

Description

This module enables student to understand the modelling of user behaviour. User modelling makes it possible to understand and anticipate the users' behaviour and even to use data in real time in order to adapt interactions according to the context. This modelling requires knowledge of both user behaviour and how data is used to feed such models.

Detailed objectives

- Understand the issues around the modelling of user behaviour.
- Differentiate between online and offline modelling objectives.
- Define a user model which draws on the relevant characteristics of the situation in order to meet a specific need.
- Suggest improvements on the workings of an interactive device after studying the user model.

Assessment methods

Session 1

Average mark of several practical classes.

Session 2

Individual study of an imposed video game with regards to interactive models. This will take the form of a 10-page report and a 10-minute video presentation of the analysis' conclusions.