Course 303

Course name: "Modelling Interactions" **[6 ECTS]**

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Description: this course aims to train future professionals in the modelling of user behavior. User modelling makes it possible to understand and anticipate the behaviour of users and even to use data in real time in order to adapt the proposed interactions according to context. This modelling requires both knowledge of user behaviour and use of the data feeding such models

Prerequisites: Good level of general culture; concepts of behavioural data analysis; proficiency in English for monitoring interventions

Learning:

- Understanding the issues around the modelling of user behaviour
- Differentiating between online and offline modelling objectives
- Defining a user model which draws on the relevant characteristics of the situation in order to meet a specific need

Assessment methods:
Session 1:
- Work to be delivered during tutorials
- Individual written examination

Session 2:

- Individual written examination