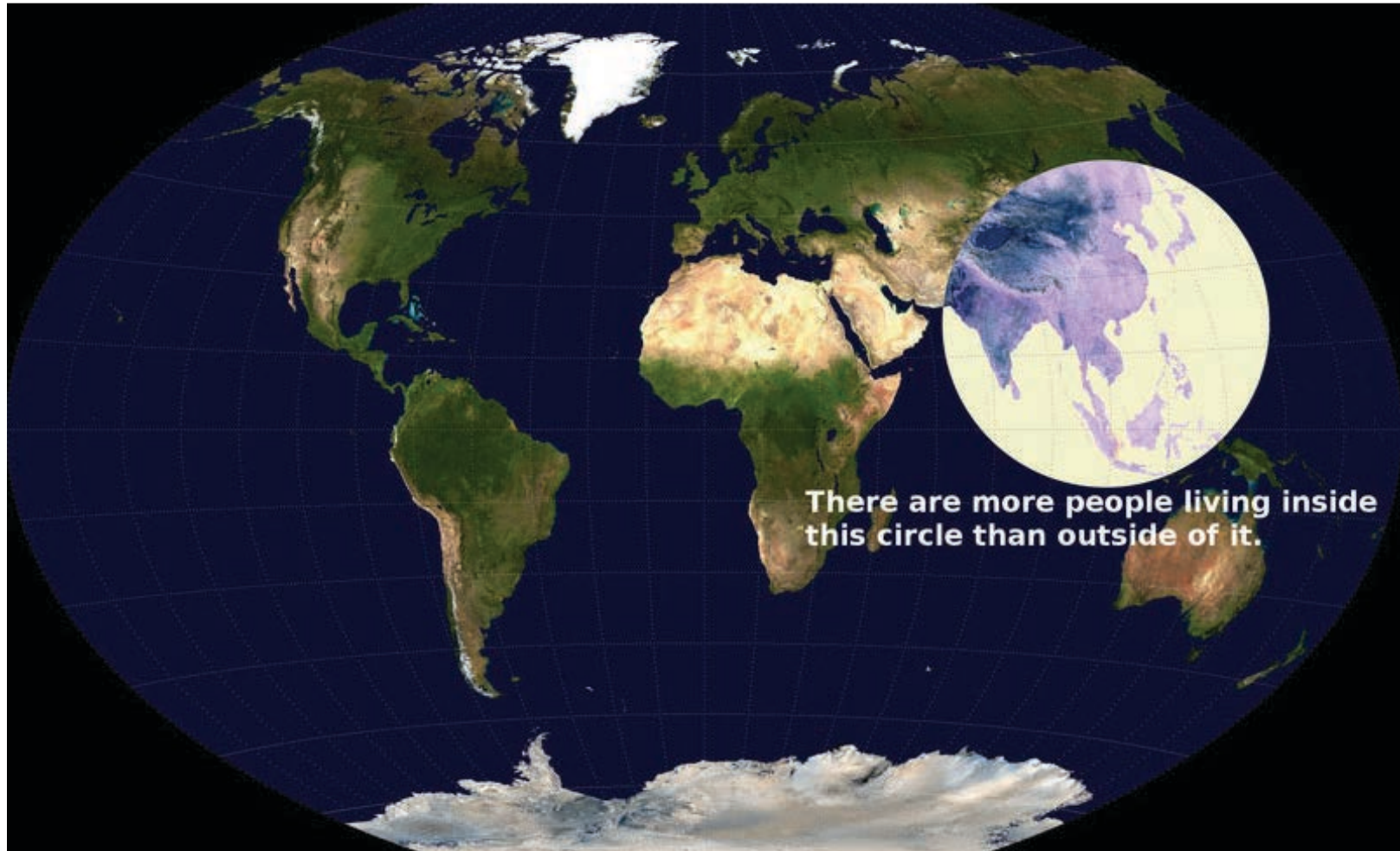
## Internet Users in the World by Geographic Regions - 2015 Q2



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
3,270,490,584 Internet users estimated for June 30, 2015  
Copyright © 2015, Miniwatts Marketing Group

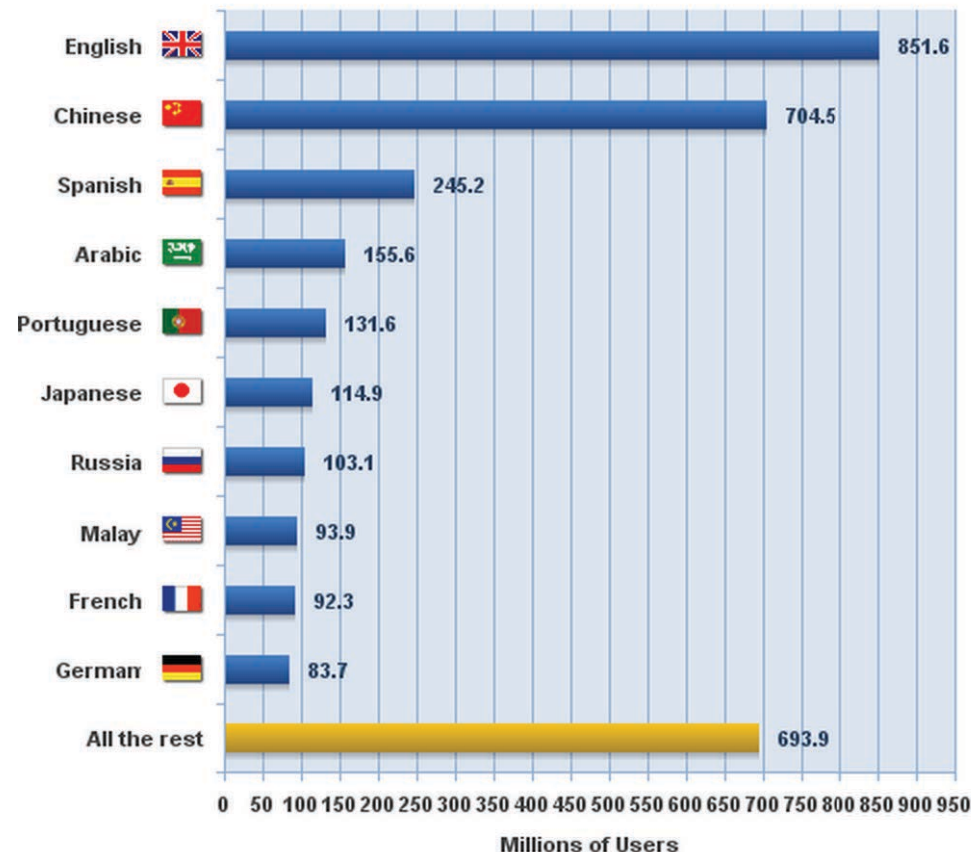


# Changing Nature of the Internet



# Changing Nature of the Internet

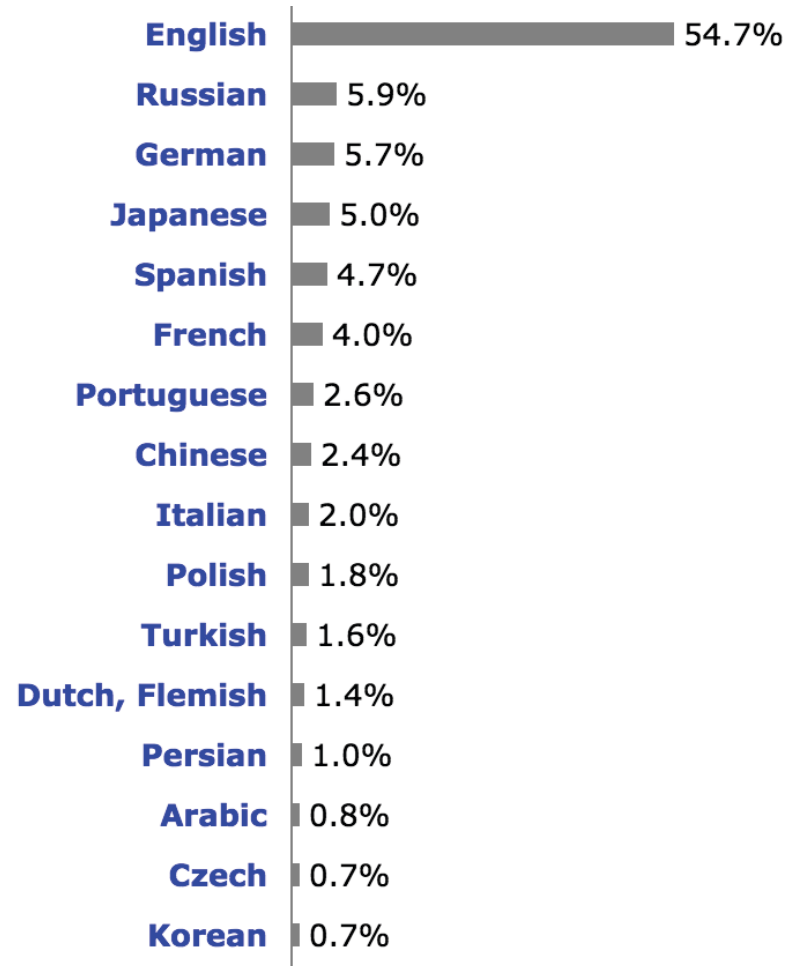
**Top Ten Languages in the Internet  
2015 Q2 - in millions of users**



Source: Internet World Stats - [www.internetworldstats.com/stats7.htm](http://www.internetworldstats.com/stats7.htm)  
Estimated total Internet users are 3,270,490,584 on June 30, 2015  
Copyright © 2015, Miniwatts Marketing Group

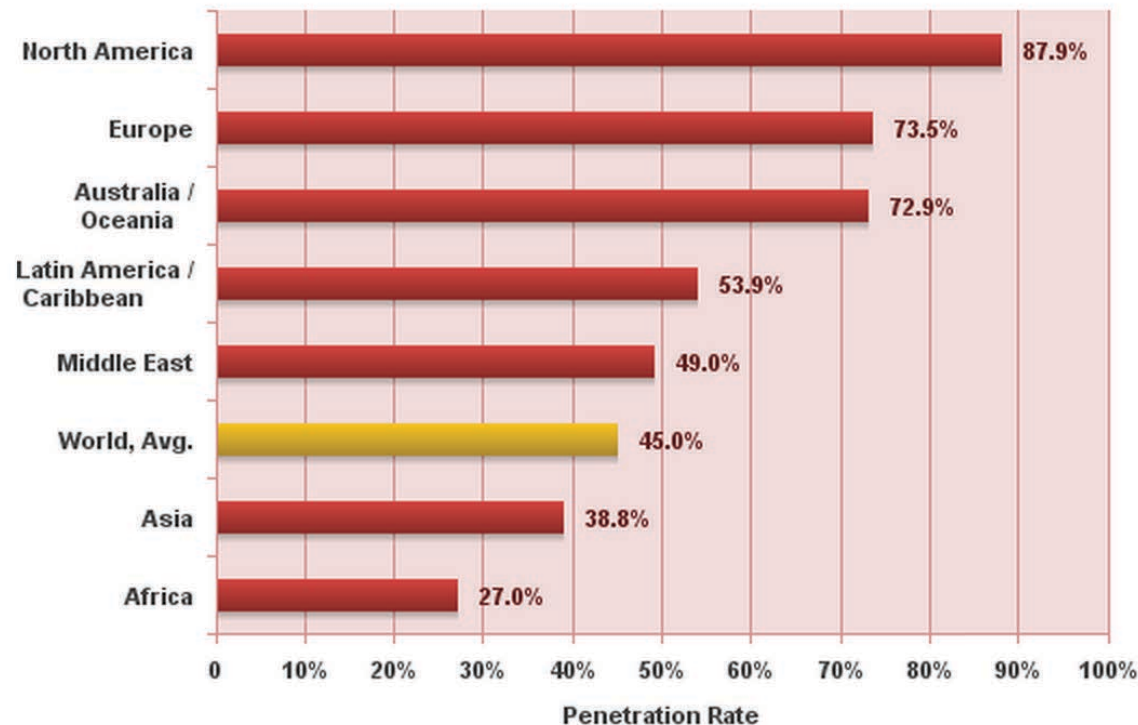


# Changing Nature of the Internet



# Changing Nature of the Internet

## World Internet Penetration Rates by Geographic Regions - 2015 Q2



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Penetration Rates are based on a world population of 7,260,621,118  
and 3,270,490,584 estimated Internet users on June 30, 2015.  
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university of padova



All Maps Images Videos News More Search tools

About 22,000,000 results (0.66 seconds)

### University of Padova

[www.unipd.it/en/](http://www.unipd.it/en/)

News 1; News 2; News 3. vai alla news. Visiting the University. Discover the historical heart of the University of Padova. vai alla news - Courses and course units ...

#### Courses held in English

Courses held in English. International and Italian ...

#### Erasmus and other Exchange

Studying in Padova. Erasmus and other Exchange Programmes ...

#### Doctoral degrees - PhD

Doctoral Degrees - PhD Programmes. The University of ...

[More results from unipd.it »](#)

#### History

The University of Padova was established in 1222, after a ...

#### Università degli Studi di Pad...

Webmail - Corsi di laurea triennale - CERCA - Corsi - Come iscriversi

#### Calls and Admissions

PhD Programmes Calls and Admissions. International ...

### University of Padua - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/University\\_of\\_Padua](https://en.wikipedia.org/wiki/University_of_Padua)

The University of Padua (Italian: Università degli Studi di Padova, UNIPD) is a premier Italian university located in the city of Padua, Italy. The University of ...

### University of Padova - Padua - Italy - MastersPortal.eu

[www.mastersportal.eu/universities/518/university-of-padova.html](http://www.mastersportal.eu/universities/518/university-of-padova.html)

The University of Padova is in Italy. It was established in 1222. It is one of the oldest and prestigious universities in Italy.

### Università di Padova | Undergraduate | Top Universities

[www.topuniversities.com](http://www.topuniversities.com) › Università di Padova

Is the Università di Padova undergraduate program right for you? Read the Top Universities profile.



## University of Padua

University in Padua, Italy

[Website](#) [Directions](#)

The University of Padua is a premier Italian university located in the city of Padua, Italy. The University of Padua was founded in 1222 as a school of law and was one of the most prominent universities in early modern Europe. [Wikipedia](#)

**Address:** Via 8 Febbraio 1848, 2, 35122 Padova PD, Italy

**Founded:** 1222

**Enrollment:** 60,719 (2014)

**Color:** Red

**Phone:** +39 049 827 5111

**Undergraduates:** 38,495

#### Notable alumni

[View 45+ more](#)



Nicolaus Copernicus



Giacomo Casanova



William Harvey



Carlo Rovelli



Andreas Vesalius







About 184,000,000 results (0.48 seconds)

In the news



'Making a Murderer': Why Did Steven Avery's Ex-Fiancee Turn on Him?

RollingStone.com - 7 hours ago

Steven Avery, the subject of the Netflix documentary Making a Murderer, filed a motion to ...

