User Modeling and Personalization
Exercise 2: User Modeling with Stereotypes

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A news portal is used to deliver personalized news and advertisements.
The user modeling is performed by means of stereotypes.

1. Characterize the following stereotypes:

   ▶ *"Businessman"*
   ▶ *"Sportsman"*
   ▶ *"Culture interested"*

2. In certain situations, certain stereotypes are activated. Define
   practical Triggers for the following situations:

   ▶ Situation A: User reads an article from the category "politics".
   ▶ Situation B: User subscribes to an RSS feed from the category
     "sports".
   ▶ Situation C: User comments on an article in the "literature"
     section.

3. Define how triggers and stereotypes should be used to build up the
   user profile. What does a user profile look like after the occurrence
   of situation C and B.

1.1 - Stereotypes

Stereotype:

Attribute	Value	Rating
Facet: Business Politics Culture Sport		
Interested in Advertisements:		

1.2 - **Triggers**

Stereotype	Rating

1.3 - Stereotype User Profile

Attribute	Value	Rating	Justification
Facet:			
Business			
Politics			
Culture			
Sport			
Interested in Advertisements:			

One idea for the update of the user profile...

$$value_{new} \;=\; \frac{value_{Stereotype} + value_{Userprofile}}{2}$$

$$rating_{new} \;=\; \frac{rating_{Trigger} + rating_{Stereotype} + rating_{Userprofile}}{3}$$