

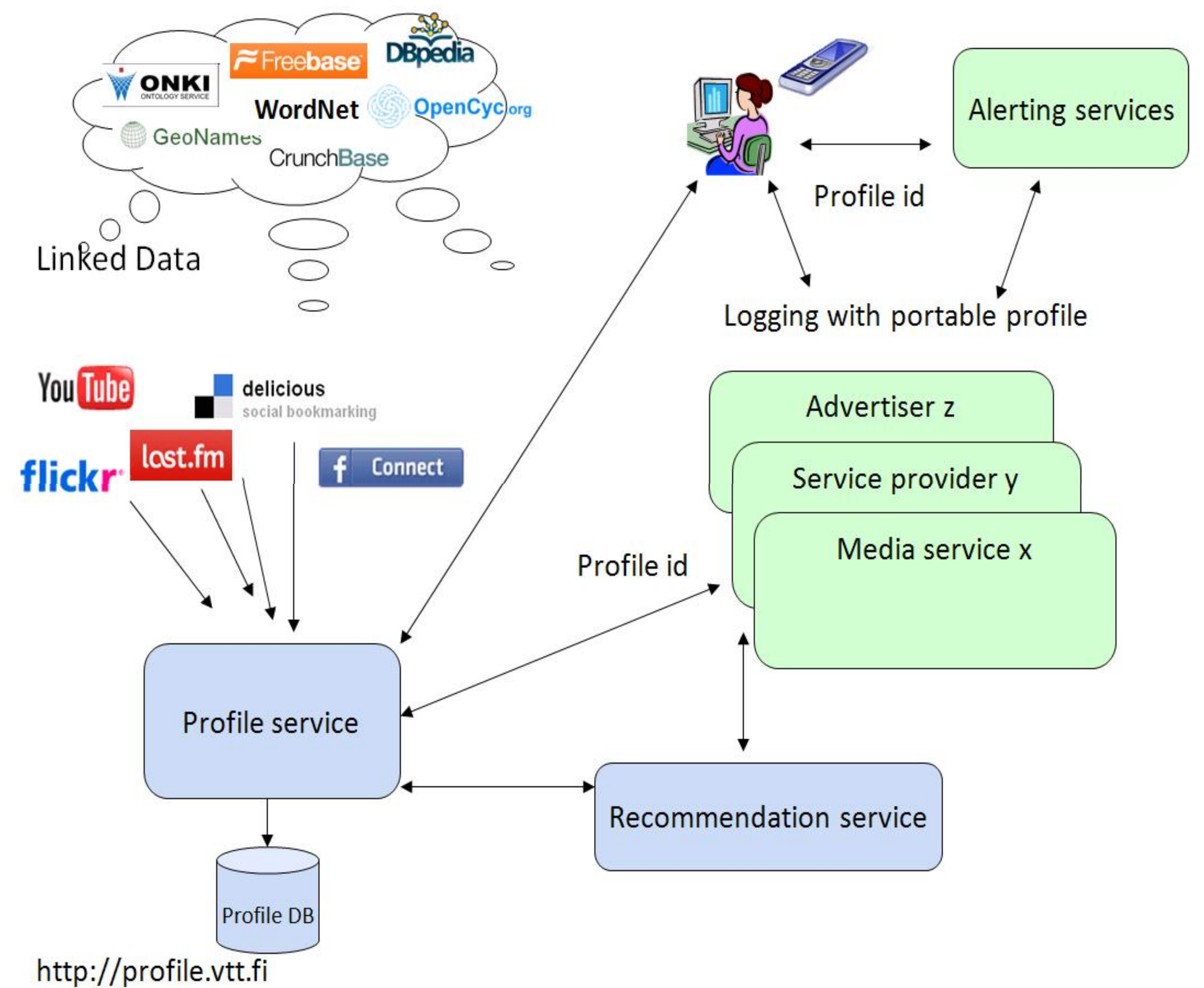
WP3 Generic research: Profiling in web 2.0

Semantic portable user profiles and recommendations

Semantics – knowledge of what users mean with their interests

Portable profiles – one, user-controlled profile to be used in multiple services

Better services for consumers – recommending content based on a user's interests



Company benefits

- Personalised recommendations and serendipitous content finding
- Learning more about the customers and their interests
- Personalized recommendations to improve search accuracy and increase the use of the service
- Knowledge about users' interests immediately after signing up
- Personalised services without the need for the service's own profile management
- One portable profile across services and devices (phone, PC, TV,...)
- Multilingual solutions with help of semantics

Consumer benefits

- Enhanced user experience by cutting down the time needed for finding interesting content
- One profile to be used in multiple applications
- Maintaining the profile in one place
- Controlling own profile information

User studies

- Service-independent profiles and personalized recommendations tested with magazine articles (Sanoma Magazines) and events (KSF Media) in Tivit SHOK Flexible Services Crossmedia project in 2010
- Positive user feedback towards exploring content based on their semantic profiles

Next Media 2010

- Development of recommendation methods
- Methods to support easy integration of portable profiles with services
- New features:
 - Different user authentication methods
 - Multilingual user interface
 - Widget for recommendation results
 - Facebook integration for analysing user's interests
- Co-operation between cases:
 - WP3 Event Management case - Mobile personalised event recommendations
 - WP3 Hyperlocal case – Recommending services

Next Media 2011

- Improving user experience of creating and utilising the profile
- Developing methods for updating the profile based on user's behaviour in different services
- Further development of recommendation methods
 - Utilising user's social networking information
 - Describing users' situations in life using intermediate profiles (WP4)

Try the demo at <http://profile.vtt.fi>