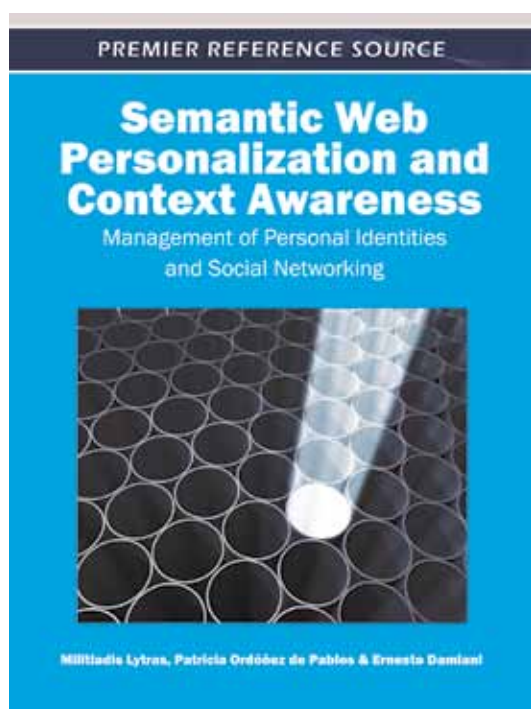


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## Semantic Web Personalization and Context Awareness: Management of Personal Identities and Social Networking



Miltiadis Lytras (University of Patras, Greece),  
Patricia Ordóñez de Pablos (University of Oviedo, Spain)  
and Ernesto Damiani (University of Milan, Italy)

The Semantic Web has evolved as a blueprint for a knowledge-based framework aimed at crossing the chasm from the current Web of unstructured information resources to a Web equipped with metadata and oriented to delegating tasks to software agents.

**Semantic Web Personalization and Context Awareness: Management of Personal Identities and Social Networking** communicates relevant recent research in Semantic Web-based personalization as applied to the context of information systems. This book reviews knowledge engineering for organizational applications, and Semantic Web approaches to information systems and ontology-based information systems research, as well as the diverse underlying database and knowledge representation aspects that impact personalization and customization.

### Topics Covered:

- Agent-based simulation
- Automatic summarization
- Collaborative filtering
- Knowledge engineering
- Ontology-based user modeling
- Semantic recommender system
- Social and Semantic Web technologies
- Social networking and trust
- Standardization of virtual objects
- Web-based information systems

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**Miltiadis D. Lytras** is an Assistant Professor in the Computer Engineering and Informatics Department-CEID (University of Patras). His research focuses on semantic web, knowledge management and e-learning, with more than 100 publications in these areas. He has co-edited / co-edits, 25 special issues in International Journals (e.g. *IEEE Transactions on Knowledge and Data Engineering*, *IEEE Internet Computing*, *IEEE Transactions on Education*, *Computers in Human Behaviour* etc) and has authored/[co-]edited 12 books [e.g. *Open Source for Knowledge and Learning management*, *Ubiquitous and Pervasive Knowledge Management*, *Intelligent Learning Infrastructures for Knowledge Intensive Organizations*, *Semantic Based Information Systems*]. He is the founder and officer of the Semantic Web and Information Systems Special Interest Group in the Association for Information Systems. He serves as the (Co) Editor in Chief of 12 international journals [e.g. *International Journal of Knowledge and Learning*, *International Journal of Technology Enhanced Learning*, *International Journal on Social and Humanistic Computing*, *International Journal on Semantic Web and Information Systems*, *International Journal on Digital Culture and Electronic Tourism*, *International Journal of Electronic Democracy*, *International Journal of Electronic Banking*, *International Journal of Electronic Trade*] while he is associate editor or editorial board member in seven more.

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