Nancy Grace Declares War On 'Making a Murderer'

Variety - 1 hour ago

Making a Murderer: Jodi Stachowski on Steven Avery, domestic abuse

NEWS.com.au - 42 mins ago

More news for making a murderer

Making a Murderer - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Making\\_a\\_Murderer](https://en.wikipedia.org/wiki/Making_a_Murderer)

Making a Murderer is an American web television series that first streamed on Netflix on December 18, 2015. The ten-part documentary, written and directed by ...

No. of episodes: 10 Original release: December 18, 2015

No. of seasons: 1 Original language(s): English

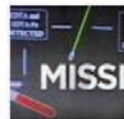
Making A Murderer (@MakingAMurderer) | Twitter

<https://twitter.com/MakingAMurderer>

7 hours ago - View on Twitter

"There are no winners here." Laura Ricciardi from #MakingAMurderer shares her views on Steven Avery's case. [bit.ly/1SI2Oo1](https://bit.ly/1SI2Oo1) via @EW.

13 hours ago - View on Twitter



What do you think about the validity of the EDTA test? #MakingAMurderer



Making a Murderer

Web series

Exonerated after spending nearly two decades in prison for a crime he did not commit, Steven Avery filed suit against Manitowoc County, Wis., and several individuals involved with his arrest. Shortly after, however, Avery found himself behind bars again, this time accused of the murder of 25-year-old... More



Feedback



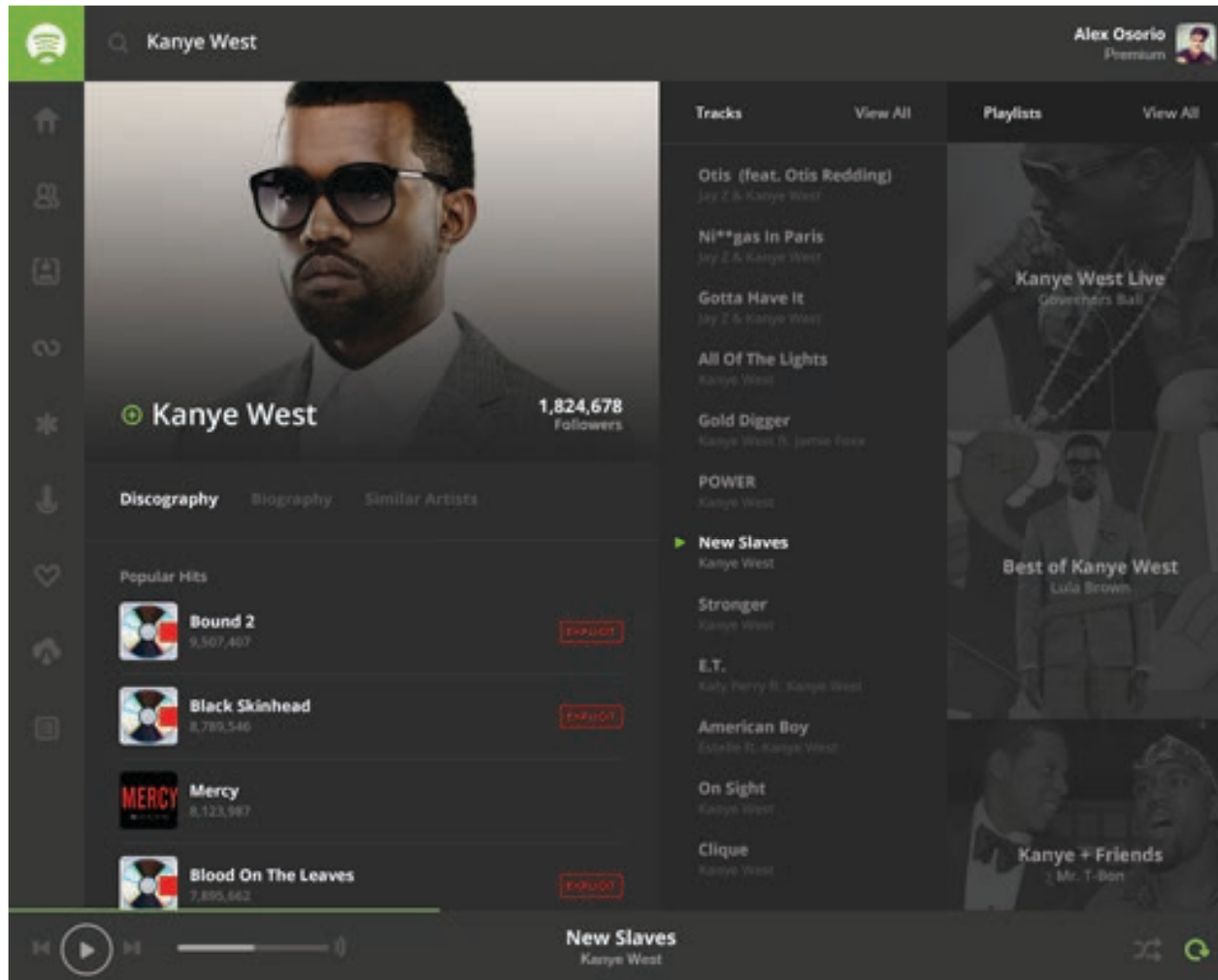
# Changing Nature of the Web

The screenshot shows a YouTube search results page for the query "sminky shorts". The left sidebar contains navigation options: Home, My Channel, Subscriptions, History, Watch Later, PLAYLISTS (Oasis, Liked videos), and SUBSCRIPTIONS (Sminky Animation, Browse channels, Manage subscriptions). The main content area shows search results for "sminky shorts" with approximately 12,000 results. The results list includes:

- Sminky Shorts: Tornado** by Sminky Animation, 4 months ago, 494,159 views. Video length: 2:14.
- Sminky Animation** channel page, Active 4 months ago, 26 videos, 174,177 subscribers. Description: Silly cartoons by Andrew James, home of Sminky Shorts and more soon to be released nonsense. Fan mail and general ...
- Sminky Shorts: Burgers** by Sminky Animation, 1 year ago, 636,601 views. Video length: 2:26.
- Sminky Shorts: Cock-a-doodle-doo** by Sminky Animation, 3 years ago, 1,759,878 views. Video length: 1:21.
- Sminky Shorts: Tommy** by Sminky Animation, 3 years ago, 2,936,891 views. Video length: 0:57.



# Changing Nature of the Web





# Changing Nature of the Web

Search Facebook

Seamus Home

Seamus Lawless

Edit Profile

FAVORITES

- News Feed
- Messages 4
- Events 1
- The Ragtags

PAGES

- UMAP 2015 20+
- Pages Feed 20+
- Like Pages
- Create Page
- Create Ad

APPS

- Games 1
- On This Day
- SCRABBLE Mattel
- Huggity
- Budweiser Dream ...
- Causes
- TheJournal.ie
- Games Feed 20+

FRIENDS

- Close Friends
- Family
- Bray, Ireland Area
- St Thomas Commu...

GROUPS

- THE IRISH TOFFEES 3

Update Status Add Photos/Video Create Photo Album

What's on your mind?

Friends Post

**TheJournal.ie** 11 hrs ·

Meet Yuya Abe, a Japanese man in Dublin with a serious plan. He's four months and 226 pubs into his journey that will see him attempt to have a pint in every single Dublin pub. After each pint, Yuya asks the barman to sign his well-worn Dublin Pubspotters Guide Book.... [See More](#)

**This Japanese man is trying to drink a pint of Guinness in every Dublin pub**

He's four months and 226 pubs into his journey.

THEJOURNAL.IE | BY DAILYEDGE.IE

1.1k Likes 149 Comments 178 Shares

1 event invite

FRIEND REQUESTS See All

- Leigh Louise Robert Baker is a mutual friend. Confirm Friend
- Denisse Turner Confirm Friend
- Zhanming Cui Confirm Friend
- Edel Kelly 4 mutual friends Confirm Friend
- Elizabeth Dewhirst Confirm Friend
- Patricia Clancy Confirm Friend

English (US) · Privacy · Terms · Cookies · Advertising · Ad Choices · More · Facebook © 2015





# Changing Nature of the Web

The screenshot shows the TweetDeck application interface. It is divided into three main sections: a left sidebar, a central 'Home' feed, and a right 'Mentions' column.

**Left Sidebar:** Contains navigation options: 'New Tweet', 'Search', 'Home @seamuslawless', 'Mentions', 'Messages', and 'Add column'.

**Home Feed (@seamuslawless):**

- Immigrant Council.ie @immigra...** (3m): "Welcome Home LÉ Niamh! Exciting and emotional day for crew, their families @defenceforces U have done us proud [rte.ie/news/2015/1002...](http://rte.ie/news/2015/1002...) RT" (Retweeted by Darragh Doyle)
- Irish Food Board @Bordbia** (3m): "The potato is a Hollywood star in #TheMartian! RT to win a pair of cinema tickets!2 winners by 6pm #nationalpotatoday [pic.twitter.com/6cXcwPjUfG](http://pic.twitter.com/6cXcwPjUfG)" (Includes images of a potato and a person in a field)
- StoryfulPro @storyfulpro** (2m): "AUSTRALIA: @rachelolding: not a sworn officer but a civilian employee (2/2)" (Includes Storyful Pro logo)
- The Economist @TheEconomist** (2m): "Americans are over 40 times as likely to be murdered with a gun as Brits: [econ.st/1QOMR5f](http://econ.st/1QOMR5f) [pic.twitter.com/9h7zWihK8b](http://pic.twitter.com/9h7zWihK8b)" (Includes a bar chart titled 'Murder rates and gun ownership' comparing the US and UK)

**Mentions Column (@ Mentions):**

- Graham Lacey @nearvanaman** (17d): "@seamuslawless can't believe he's only 29 (today!). Players like him and David Nugent seem to have been around forever." (Includes profile picture)
- Graham Lacey @nearvanaman** (19d): "@seamuslawless that was great. Even Kone had a good game! Stones a hell of a player. Question is why can Naismith not get a game?" (Includes profile picture)
- Xiaojun Zhang @AndyZxj** (23d): "@seamuslawless you have a lot of Chinese friends!" (Includes profile picture)
- Alex O'Connor @uberalex** (24d): "@seamuslawless I'll bring you one of the delicacies from the exotic land I am in now, such as 'Curried Chips', or 'Domino's Pizza'" (Includes profile picture)
- Alex O'Connor @uberalex** (24d): "@seamuslawless 'The Premium', no less! Enjoy!" (Includes profile picture)
- Damian Dowds @dowdsie** (26d): "@seamuslawless @MKBurke1 @GAA Unless you're a club player. Counties can afford the lawyers needed to get players as guilty as sin exonerated" (Includes profile picture)
- Graham Lacey @nearvanaman** (29d): "@seamuslawless I suppose so but would have been worse to buy players we didn't really want like" (Includes profile picture)

**Bottom Left:** Includes 'Collapse', 'Accounts', 'Settings', and the 'TweetDeck' logo.





# Changing Nature of the Web

The screenshot displays a LinkedIn profile for Seamus Lawless, an Assistant Professor in Intelligent Digital Cont... The profile shows 6 people viewed in the last 15 days and a -19% profile rank in the past 30 days. A post by Aniket Sanyal is featured, titled "Unrealistic Expectations That Do You Harm" by Dr. Travis Bradberry. The post includes a quote: "Your expectations, more than anything else in life, determine your reality. When it comes to achieving your goals, if you don't believe you'll succeed." Two comments are visible: one from Gosia Scarrott stating "I love this article! Its so true to say that we are prone to success and happiness in life if we set our minds for it and get aligned with our g..." and another from Martin Smith saying "How true". The page also contains several advertisements, including "Create Simple Tutorials", "For Newspaper Publishers", and "Rotor and Wake Online".



# Changing Nature of the Web



# HOW PEOPLE - SPEND THEIR TIME - ONLINE



GLOBAL ONLINE POPULATION  
**2,095,006,005**



**30%**  
of World's  
Population.



GLOBAL TIME SPENT ONLINE / MONTH

**35 BILLION**

WHICH IS EQUIVALENT TO

**3,995,444**  
YEARS

## AVERAGE TIME SPENT BY :

Global Internet user  
per month: **16 HOURS**




US Internet user  
per month: **32 HOURS**





# How do we use the Internet?

<p>Trending</p> <p><b>Parole</b></p> <ol style="list-style-type: none"><li>1 Pino Daniele</li><li>2 Grande Fratello</li><li>3 Isola dei Famosi</li><li>4 Parigi</li><li>5 Sanremo 2015</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Personaggi</b></p> <ol style="list-style-type: none"><li>1 Pino Daniele</li><li>2 Valentino Rossi</li><li>3 Sergio Mattarella</li><li>4 Laura Antonelli</li><li>5 Maria Grazia Capulli</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Parole emergenti associate a 2015</b></p> <ol style="list-style-type: none"><li>1 Miss Italia 2015</li><li>2 Amici 2015</li><li>3 Oscar 2015</li><li>4 Isola dei Famosi 2015</li><li>5 Lotteria Italia 2015</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Cosa significa</b></p> <ol style="list-style-type: none"><li>1 Gender</li><li>2 Transgender</li><li>3 Isis</li><li>4 Je suis Charlie</li><li>5 Codice tributo 3918</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Perché</b></p> <ol style="list-style-type: none"><li>1 Io leggo perché</li><li>2 No expo</li><li>3 21 colpi di cannone</li><li>4 Si chiama patto del Nazareno</li><li>5 Perché hai due papà</li></ol> <p>*** More</p>
<p>Trending</p> <p><b>Mete di vacanza</b></p> <ol style="list-style-type: none"><li>1 Follonica</li><li>2 Capo Verde</li><li>3 Palinuro</li><li>4 Creta</li><li>5 Bordighera</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Biglietti</b></p> <ol style="list-style-type: none"><li>1 Expo</li><li>2 Lotteria Italia 2015</li><li>3 Finale Champions League</li><li>4 Juventus - Real Madrid</li><li>5 Inter - Milan</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Come fare</b></p> <ol style="list-style-type: none"><li>1 le olive in salamoia</li><li>2 fattura elettronica</li><li>3 il gorgonzola in casa</li><li>4 chiamate con whatsapp</li><li>5 il pesto alla genovese in casa</li></ol> <p>*** More</p>	<p>Trending</p> <p><b>Ricette</b></p> <ol style="list-style-type: none"><li>1 Marmellata di fichi</li><li>2 Sex on the beach</li><li>3 Marmellata di ciliegie</li><li>4 Sospiri</li><li>5 Angel food cake</li></ol> <p>*** More </p>	

# Most Visited Websites

- In Ireland

1. Google.ie
2. Google.com
3. Facebook.com
4. YouTube.com
5. Amazon.co.uk
6. Wikipedia.org
7. Yahoo.com
8. Twitter.com
9. Live.com
10. LinkedIn.com

