

Personalizing Web Surfing with semantically enriched personal profiles

Anupriya Ankolekar
Denny Vrandečić

AIFB Institute
University of Karlsruhe
Germany

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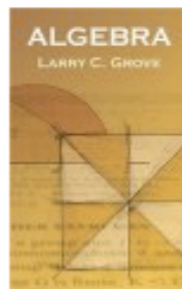
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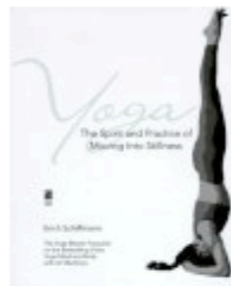
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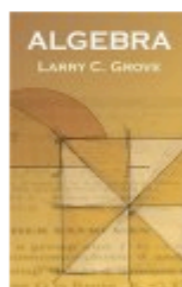
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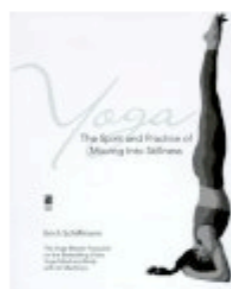
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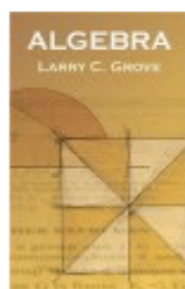
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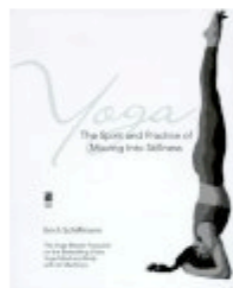
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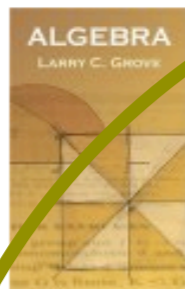
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- ▶ show me links I am likely to click on
(*link personalisation*)
- ▶ reorder the website to suit the way I am likely to understand and navigate it
(*structure/navigation personalisation*)

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No, I am a new customer.

Yes, I have a password:

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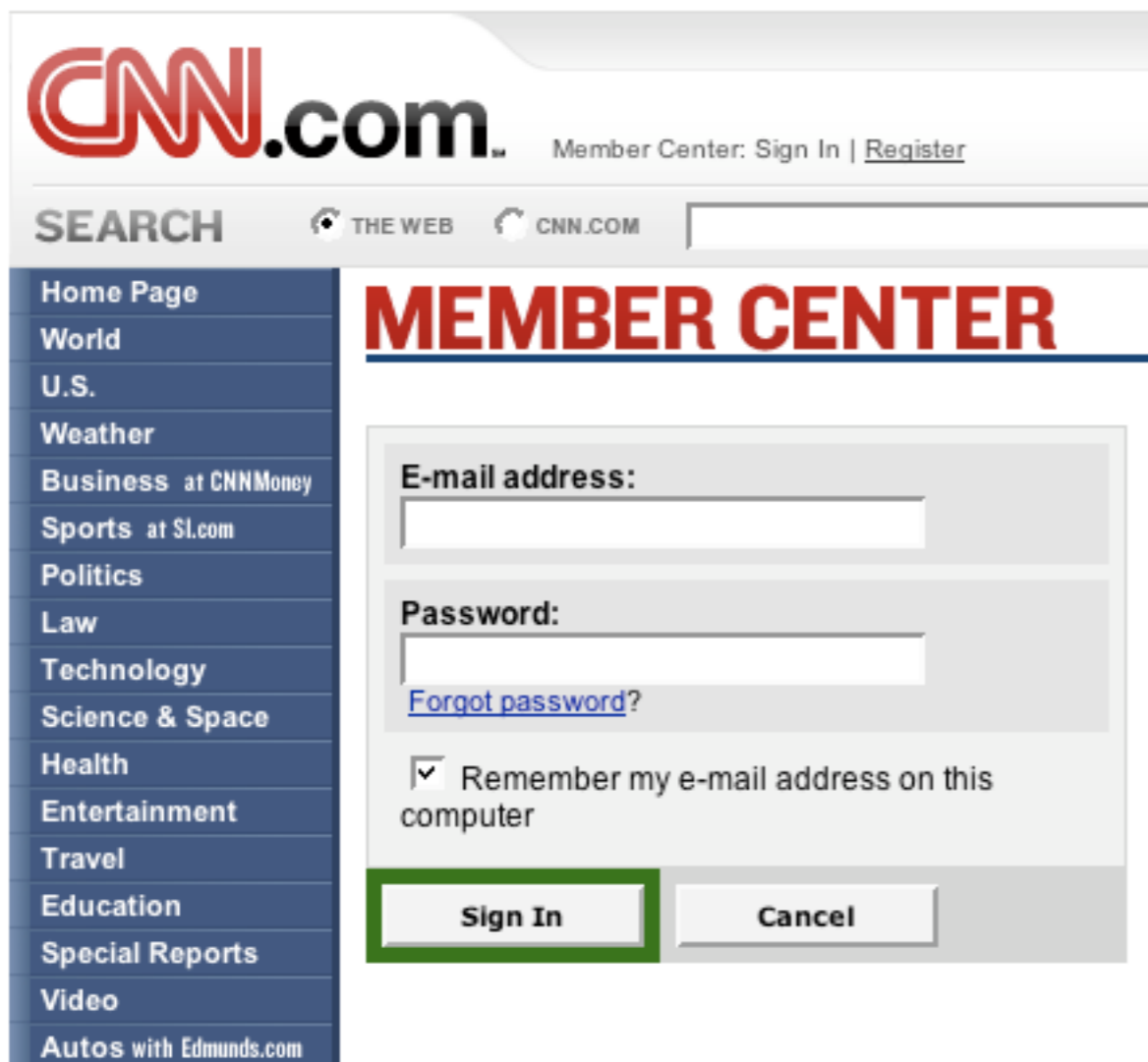
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Personalized surfing today

