There are four major approaches to composing user models **(**The App Solutions 2022) :

* *static user modeling*: information is gathered once and remains unmodified;
* *dynamic user modeling*: information is gradually updated. It may include various sets of data with multiple groupings. Approach is commonly used in recommendation engines;
* *user modeling via stereotypes*: stereotypes means a generalized version of static profiles; instead of making specific accounts for each user, user data is collected into larger chunks, united by common characteristics; once there is new incoming information, the stereotypes can be updated accordingly;
* *highly-adaptive user modeling*: opposite of the stereotypical approach; an extreme form of customization that requires as much information as possible to provide the result as precise as possible.