Messages from the UUMA 2010 Workshop Chairs

User modeling is a sub-area of human–computer interaction, in which the researcher / designer develops cognitive models of human users, including modeling of their skills and declarative knowledge. Universal Usability requires that user interfaces accommodate users with a wide variety of expertise and knowledge. Moreover, individual users' needs and preferences change as they use a software system.

The 2010 International Workshop on Universal User Modeling and Applications (UUMA 2010) is an international forum for researchers to exchange information regarding advancements in the state of the art and practice of user modeling and its related applications, as well as to identify the emerging research topics and define the future. The conference spans a wide scope of topics related to user modeling and personalization, including tailoring of search results, recommending products, Web usage mining and collaborative filtering. It is held in Hangzhou, China, December 18-20, 2010, in conjunction with the 3rd IEEE/ACM International Conference on Cyber, Physical and Social Computing (CPSCom 2010).

UUMA 2010 has 4 final accepted papers and each paper was carefully reviewed by the internationally organized Technical Program Committee (TPC) members—more than three reviewers for each paper. We congratulate the authors of accepted papers and regret that a lot of high-quality submissions could not be included, due to the limited space.

On behalf of the organizing committee of UUMA 2010, we appreciate all authors for their interesting submissions. We would also like to thank the TPC members and external reviewers for their efforts in reviewing the submissions. The guidance and help from Jianhua Ma (Hosei University, Japan) and Laurence T. Yang (St Francis Xavier University, Canada) is much appreciated.

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General Chairs of UUMA 2010