ADAPT: Introduction to Personalisation

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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
Increasingly we are guided by algorithms
Adaptation meets Privacy

- User(s)
- Content*
- Context
- Strategy and Monitoring
Hiding behind a locked door is not an option...
Managing the flow

- Provenance
- Compliance
- Sharing
- Orchestration
Thank you

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