

## User modeling, adaptation, and personalization : 20th international conference, UMAP 2012, Montreal, Canada, July 16-20, 2012 : proceedings

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### Abstrak

This book constitutes the refereed proceedings of the 20 th International Conference on User Modeling, Adaptation, and Personalization, held in Montreal, Canada, in July 2012. The 22 long and 7 short papers of the Research Paper Track presented were carefully reviewed and selected from 101 submissions. The papers are organized in topical sections on user engagement; trust; user motivation, attention, and effort, recommender systems (including topics such as matrix factorization, critiquing, noise and spam in recommender systems), user centered design and evaluation, educational data mining, modeling learners, user models in microblogging, and visualization. The Industry Paper Track covered innovative commercial implementations or applications of UMAP technologies, and experience in applying recent research advances in practice. 2 long and 1 short papers were accepted of 5 submissions.