ADAPT: Introduction to Personalisation

Prof. Owen Conlan
Owen.Conlan@adaptcentre.ie

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We live in a complex world

We are complex
Managing the Global Conversation

Understanding Global Content
Transforming Global Content
Interacting with Global Content
Personalising the User Experience
The nature of content is changing
Understanding Content
Increasingly we are guided by algorithms
Personalising Experiences
Hiding behind a locked door is not an option...
Managing the flow

Provenance

Compliance

Sharing

Orchestration
Thank you

www.adaptcentre.ie
Owen.Conlan@adaptcentre.ie