个性化服务中跨系统用户建模方法研究综述

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摘要 系统地分析和总结跨系统用户建模的主要方法:基于统一用户模型的方法,主要是试图通过构建标准的本体或者通用的用户模型来满足不同系统的个性化需要;基于用户模型间映射和融合的方法,主要通过一定的映射规则对不同系统中用户模型进行映射和融合,实现跨系统的个性化服务;分布式开放用户建模方法,主要是基于社交网络、互操作、关联开放数据等来构建用户模型。通过对这些方法的比较分析,指出跨系统用户建模的发展趋势。

关键词: 语义网 跨系统用户建模 用户模型 社交网络 分布式 互操作 关联数据 关联开放数据

Abstract: This paper summarizes and analyzes the main methods of cross-system user modeling. The first one is a top-down approach, involving standard Ontologies or unified user models; the second research direction is a bottom-up approach based on mappings between different user model representations; the third one is distributed and open user modeling, based on the Social Web, interoperability and LOD. Finally,it points out the tendency of the cross-system user modeling.

Keywords: Semantic Web, Cross-system user modeling, User model, Social Web, Distributed, Interoperability, Linked data, Linked open data

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