ABSTRACT
The second workshop on Theory-Informed User Modeling for Tailoring and Personalizing Interfaces (HUMANIZE)\(^1\) took place in conjunction with the 23rd annual meeting of the intelligent user interfaces (IUI)\(^2\) community in Tokyo, Japan on March 11, 2018. The goal of the workshop was to attract researchers from different fields by accepting contributions on the intersection of practical data mining methods and theoretical knowledge for personalization. A total of eight papers were accepted for this edition of the workshop.

Author Keywords
User modeling, personalization, tailoring, user interfaces

INTRODUCTION
When designing interfaces practitioners often rely on knowledge and experience about the interface’s intended users and their needs in order to provide the optimal interface for its users. When creating user interfaces that can be personalized, quite often a more data-driven approach is taken, where practitioners rely on methods that use implicit or explicit feedback to prescribe how to alter an interface.

The current workshop aims at soliciting work that investigates the potential of combining the more practical data mining/machine learning methods with a more theory-driven approach. Three aspects play an important role in taking a more theory-driven approach to personalization:

1. How to consider the users of a system and their individual differences.
2. How to infer these individual differences from interaction data.
3. How to translate individual differences into interface designs.

The characteristics that play a role in what a user needs or wants from a system need to be investigated. Knowing what users differ on allows us to alter the interface. These characteristics can then be used to construct a user model containing this information. Examples of characteristics that may play a role in how to design an optimal interface are cognitive style, personality, and susceptibility to persuasive strategies.

Secondly, there is a challenge of profiling a user in terms of these characteristic based on interaction data. Several approaches exist for this more computational challenge, for example mining data from social media and clickstream analysis.

\(^1\)https://humanize2018.wordpress.com/
\(^2\)http://iui.acm.org/2018/

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HUMANIZE ’18, March 11, 2018, Tokyo, Japan
A total of eight papers were accepted: 3 long papers, 4 short papers, and 1 position paper. Papers were categorized into one of the three sessions: 1) Personality, 2) Social, or 3) Health & Wellbeing. Below a description of the accepted papers:

Personality. Lay and Ferwerda [5] proposes a new view on how to incorporate meta data of Instagram users to infer their personality traits. Similarly, Ferwerda and Tkalcic [1] analyzed the content of Instagram pictures and found distinct correlations with personality traits. Zheng [7] on the other hand investigated how personality traits influence individual and group decision making.

Social. Xu and Lee [6] explored what kind of products people choose to share on their social networks that they have bought online. Kunkel et al. [4] compared the effect of personal and impersonal recommendation sources, and investigated the influence of traits of personal recommendation sources on a user’s trust in recommendations

Health & Wellbeing. Korzepa et al. [3] describes how to use behavioral data for personalized hearing aid profiles. Zhou et al. [8] are using reinforcement learning to generate personalized motivators for fitness applications that are challenging but attainable. Graus et al. [2] showed that personalization based on parenting styles gained a higher perceived personalization and satisfaction than reading-based personalization.

REFERENCES