- In Italy

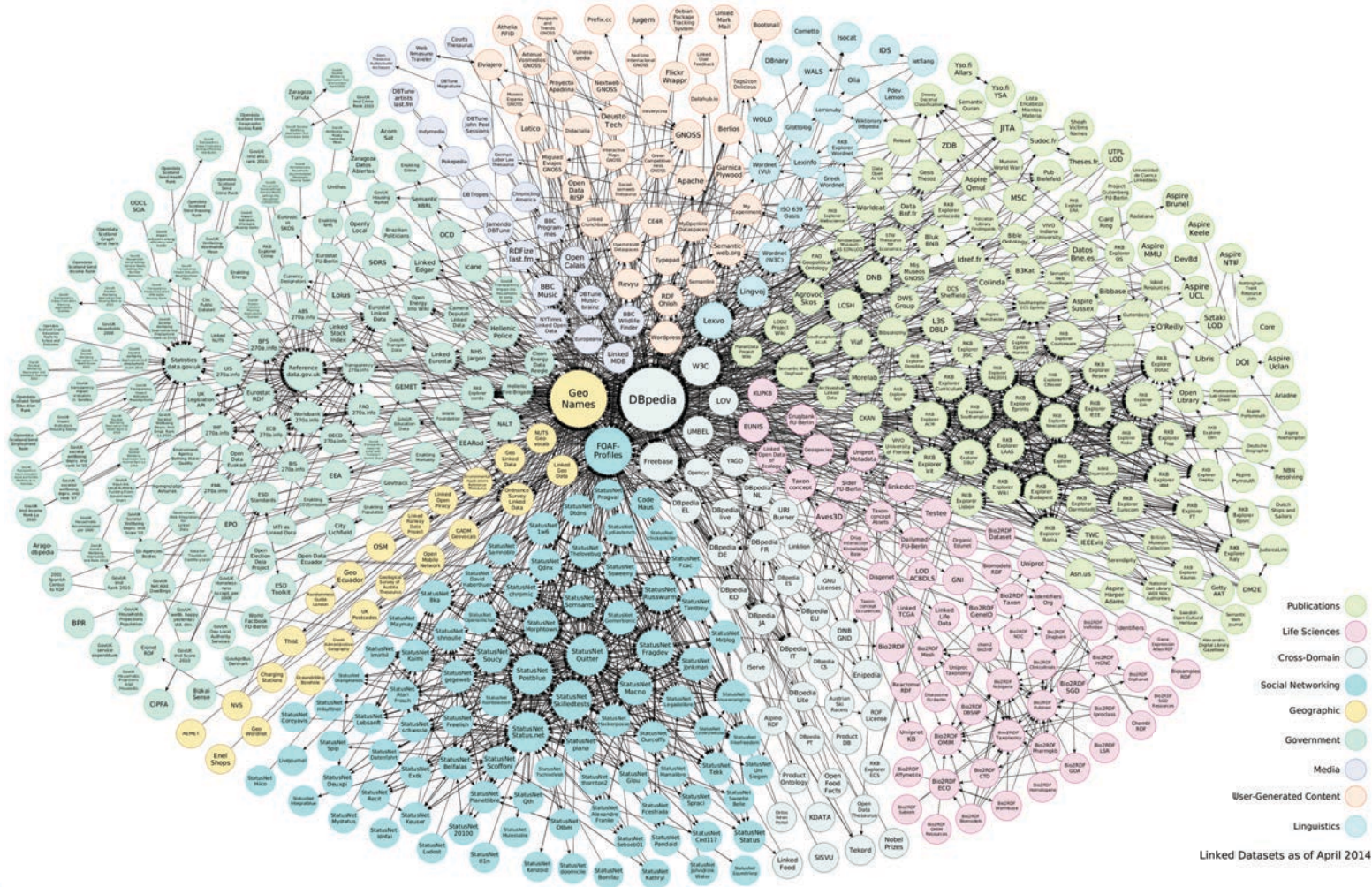
1. Google.it
2. Facebook.com
3. Youtube.com
4. Google.com
5. Amazon.it
6. Wikipedia.org
7. Yahoo.com
8. Ebay.it
9. Libero.it
10. Repubblica.it



# The new Web is . . .

- ...Social
  - ...Interactive
  - ...Dynamic
  - ...Multimedia
  - ...Democratized?
- 
- How many social networks are you on?
  - How many of these networks do you use daily?

# Changing Nature of the Internet





# Future of the Internet?

- Mobile Internet
- Speed
- Ubiquitous computing
  - More devices Internet enabled
  - “Internet of *Things*”
- Sensors
- Adaptive and intelligent web-based systems
- Consumers being in control of context dependent advertisements
- Artificial Intelligence

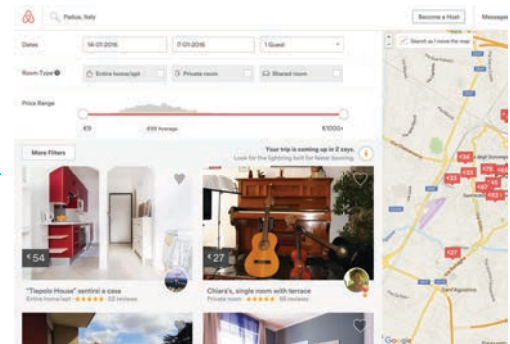
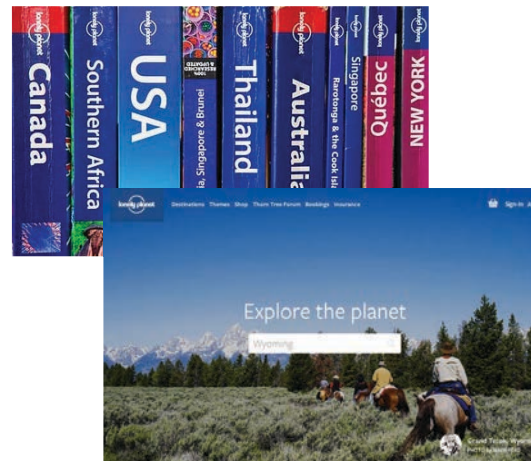
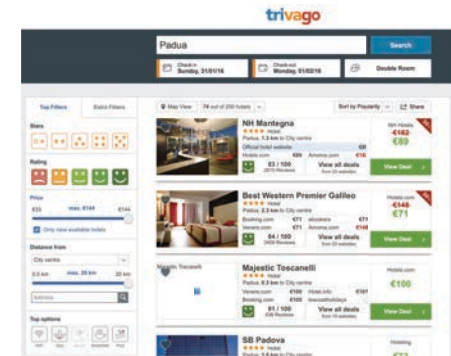
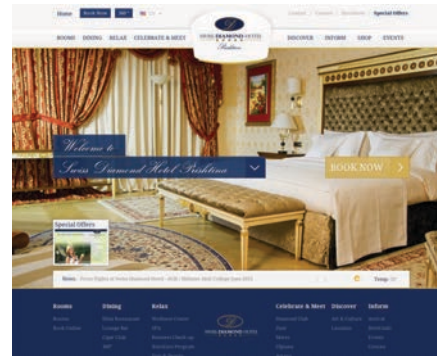
# What will the Internet of Things look like?

These things are starting to talk to each other and develop their own intelligence. Imagine a morning commute scenario where you drive to a train...



All this is communicated between your things so your alarm clock snoozes 5 minutes, at the right time your car starts melting ice that accumulated over night

# Future of Tourism





# Future of Tourism



tripadvisor®

*couchsurfing*

Booking.com



Hotels.com®  
The Obvious Choice™

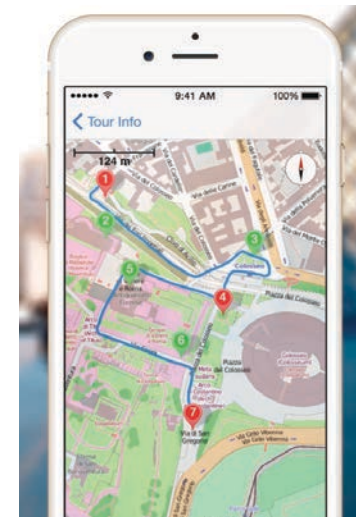


FOURSQUARE





# Future of Tourism



# Future of Tourism



### Post-trip:

A currently under-utilised stage. Airlines should engage with travellers on their return home to better understand their needs and desires for future travel, and to build a stronger relationship with customers.

### On-trip:

This will be a completely new phase facilitated by global roaming SIMs and widespread connectivity. Personalised offers will be delivered at extremely relevant times based on context.

### At airport:

More efficient airport processes especially around security and check-in, means less time needed at the airport.

### On way to airport/check-in:

As location-based technologies improve and smartphone and smartwatch apps become more sophisticated, customers will be more comfortable making purchases on the way to the airport. For many travellers, especially business travellers, this phase may be the first time they have thought about their trip. We will see a decreasing importance of check-in as mobile comes to dominate: check-in will become a process, not a destination.

### Inspire:

A key opportunity to position an airline's flight options and services, and better influence customer selection at the start of the traveller's experience decision-making process.

### Shop:

An important personalisation and discovery stage; we will see holography, augmented and virtual reality offer more immersive shopping experiences, with tailored choices for both bundled and unbundled selection.

### Book:

This stage will utilise mobile channels as the use of PCs declines; the target will be "frictionless" booking using stored preferences, biometrics, and natural user interfaces.

### 24-48 hours after booking:

This will become less of a distinct phase, as increased customer data means customers can be contacted at varying times based on what is most effective for that individual.

### 48-24 hours before departure:

This will be a critical stage for last minute 'door-to-door' planning and an opportunity to enhance the traveller journey, by aligning availability of upgrades and offers with customer preferences - all informed by sophisticated revenue management.





# Personalisation

## Tailoring the World to You





# What is Personalisation?

“...to achieve a more effective, efficient and satisfying user experience by offering **content, activities and collaboration**, which is **adapted** to the specific **needs** and influenced by specific **preferences** and **context** of the person...”





# Why Personalise?

- One size does not fit all!
- Different people...
  - have different needs, likes, preferences, skills, abilities ...
  - are in different locations and speaking different languages ...
  - are using different devices, with different connectivity ...
  - have different goals and are trying to complete different tasks

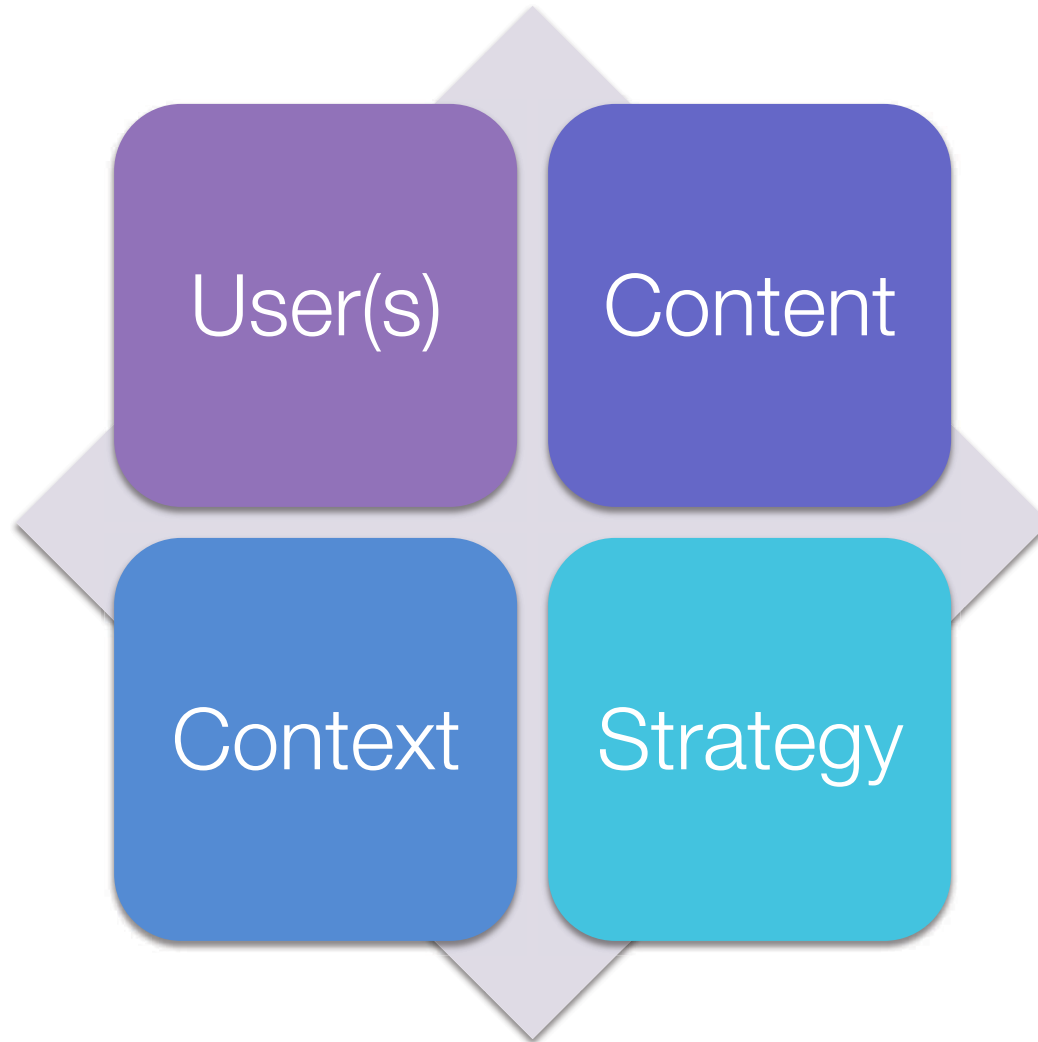




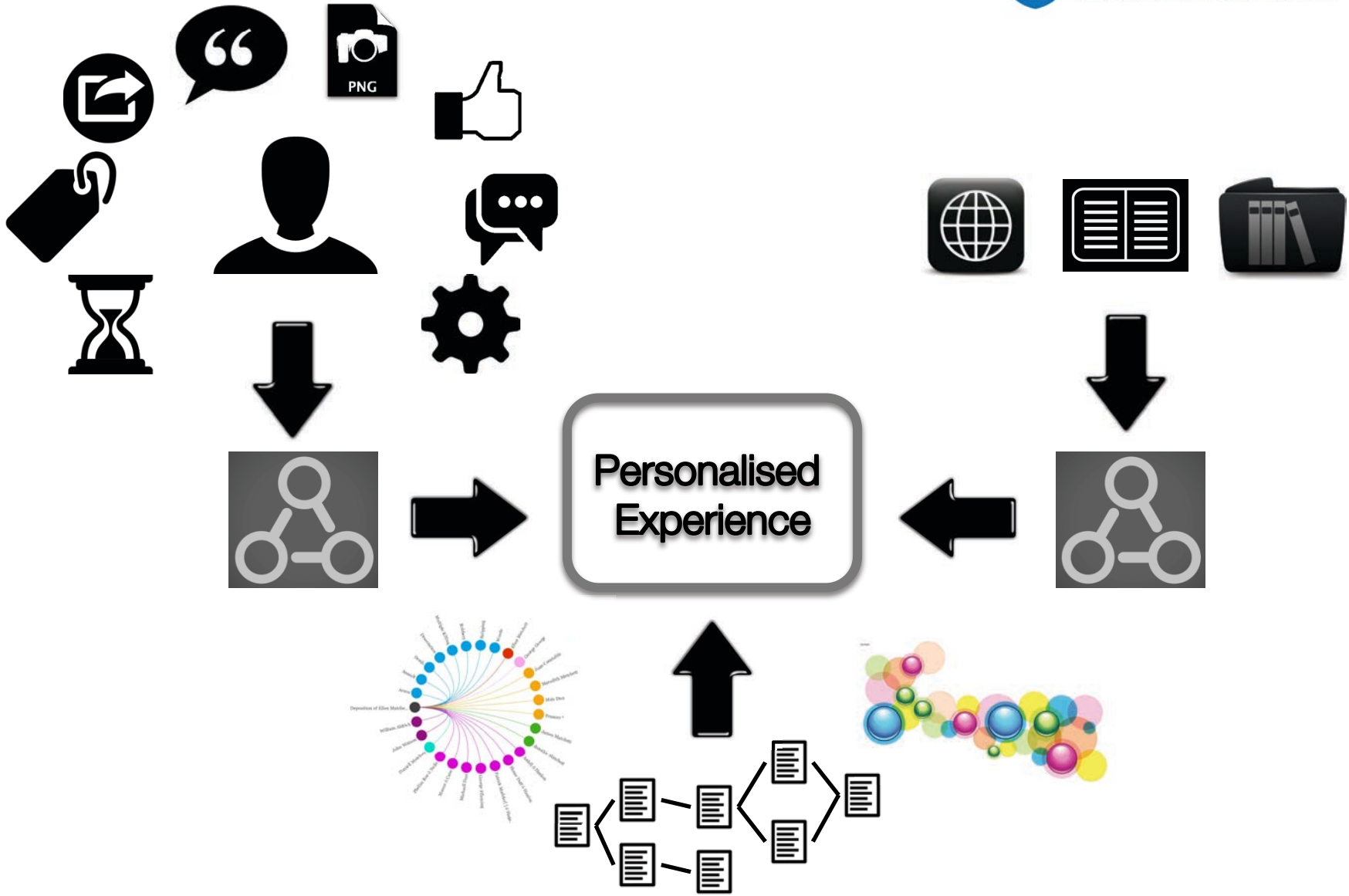
# Why Personalise?

