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This book constitutes the proceedings of the third annual conference under the UMAP title, adaptation, which resulted from the merger in 2009 of the successful biannual User Modeling (UM) and Adaptive Hypermedia (AH) conference series, held on Girona, Spain, in July 2011. The 27 long papers and 6 short papers presented together with 15 doctoral consortium papers, 2 invited talks, and 3 industry panel papers were carefully reviewed and selected from 164 submissions. The tutorials and workshops were organized in topical sections on designing adaptive social applications, semantic adaptive social Web, and designing and evaluating new generation user modeling.

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