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**Computer Science : User Interfaces and Human Computer Interaction**

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# User Modeling, Adaptation, and Personalization

**20th International Conference, UMAP 2012, Montreal, Canada, July 16-20, 2012 Proceedings**

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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.

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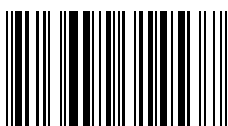
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