- To improve the user experience
  - Tackle information overload
  - Find necessary information faster
  - Information delivered how you need it
    - Level of Complexity
    - Format
    - Language

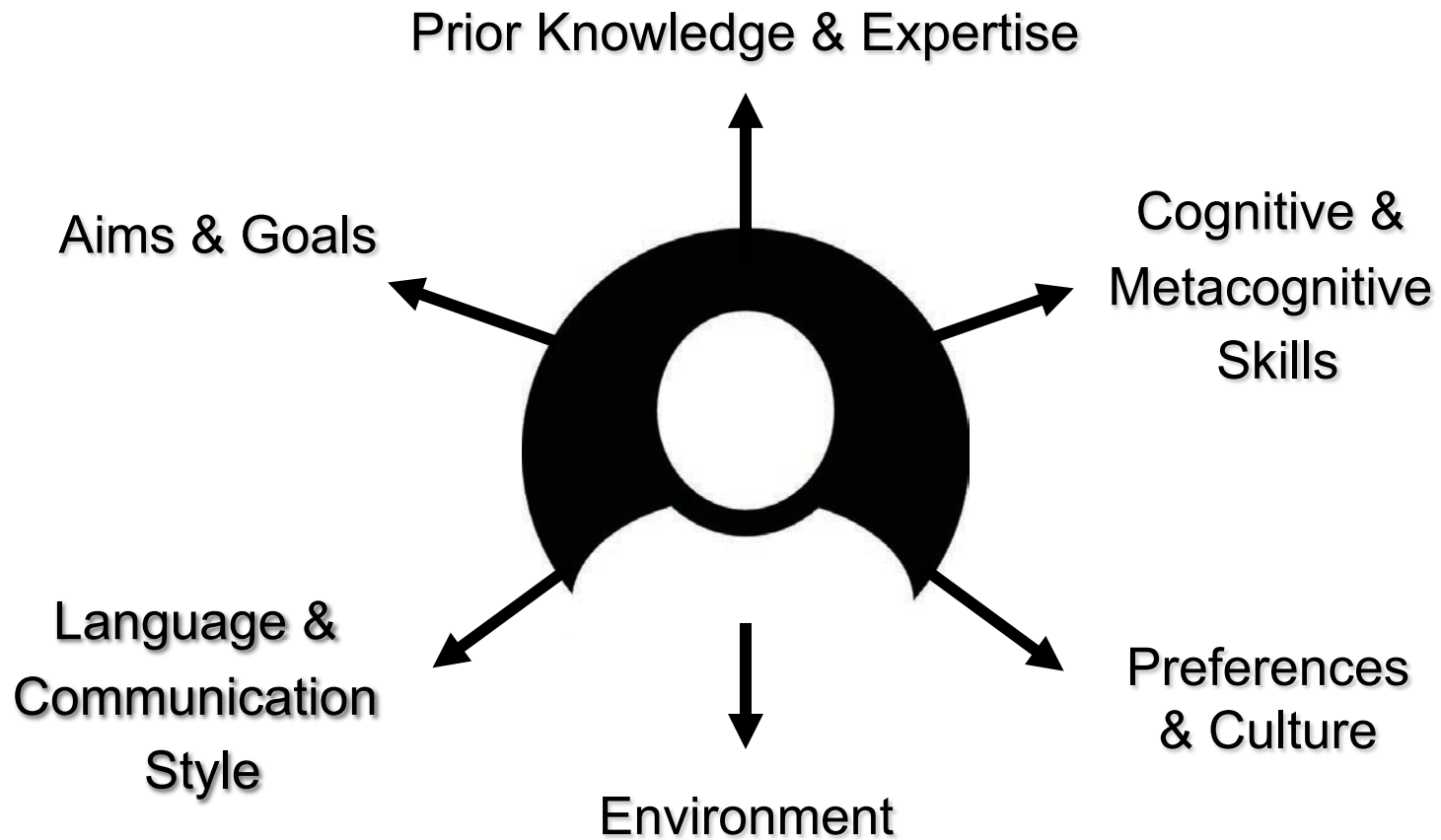








# Modelling what?





# How to Model the User

- Implicit Modelling
  - Inferring information about users based on their actions
- Explicit Modelling
  - Directly ask users for information about themselves
- Scrutability
  - Give the user control over their model



# Users

- No two users are the same. But....
- Broad spectrum of Users



- The supports, or personalisation, provided should be different for each type of user and each individual





# Personalisation - How?

- Where do you encounter Personalisation on the Web?
  - Can you give examples of types of Personalisation?





# Personalisation - How?

- Adaptive Hypermedia Systems
- Recommender Systems
- Personalised Search and Retrieval
- Advertising
- Personalised Learning





# Personalisation - How?

- Adaptive Hypermedia
  - Adaptive Navigation
    - [Link Annotation](#)
    - Link Generation
  - Adaptive Presentation
    - Adaptive Multimedia Presentation
    - Adaptive Retrieval
    - [Stretch Text](#)







# Personalisation - How?

- Adaptive Hypermedia
  - Adaptive Navigation
    - [Link Annotation](#)
    - [Link Hiding](#)
    - Link Generation
  - Adaptive Presentation
    - Adaptive Multimedia Presentation
    - Adaptive Retrieval
    - [Stretch Text](#)





# Personalisation - How?

- Adaptive Hypermedia
  - Adaptive Navigation
    - [Link Annotation](#)
    - [Link Hiding](#)
    - Link Generation
  - Adaptive Presentation
    - Adaptive Multimedia Presentation
    - Adaptive Retrieval
    - [Stretch Text provides additional information](#)





# Recommender Systems

- Recommender Systems seek to predict how interesting, relevant or useful a user would find a piece of content
- For example:
  - Offering news articles to online readers, based on a prediction of reader interests
  - Offering customers of an online retailer suggestions about what they might like to buy, based on their past history of purchases and/or product searches.

# Recommender Systems

- There are two main categories of recommender systems:
- Content-based systems
  - examine properties of the items recommended. For instance, if a Netflix user has watched many cowboy movies, then recommend a movie classified in the database as having the “cowboy” genre.
- Collaborative filtering systems
  - recommend items based on similarity measures between users and/or items. The items recommended to a user are those preferred by similar users.



NETFLIX

Watch Instantly

Just for Kids Your Queue Personalize DVDs

Movies, TV shows, actors, directors, genres

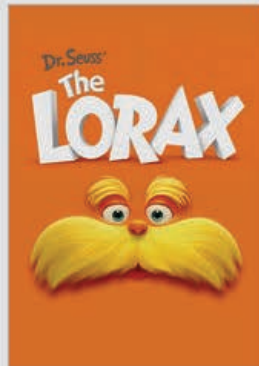


Recently Watched

Top 10 for Mark



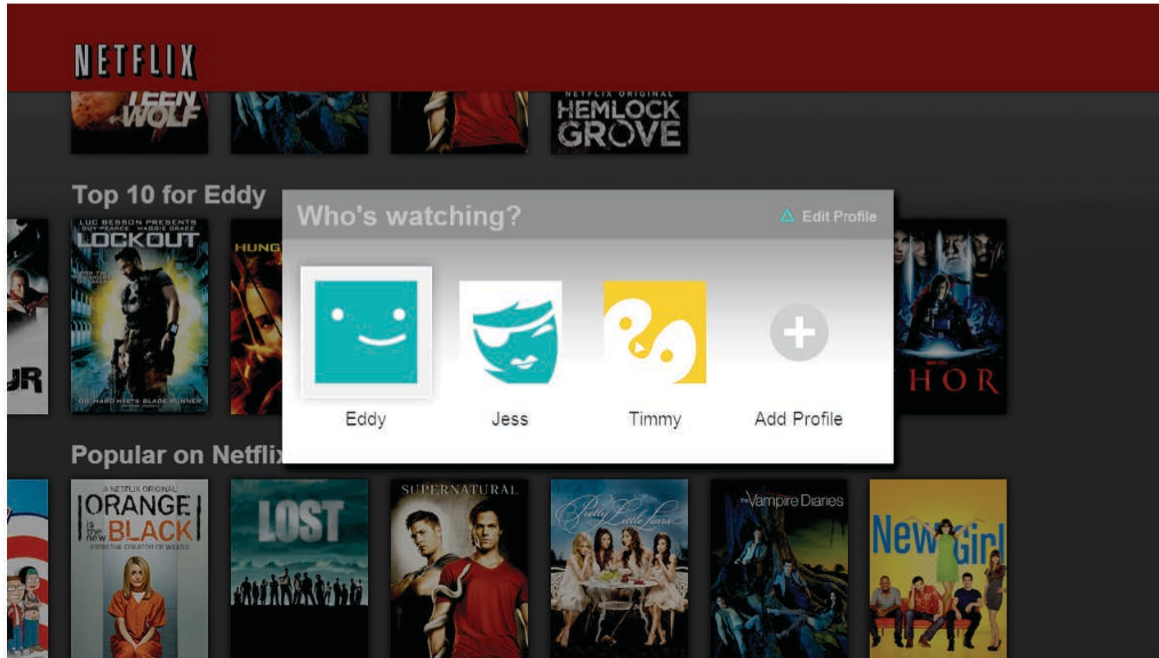
Popular on Netflix



# Netflix launches user profiles for individual recommendations

by Julianne Pepitone @julpepitone

🕒 August 1, 2013: 10:54 AM ET



Timmy's love of watching cartoons on Netflix won't ruin his parents' Netflix recommendations anymore.



Netflix is launching a tool on Thursday that will ensure your spouse's 'Kardashians' binge will no longer wreck your list of recommendations for cerebral French films with a strong female lead.

The new "Profiles" feature will let each Netflix account include up to five separate user profiles. The feature effectively sections off viewing habits for each household member, giving each person individualized suggestions and the ability to add their own favorite titles.



## Social Surge - What's Trending



Robots to build canal bridge using 3D printing



Rupert Murdoch is engaged to Jerry Hall



Powerball jackpot climbs to \$1.4 billion

## Search for Jobs

Millions of job openings!

Job title

Location

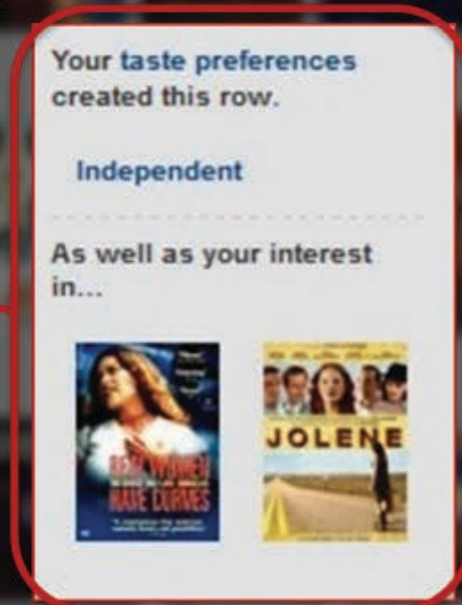
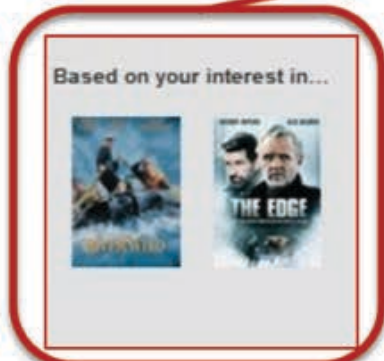
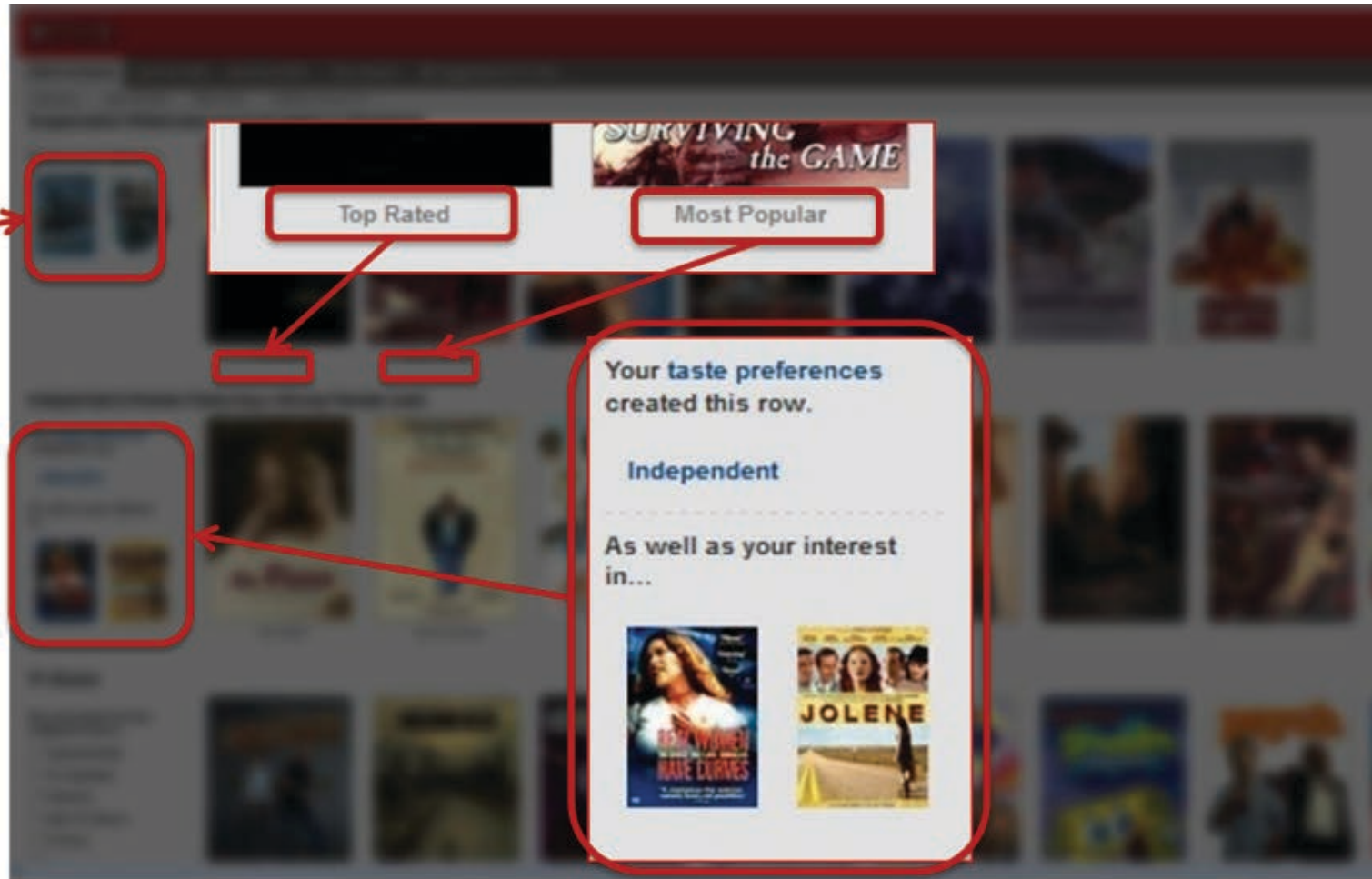
Find Jobs



