

Culture in User Modeling 3.0

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Abstract. The User Modeling research community is interested in features that are relevant for systems' adaptation. The Web 3.0 combines semantic and social aspects within an integrated technology. Where does culture fit in? What is culture and what is the history of studies on culture? Can culturally aware systems be built upon sound theoretical foundations, empirical studies, innovations? In this talk, we propose a synthesis of what culture has to offer to enrich User Modeling in the Web 3.0, with examples and open questions.