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techniques could build a bridge between the users and Semantic Web [2]. In short, personalization is customizing the information content or the adapting the visualized

intentions, learning styles, preferences and interactions with the system. These properties are stored after assigning values to them. These values may be final or may change over time. Depending on the content and the amount of information about the user, which is stored in the user profile, a user can be modeled. Thus, the user profile is used to retrieve the needed information to build up a model of the user. Koch also describes a user model as the representation of the system's beliefs about the user. The "real world" user is perceived by the system through the human computer

3.1 Profile Segments

In addition to user details we need a structure which could record the history user experience as well as the weight of the information presented. Since privacy is a crucial and very important aspect of user profiling, we would like to also incorporate security information describing the privacy of the profiled information as well as trusted arguments pertaining to profiles. In order to incorporate such information,

general, trust describes the trust, belief and confidence of the user towards the piece of information profiled while privacy describes the privacy of the piece of

between the concepts, such as relation between artwork creator and artwork itself. The concepts of our user model ontology has been defined on the namespace SUM (smart user model) while the edges are defined on the common namespace of SM (smart museum). We have extended the cultural heritage ontological schema with group attributes distinguishing user groups' based on age and knowledge, allowing us

extra-site systems to utilize our profiles for providing users with recommendations