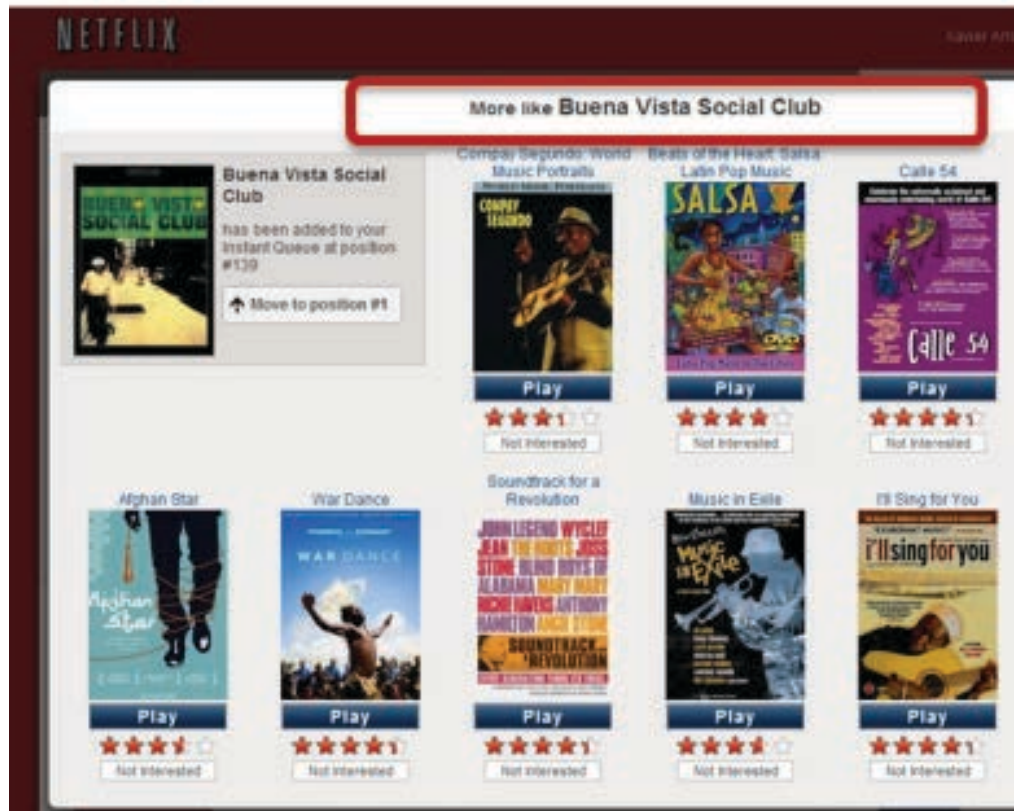
Accounting   Engineering   Developer  
Finance   Management   Media  
Marketing   Sales   See all jobs

[Employers / Post a Job](#)

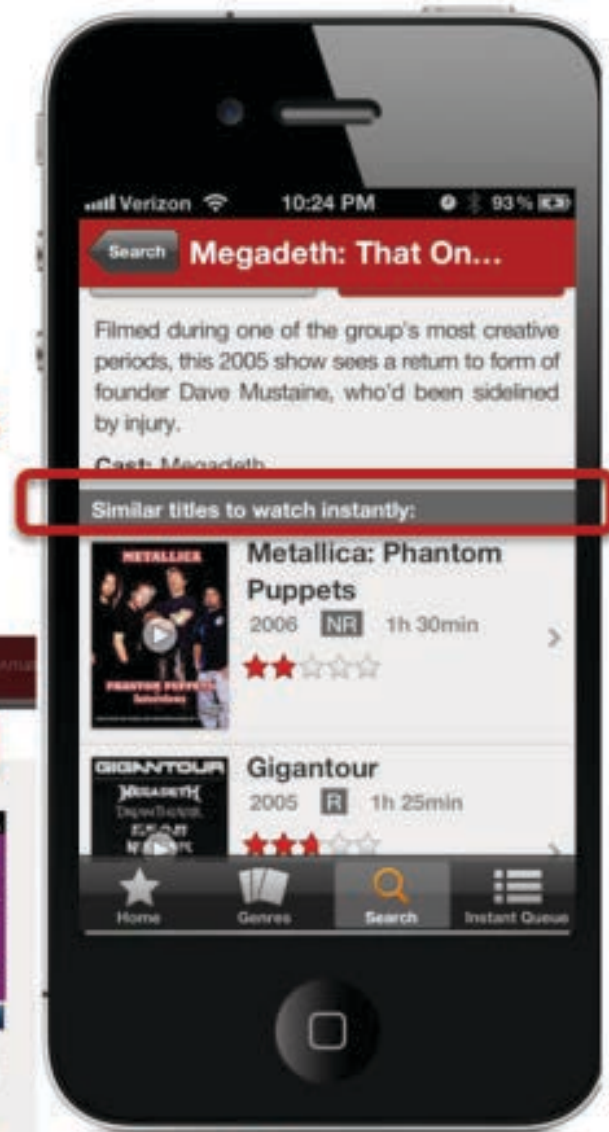
jobs by [indeed](#)



## Queue Add



## Search results



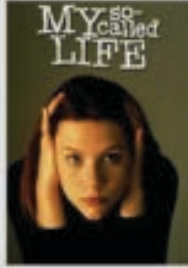


NETFLIX

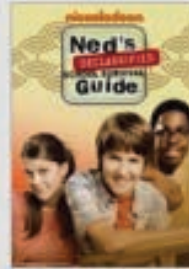
Watch Instantly Just for Kids Browse DVDs Your Queue ★ Suggestions For You

Genres ▾ New Arrivals Start Play Instantly to your TV

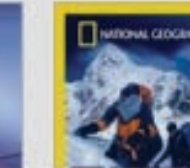
More like Thirtysomething



More like Good Luck Charlie



More like Touching the Void



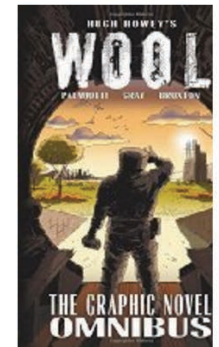
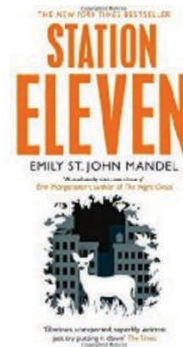
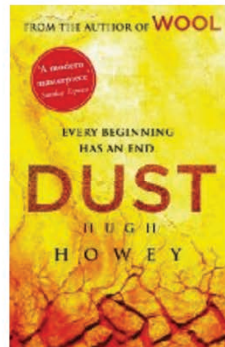
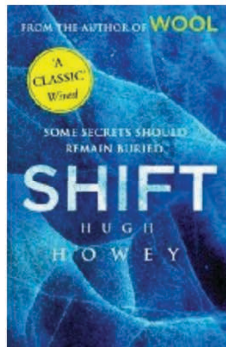
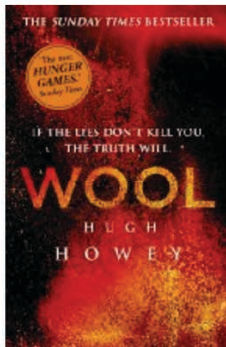


**amazonPrime**  
Free One-Day  
Delivery when you  
try Prime



New Year,  
New You

Inspired by Your Wish List [See More](#)



## Customers who viewed this item also viewed these products



Dualit Food XL1500  
Processor

\$560

 Add to cart



Kenwood kMix Manual  
Espresso Machine



\$250

 Select options



Weber One Touch Gold  
Premium Charcoal  
Grill-57cm

\$225

 Add to cart



NoMU Salt Pepper and  
Spice Grinders

\$3

 View options




Upload

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  - Trending
  - Subscriptions
  - History
  - Watch Later
- 
- PLAYLISTS**
- Oasis
  - Liked videos
- 
- SUBSCRIPTIONS**
- Sminky Animation 1
  - Browse channels
  - Manage subscriptions

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 Late Night with Seth Meyers   
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## Pocket Hits

The most popular stories on Pocket this week



### Experiencing Unprecedented Growth, Casper Launches Sheets and Pillows

Stacy Cowley, *The New York Times*

A first-hand look at the extensive design process behind Casper's transformative new sleep products.

[Save to Pocket](#)



### Inside Mark Zuckerberg's Bold Plan For The Future Of Facebook

Harry McCracken, *Fast Company*

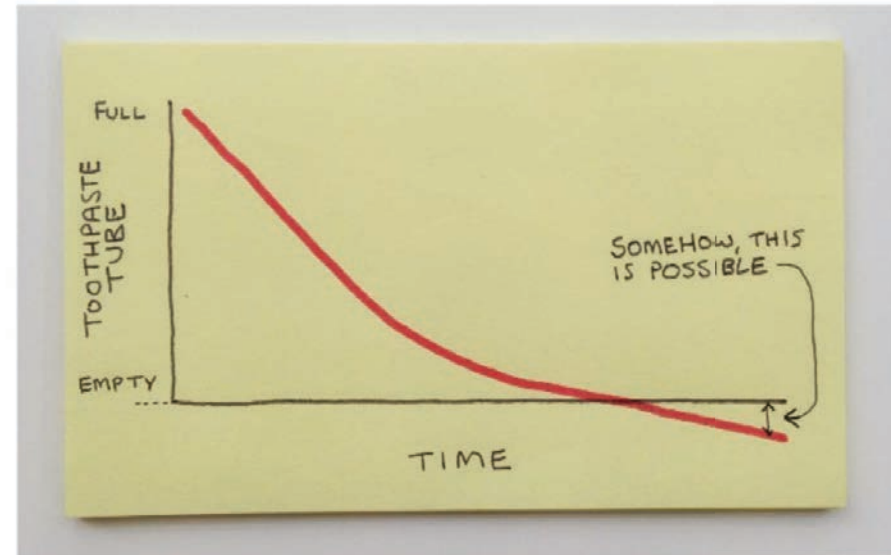
Now Mark Zuckerberg is looking to the decade ahead, from AI to VR to drones.

# M

Medium Weekly Digest

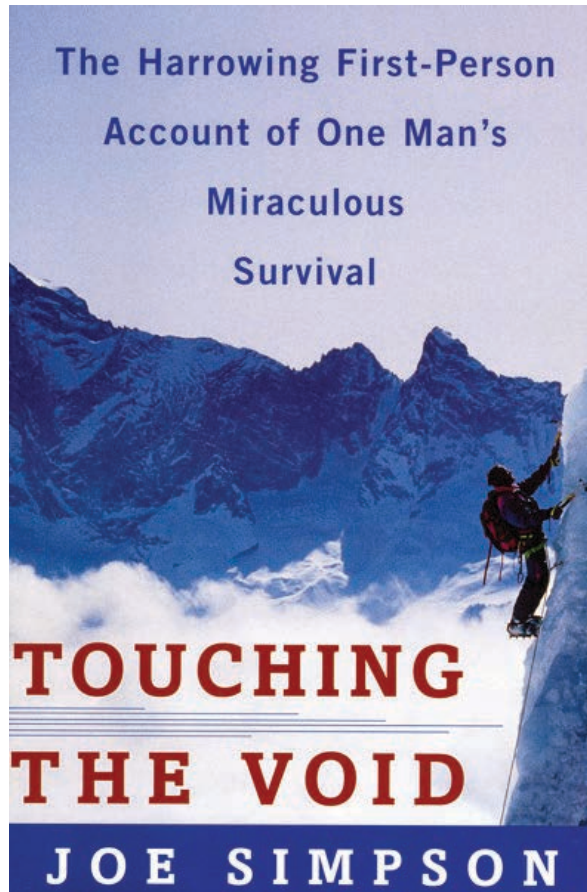
Get Medium for [iOS](#) or [Android](#)

RECOMMENDED BY  
**MEDIUM STAFF**



## Life Explained via 7 Post-it Note Graphs.

Like toothpaste, continuously defying the laws of physics.



# Personalised Search and Retrieval

- Information Retrieval systems help users to find information from the vast sea of content available on the Web.
  - i.e. Google
- Traditional IR systems give the same list of results for each query, regardless of the user.
- Personalised IR systems try to deliver search results that are not only of relevance to the query, but are also of particular relevance to the person who submitted the query.

# Why is online search difficult?

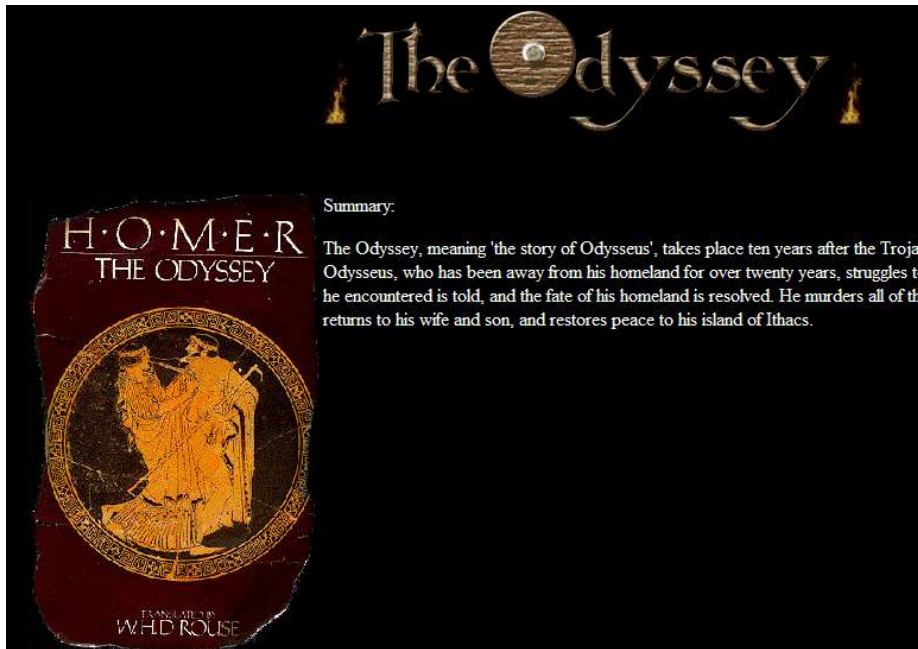
- Consider the image search
  - “A Cow called Margaret”



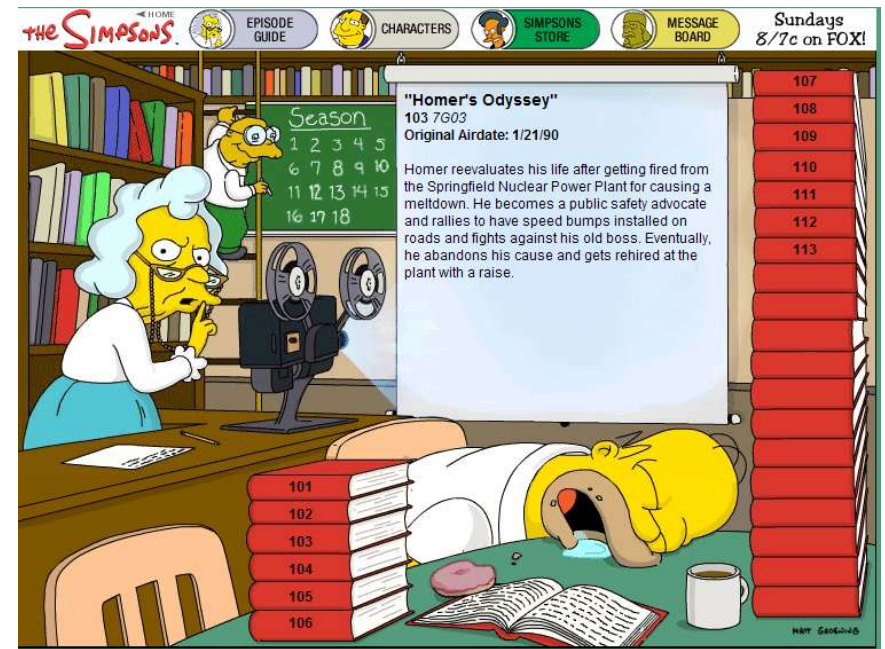


# Why is online search difficult?

- ...or the search terms
  - “Homer’s Odyssey”



Summary:  
The Odyssey, meaning 'the story of Odysseus', takes place ten years after the Trojan Odysseus, who has been away from his homeland for over twenty years, struggles to be encountered is told, and the fate of his homeland is resolved. He murders all of the returns to his wife and son, and restores peace to his island of Ithaca.



"Homer's Odyssey"  
103 7G03  
Original Airdate: 1/21/90  
Homer reevaluates his life after getting fired from the Springfield Nuclear Power Plant for causing a meltdown. He becomes a public safety advocate and rallies to have speed bumps installed on roads and fights against his old boss. Eventually, he abandons his cause and gets rehired at the plant with a raise.

- 101
- 102
- 103
- 104
- 105
- 106

- Sundays 8/7c on FOX!
- 107
- 108
- 109
- 110
- 111
- 112
- 113

# Why is online search difficult?

- Individual preferences and opinion....



Funny?



Talented?



Honest?

# Why is online search difficult?

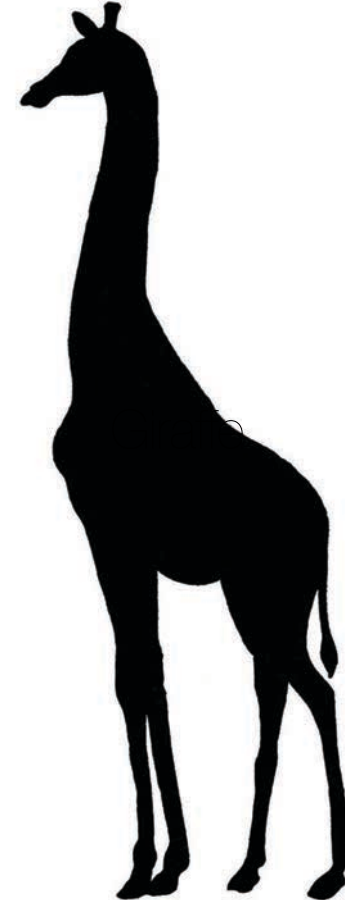
- Information needs must be expressed as a query which can be input to an IR system
  - but users often aren't sure what they want!
- Issues....
  - Verbalising Information needs
  - Understanding Query Syntax
  - Understanding Search Engines
- Queries represent different Information needs
  - Question answering
  - Background search.....
- Vocabulary Mismatch

# Why is online search difficult?



Burj Khalifa

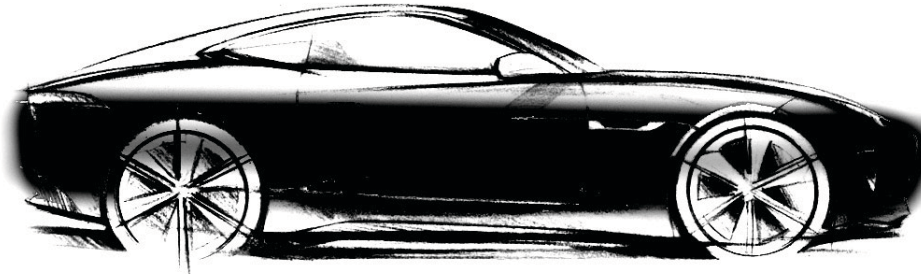
Scientific name:  
*Giraffa camelopardalis*  
Gestation period:  
400 – 460 d  
Speed:  
50 km/h (Endurance)



Floors:  
163  
Opened:  
January 4, 2010  
Height:  
830m



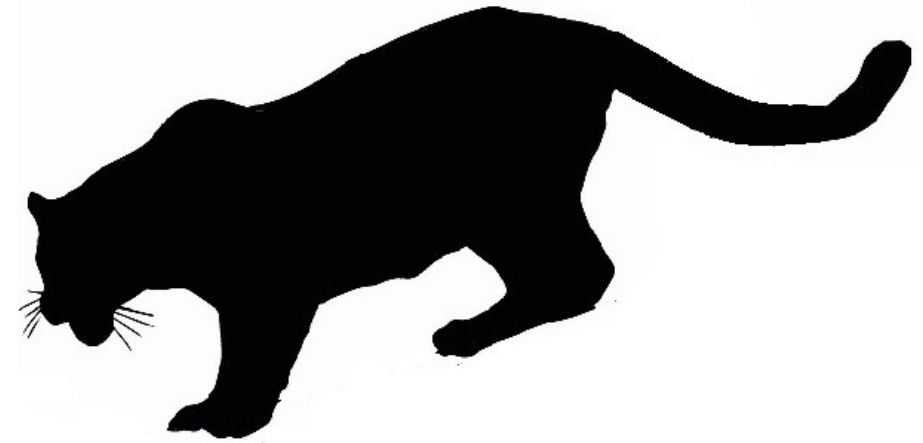
# Why is online search difficult?



Engine:  
V6 3-litre petrol engine  
Transmission:  
8-speed ZF automatic  
Length:  
4,445 mm (175.0 in)

Jaguar

Scientific name:  
Panthera onca  
Conservation Status:  
Near Threatened  
Found:  
Central & South America



# Why is online search difficult?

- Information is often dynamic
  - Blogs, News, Twitter, Traffic Reports, Timetables....
- Queries can also be dynamic
  - Information needs can evolve as users search
- Scalability is also an issue
  - **901,002,770** web sites at last count! – stats from netcraft.com (December 2015)
  - Plus TV, Radio, Satellite Images.....

About 291,000,000 results (0.48 seconds)

### Web Summit | Where The Tech World Meets

<https://websummit.net/>

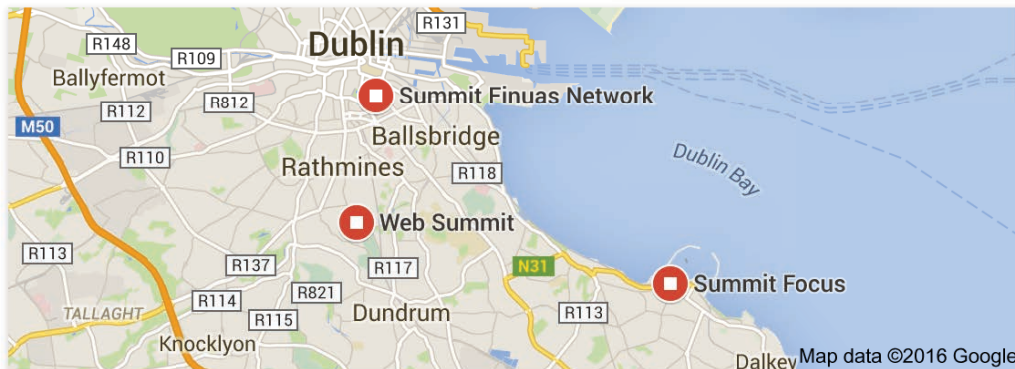
In 5 years, Web Summit has grown from 400 attendees to over 42,000 from more than 134 countries. It's been called "the best technology conference on the ...

[Speakers](#) - [Careers](#) - [Startups](#) - [FAQs](#)

### GET 2 FOR 1 CODE FOR 2016 - Web Summit

<https://websummit.net/2for1>

**Summits.** Accelerator **Summit** · Angel **Summit** · Careers **Summit** · City **Summit** · Code **Summit** · Content **Summit** · Data **Summit** · Design **Summit** · Enterprise ...



#### Web Summit

4 reviews · Event Management Company  
Dartry Rd · (01) 443 3170



Website



Directions

#### Summit Finuas Network

84-86 Lower Baggot Street · (01) 605 1546



Website



Directions

#### Summit Focus

No reviews · Event Management Company  
7-9 Clarence Street, Dun Laoghaire · (01) 524 2375



Website



Directions



About 291,000,000 results (0.48 seconds)

A **summit** is a point on a surface that is higher in elevation than all points immediately adjacent to it. Mathematically, a **summit** is a local maximum in elevation. The topographic terms "acme", "apex", "peak", and "zenith" are synonyms.



commons.wikime...

[Summit - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Summit)  
<https://en.wikipedia.org/wiki/Summit>

More about Summit

Feedback

See results about

[Summit Racing Equipment \(Company\)](#)  
 CEO: Paul D. Sergi, Sr.  
 Founder: Paul D. Sergi, Sr.



[Summit \(meeting\) - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Summit_(meeting))  
[https://en.wikipedia.org/wiki/Summit\\_\(meeting\)](https://en.wikipedia.org/wiki/Summit_(meeting))

A summit meeting (or just **summit**) is a meeting of heads of state or government, usually with considerable media exposure, tight security, and a prearranged ...  
 Notable summits - World War II conferences - SAARC Summit - References

[Summit - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Summit)  
<https://en.wikipedia.org/wiki/Summit>

A **summit** is a point on a surface that is higher in elevation than all points immediately adjacent to it. Mathematically, a **summit** is a local maximum in elevation. The topographic terms "acme", "apex", "peak", and "zenith" are synonyms.



- Seamus Lawless
- Edit Profile
- FAVORITES
- News Feed
- Messages 4
- Events 12
- The Ragtags
- Saved 1
- PAGES
- UMAP 2015 20+
- Pages Feed 20+
- Like Pages
- Create Page
- Create Ad
- APPS
- Games 4
- On This Day
- SCRABBLE Mattel
- Cities I've Visited
- Flixster
- Games Feed 20+
- FRIENDS
- Close Friends
- Family
- Bray, Ireland Area
- St Thomas Commu...
- Trinity College, Du...
- Trinity College, Du...

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What's on your mind?

Friends Post

**Ed H. Chi** 7 hrs · Friends+Me ·

Some dramatic change about to happen in Taiwanese politics: A female president.



An opposition leader prepares to take helm in Taipei, and Beijing is rattled

China has warned that ties across the Taiwan Strait could be at risk as the...

WASHINGTONPOST.COM | BY EMILY RAUHALA

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53 friends · 3,783 members + Join
  - Greystones Open Forum**  
18 friends · 4,818 members + Join
  - Bray buy sell, swap or give away goods**  
15 friends · 2,162 members + Join

See All

SPONSORED Create Ad

- Catherine Doyle shared a memory from January 12, 2015.
- Anita Kennedy likes Garrett O'Rourke's photo.
- Alan Smeaton commented on his own post.
- Jamie Vella Hughes commented on Football Accumulator and Challenges's post.
- Mithileash Mohan likes Ajay Adithya's photo.
- Beth Higgins replied to Catherine Wadhams's comment.
- Darragh Doyle likes Mary Lucey's post.
- Robbie Gallagher and
- Jessica Clancy
- Stephen Byrne
- Wayne Ledwidge 35m
- Hollie Cummins 2h
- Asa Daniel
- GROUP CONVERSATIONS
- Fids and Hol




**Seamus Lawless**  
@seamuslawless

TWEETS **7,881** FOLLOWING **1,375** FOLLOWERS **926**

Trends · Change

**#KissAGingerDay**  
22.6K Tweets

**#SOTU**  
40.2K Tweets

**Istanbul**  
20.9K Tweets

**#JuniorDoctorsStrike**  
121K Tweets

**David Bowie**  
1.7M Tweets

**#liveline**  
Trending for 2 hours now

**Caulker**  
57.4K Tweets

**Clemson**  
772K Tweets

**Stephanie Davis**  
15.4K Tweets

**Periscope**  
183K Tweets



What's happening?



**Treasure Data, Inc.** @TreasureData · Jan 7

Data Collection To Visualization in Minutes: short, high impact webinar covering Analytics pipeline challenges. 8/10



Data Collection To Visualization in Minutes  
get.treasuredata.com

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While you were away...



**Colette Browne** @colettebrowne · 2h

Sexual assaults in Cologne were shocking, but let's not pretend violence against women is new phenomenon in the West [independent.ie/opinion/column...](http://independent.ie/opinion/column...)

Retweets 8 Likes 3 View summary



**Phil McNulty** @philmcnulty · 3h

Liverpool complete the signing of Steven Caulker on loan from Queens Park Rangers until the end of the season. Available to face Arsenal.

Retweets 37 Likes 14



**Melissa Hogenboom** @melissasuzanneh · 3h

What you've always wanted to know - We don't know which species should be classed as 'human' - should Neanderthals? [bbc.com/earth/story/20...](http://bbc.com/earth/story/20...)

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**Second Captains** @SecondCaptains · 51m

Latest podcasts feature Foley, McGregor, Penn, Touré and most importantly Bowie [irishtimes.com/sport/second-c...](http://irishtimes.com/sport/second-c...)



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**Sale** (pop. 52294) is a town within the Metropolitan Borough of Trafford in Greater Manchester, England. The neighbouring towns are Stretford, which lies to ...  
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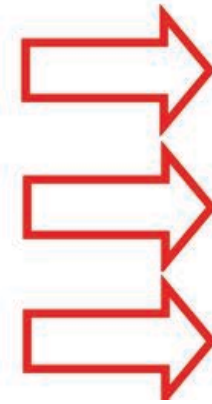
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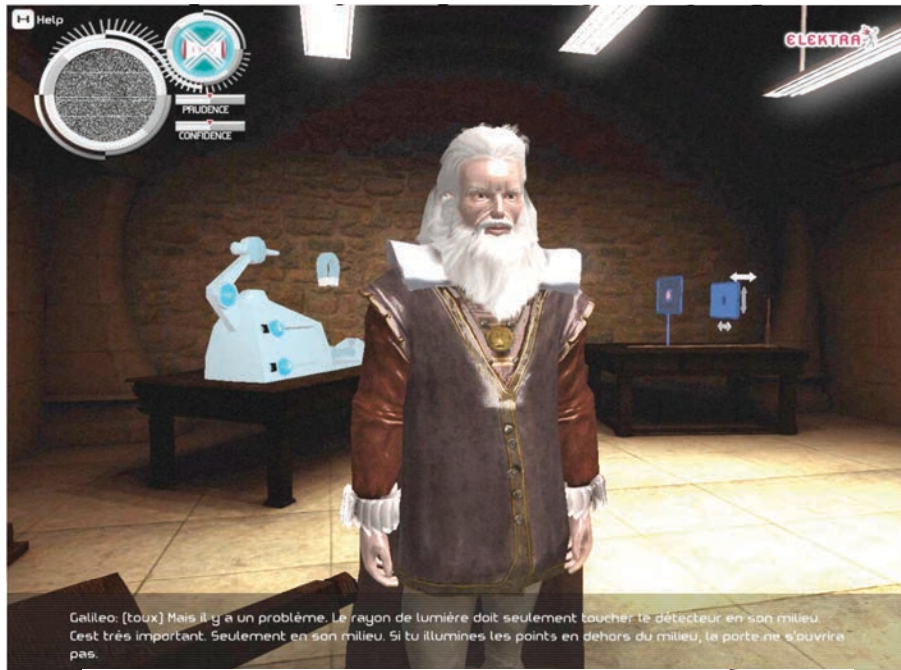
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# Personalised eLearning





# Personalisation in Tourism

"I'd like to fly for no more than 10 hours, somewhere about 30 degrees with great beaches and scuba diving. I also want there to be interesting cultural sites to visit. But not somewhere with lots of mosquitos. . . . I f\*\*king hate mosquitos."







## Create Traveler Profiles

- Individual profiles for known travelers based on past behavior
- Individual profiles for cookie'd travelers based on cookie data
- Use clusters of behavior for anonymous users
- Learn over time and improve recommendations



## Enrich Hotel Data with Sentiments

- Add sentiments to your hotel inventory
- Provide Qualatative insights to travelers for features that are important to them



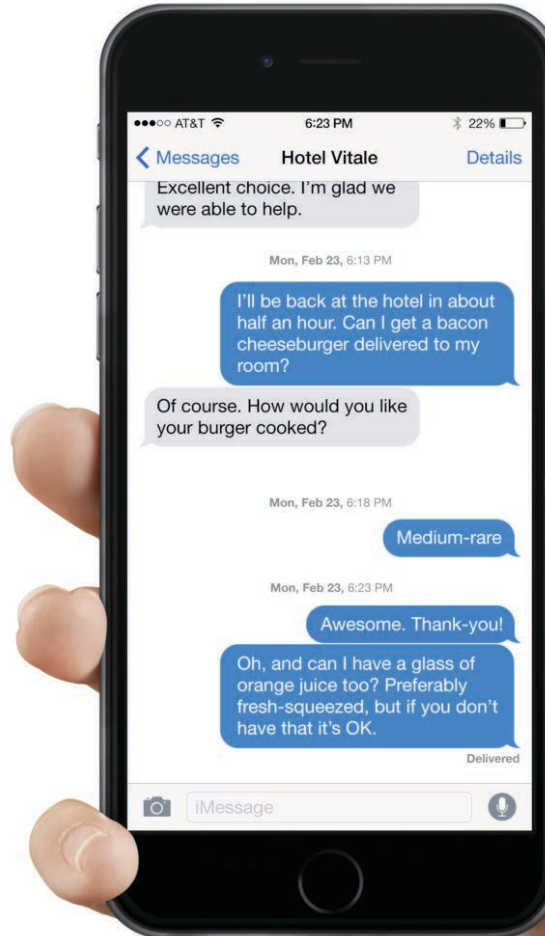
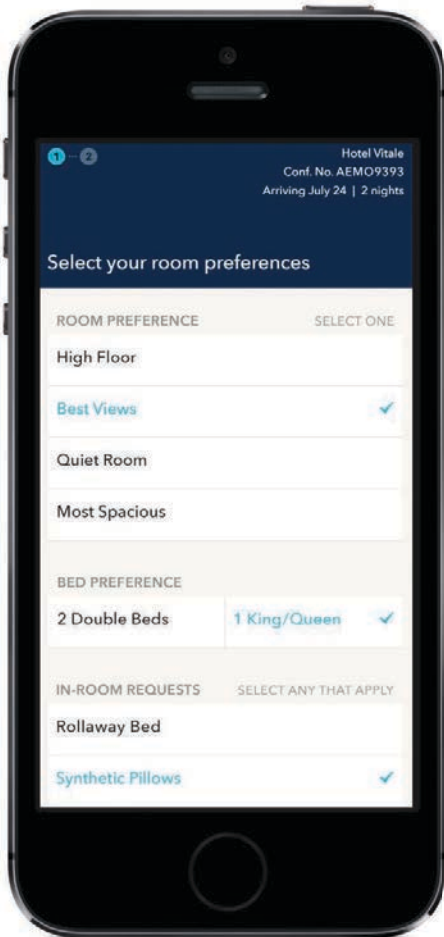
## Personalized Recommendations

- Sort Hotel results based on traveler preferences
- Provide insights on why each recommendation was made
- Include profitability / commission as part of the recommendation made





# CheckMate







# Personalisation

## A Research Example





**INCREASING AND ENHANCING THE ENGAGEMENT OF USERS AND COMMUNITIES  
WITH DIGITAL HUMANITIES COLLECTIONS**

Pioneering the development of Next Generation  
Multi-Dimensional Adaptive Systems



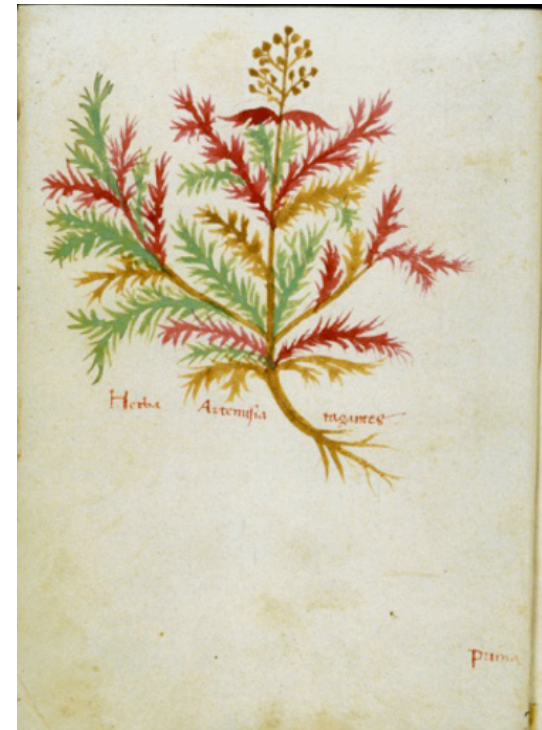
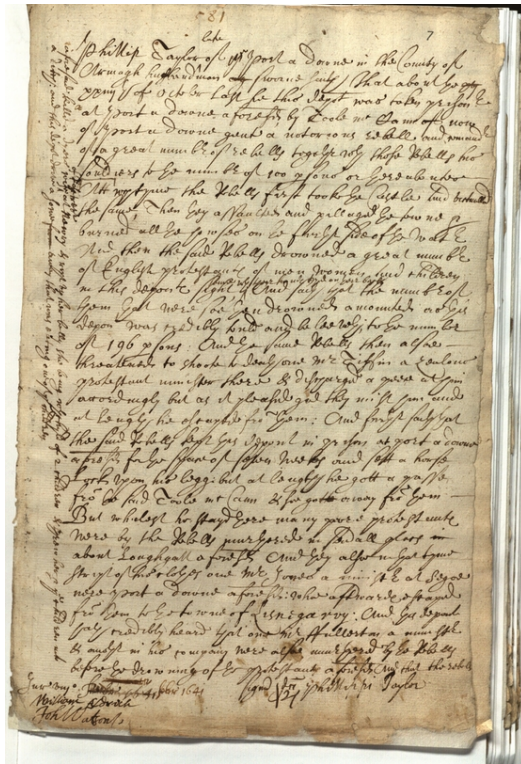
CULTURA Advances and Integrates:  
Cutting-Edge Natural Language Processing  
Entity and Relationship Extraction  
Social Network Analysis  
Multi-model Adaptivity



# 1641 Depositions

# IPSA

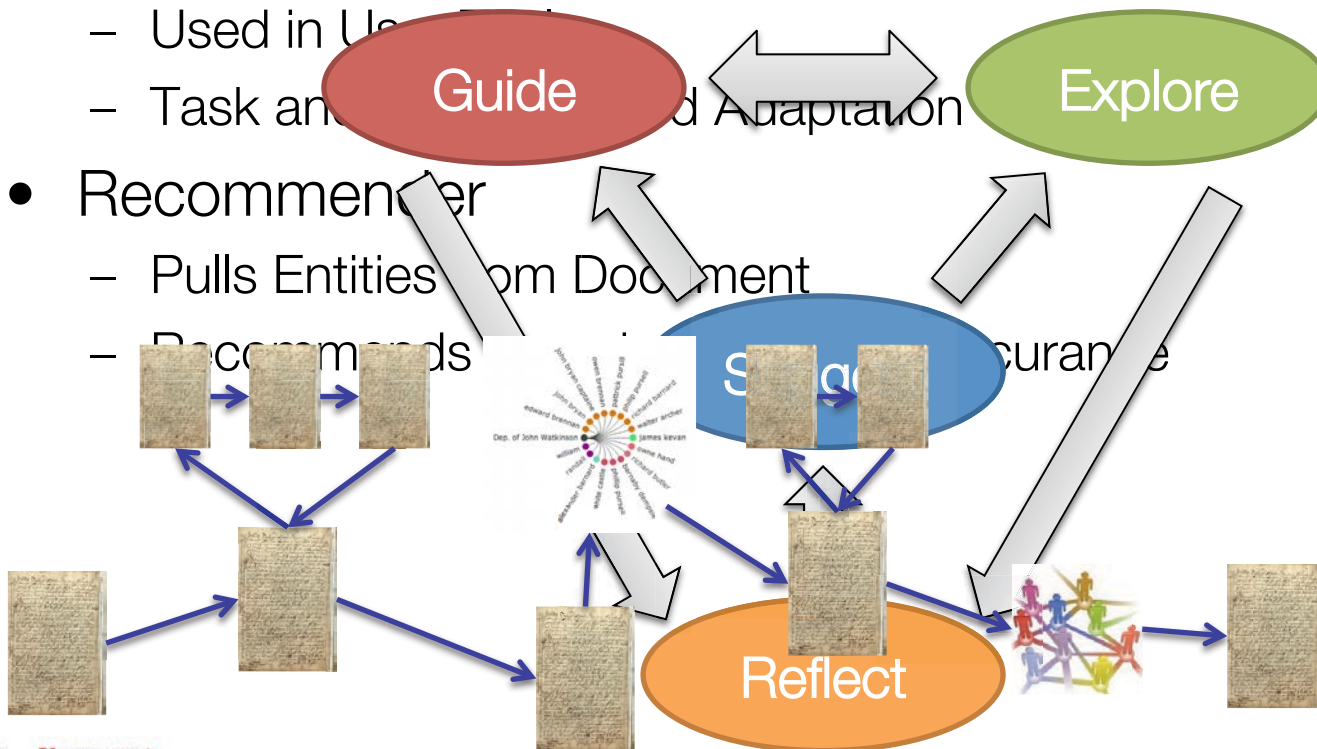
# Imaginum Patavinae Scientiae Archivum



Primo

# Personalisation and Exploration in CULTURA

- Definition of new Approach to Adaptivity
  - Four Phase Model
  - Combines User and Content-based Adaptivity
- Multi-strand Narratives
  - Used in User and Content-based Adaptivity
  - Task and Content-based Adaptivity
- Recommender
  - Pulls Entities from Document
  - Recommends



**Recommended Depositions**

**More about dublin:**  
 Examination of Phillip McManus  
 Examination of William O' Murhie  
 Deposition of Giles Dewhurst

**More about England:**  
 Deposition of Elizabeth Parker  
 Recognizance of George FitzGearald  
 Recognizance of John Kidd

**More about lord cha:**  
 Examination of William Moore  
 Examination of Redmund Magwire  
 Examination of Patrick Moore

**More about Sir John:**  
 Deposition of John Carberry ex parte John Sherlock  
 Examination of Alexander Hay  
 Letter from Richard Streete to Sir John Nuterfilde

**More about John Sterne:**  
 Deposition of Thomas Stanly  
 Deposition of Francis Lucas  
 Deposition of John Sterne

<--PREVIOUS  
 NEXT-->  
 See extra resource related to this one



# Scrutability... controlling the filter

## User Tag Cloud

### Tag Cloud Controls

kill



**Lesson Block**

**Events at Carlow Castle**

There are two main types of depositions in the collection. This examination was taken during the 1650s by Cromwellian soldiers who were charged with investigating the murders that occurred in Ireland during the 1641 rebellion.

**Examination of A**

transcribed\_text :  
543Alexander Bradford sworne & examined be saith that he is an English last Rebellion in Gowra the month of November then kept he (Marginal this examinant, who de his generacion should b his owne safety to the C

Search here



- Depositions (1)
- Persons (15)
- Doctor (1)
- Esquire (3)
- servant (1)
- wife (2)
- Commissioners (4)

john barry collonell  
maguyre lord  
morgan cauenagh sir  
plunkett collonell  
mahon-mc  
barry collonell  
e e



Phelim O'Neill

Search

Exploring 82 Results in 0.47 seconds

**Results for:** All entities related to person: 'Sir Phelim'

**Filtered by:**

✖ Type **person**

Page 1 of 9

1 2 3 4 5 6 »

**Filter Results**

**Occupation (14)**

- gentleman [5]
- knight [3]
- yeoman [3]
- prisoner [3]
- servant [3]
- mayor [2]
- governor [2]
- farmer [1]
- tenant [1]
- none [1]
- more...

**Origin (15)**

- wickloe [2]
- knockbrandon [1]
- killarny [1]
- vister [1]

**Sir Phelim**

sir **phelims**

Attributes: Occupation: knight | Religion: protestant

Relationships: [Show All Related Entities](#) | [Depositions Person Mentioned in \(113\)](#) | [Person & Location \(106\)](#)

**Captain Phelim**

captain **phelim**

**patrick mc phelim**

patrick **phelim**

**Phelim o Malley**

**Phelim** o Malley

**Phelim Magennis**

**Phelim** Magennis

please click see extra results related to this one.

• manuscript\_number : 812

• day : 17

2 of 4

### Lesson Block

#### Mandragora chain of derivation

Mandragora from Vindobonensis 93. Please note the annotations on this illustration and then proceed.

8 of 10

Previous

Next

[Change Lesson](#)

### Visualisations

Entities from Illustration  
[Wheel Visualisation](#)  
[Octopus Visualisation](#)

### Annotator

- Hide my annotations
- Hide other users' annotations

[View Annotations](#)

[Create Note](#)

[View Notes \[0\]](#)

### Your Feedback

How relevant is this resource to you?



[Comment](#)

## mandragora - mandragora officinarum - malum terre false, mandragola, mandragora, mandragora

[Previous Illustration](#)

Call Number: Wien, O.N. 262

Title: Herbarius

Author: Pseudo Apuleius

Subject: mandragora

Scientific Name: mandragora

Names: malum terre

Technique: drawing

Sheet: 117v

Illuminator: unknown



### Liber Agregà visualized

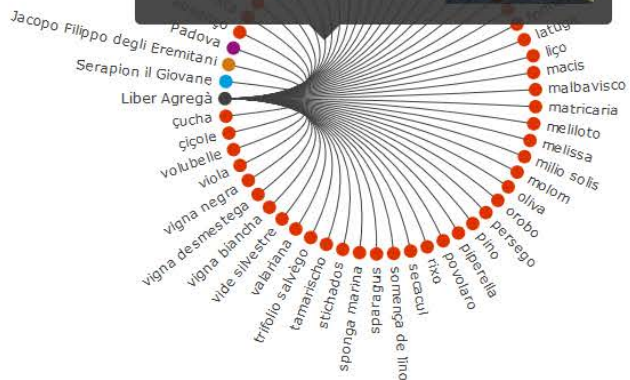
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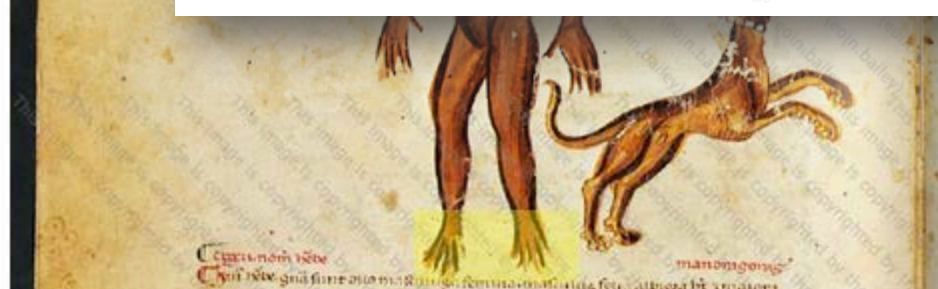
**basilicò**

Type: Illustrations

[View entity network](#) [View illustration](#)



- Works (1)
- Authors (1)
- Scribes (1)
- Locations (1)
- Illustrations (53)





# Personalisation . . . . a dirty word!

- What do you think of when you hear the word “personalisation”?
- There can often be a negative reaction to personalisation
  - Filter Bubble







**“A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa.”**

**Mark Zuckerberg, Facebook**





Post about cutting government spending.

2 minutes ago • Like • Comment • Share

---



**Liberal Friend #587**

**Link to a Liberal Article about NPR and PBS**

<http://pol.moveon.org/nprpbs/?rc=fb>

The Republicans just released their budget proposal, and it zeroes out funding for both NPR and PBS--the worst proposal in more than a decade.

3 minutes ago • Like • Comment • Share

---



**Conservative Friend #1**

Post about the runaway deficit.

5 minutes ago • Like • Comment • Share

---



**Liberal Friend #723**

Post about universal health care.

6 minutes ago • Like • Comment • Share

---



**Conservative Friend #2**

Post about the Tea Party.

7 minutes ago • Like • Comment • Share

---



**Liberal Friend #901**

Another post about universal health care.



Post about homelessness in New York City.

2 minutes ago • Like • Comment • Share

---



**Liberal Friend #587**

**Link to a Liberal Article about NPR and PBS**

<http://pol.moveon.org/nprpbs/?rc=fb>

The Republicans just released their budget proposal, and it zeroes out funding for both NPR and PBS--the worst proposal in more than a decade.

3 minutes ago • Like • Comment • Share

---



**Liberal Friend #675**

Post about the need for more spending to stimulate the economy.

5 minutes ago • Like • Comment • Share

---



**Liberal Friend #723**

Post about universal health care.

6 minutes ago • Like • Comment • Share

---



**Liberal Friend #345**

Post about the Tea Party and how it's funded by Big Business.

7 minutes ago • Like • Comment • Share

---



**Liberal Friend #901**

Another post about universal health care.



**“It will be very hard for people to watch or consume something that has not in some sense been tailored for them.”**

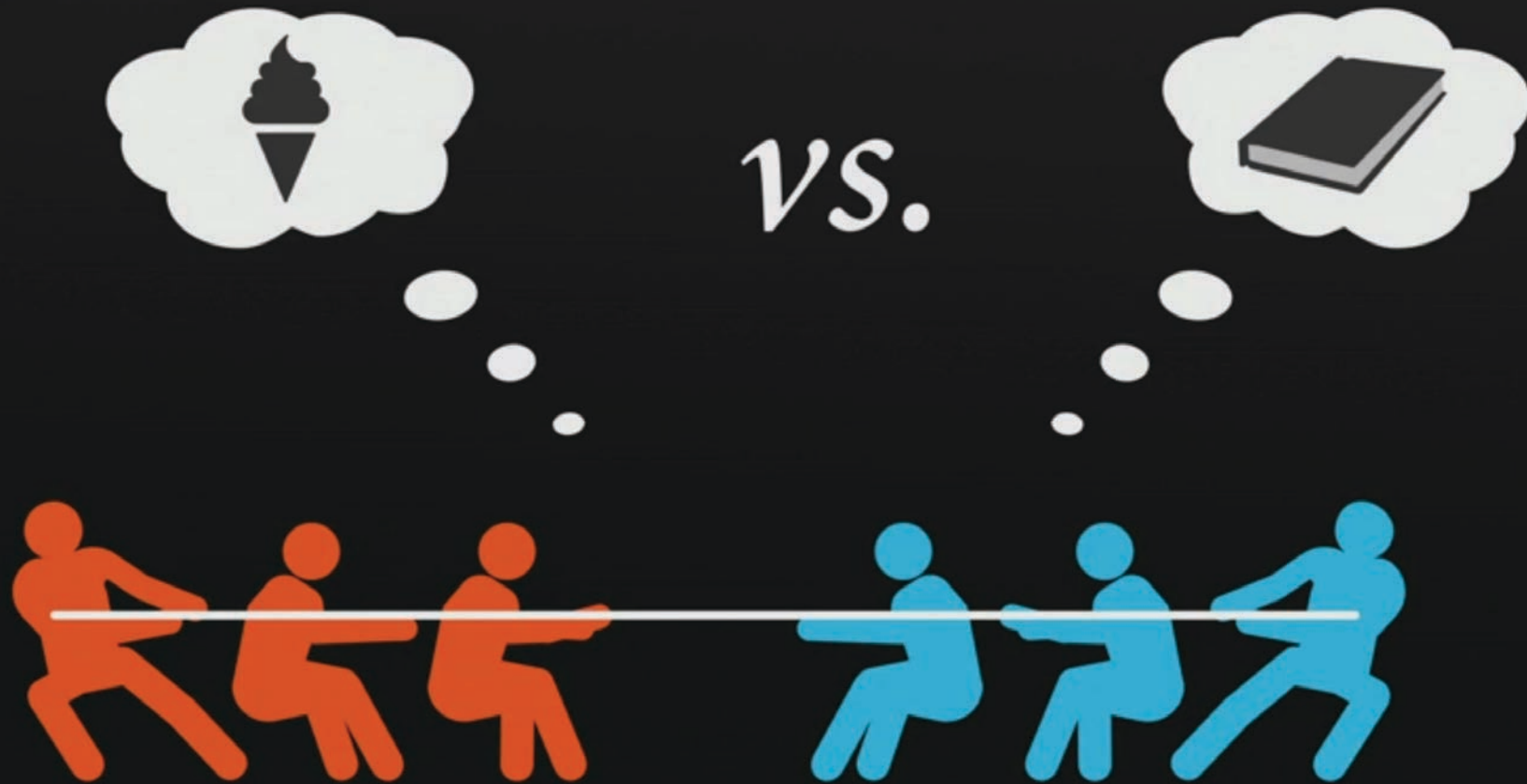
**Eric Schmidt, Google**



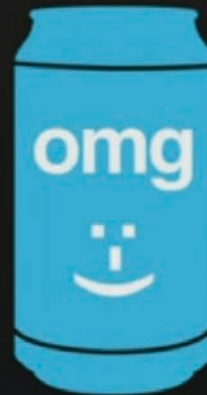








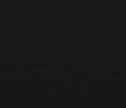






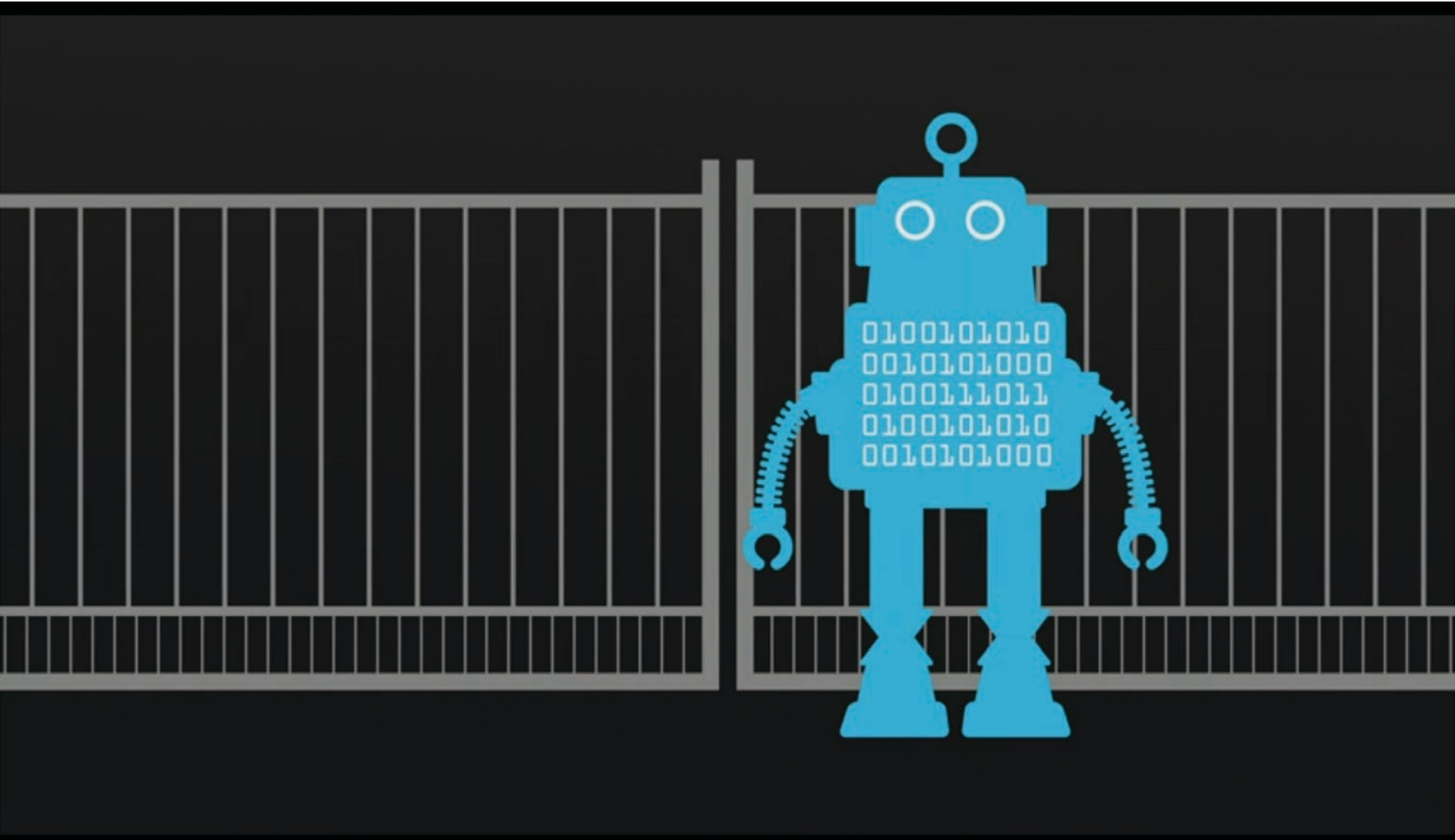
The Balance:

**Justin Bieber**  
**Afghanistan**  
**The Oscars**  
**Homelessness**  
**Agreeable Ideas**  
**Challenging Ideas**  
**People like You**  
**Different People**









- sort by:**
- Relevant
  - Important
  - Uncomfortable
  - Challenging
  - Other Points of View

**sort by:**

- Relevant
- Important
- Uncomfortable
- Challenging
- Other Points  
of View



YOU





# Personalisation . . . . a dirty word!

- What do you think of when you hear the word “personalisation”?
- There can often be a negative reaction to personalisation
  - Filter Bubble
- We want to deliver the benefits, without some of the limitations
- Compensation for the lack of Serendipity on the personalised web



# Privacy



Take a fictional Target shopper named Jenny, who is 23, lives in Atlanta and in March bought cocoa-butter lotion, a purse large enough to double as a diaper bag, zinc and magnesium supplements and a bright blue rug. There's an 87% chance that she's pregnant and that her delivery date is sometime in late August.

# Privacy



“My daughter got this in the mail!” he said. “She’s still in high school, and you’re sending her coupons for baby clothes and cribs? Are you trying to encourage her to get pregnant?”



Thanks You!

Questions? Comments?

Contact: [Seamus.Lawless@scss.tcd.ie](mailto:Seamus.Lawless@scss.tcd.ie)