- ▶ Not surfing, but **stop'n'go**

Mechanisms for authentication

- ▶ **Server-side accounts** for each website
- ▶ **Cookies** stored by each site at user end
 - ▶ proprietary formats
- ▶ **Identity profiles** for single sign-on
 - ▶ Microsoft Passport, AOL Screen Name, OASIS Open Identity, ...

Authentication Mechanisms

▶ Server-side accounts

- ▶ no single point of control
- ▶ require information regardless of need
- ▶ login/password often repeated or forgotten

▶ Cookies

- ▶ same information stored by multiple sites
- ▶ cross-site cookies, cookie theft, etc.

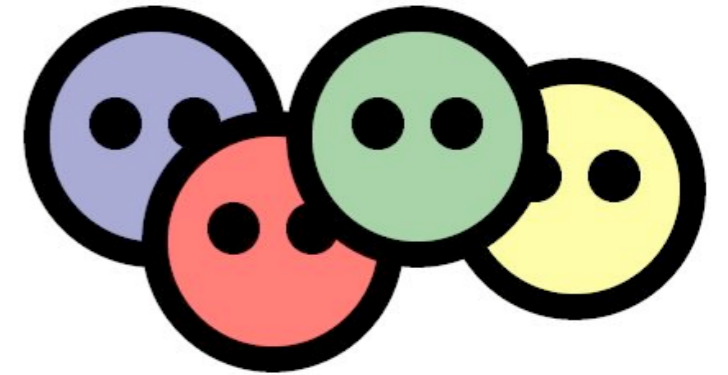
▶ Identity profiles

- ▶ user control of information
- ▶ lack of portability to other devices

▶ How about something Semantic Webby?

- ▶ open standards to allow fine-grained user control and consistent information access for all websites from all devices

FOAF for personalisation?



```
<foaf:Person rdf:about="http://www.aifb.uni-karlsruhe.de/Personen/viewPersonOWL/id2123instance">
<foaf:name>Anupriya Ankolekar</foaf:name>
<foaf:givenname>Anupriya</foaf:givenname>
<foaf:family_name>Ankolekar</foaf:family_name>
<foaf:phone rdf:resource="+49 (721) 608 8941"/>
<foaf:knows>
  <foaf:Person rdf:about="http://www.aifb.uni-karlsruhe.de/Personen/viewPersonOWL/id2097instance">
    <foaf:name>Denny Vrandecic</foaf:name>
    <rdfs:seeAlso rdf:resource="http://www.aifb.uni-karlsruhe.de/Personen/viewPersonFOAF/foaf_2097.rdf"/>
  </foaf:Person>
</foaf:knows>
...
```

- ▶ FOAF (Friend of a Friend) describes people and their social networks
- ▶ Millions of FOAF files already in use in Web community
- ▶ FOAF is RDF; RDF+RDF=RDF

Approach

- ▶ Extend HTTP GET protocol with extra parameter XFOAF pointing to FOAF file of the person browsing

```
http://www.aifb.uni-karlsruhe.de/english
```

```
GET /english HTTP/1.1
```

```
Host: www.aifb.uni-karlsruhe.de
```

```
Accept: text/xml,application/xhtml+xml,text/html
```

```
XFOAF: http://nodix.de/foaf.rdf
```

Why extend HTTP protocol?

- ▶ Minimal changes to existing Web infrastructure
 - ▶ Simple extension of information sent by browser
 - ▶ Simple extension of web server to interpret XFOAF parameter
 - ▶ *graceful degradation*: web servers ignore parameters they don't understand
- ▶ No explicit login required
- ▶ User control
 - ▶ On personal information
 - ▶ User can change profiles within a given session on a website

Implementation

▶ Browser:

- ▶ Proof-of-concept implementation
- ▶ Firefox ModifyHeaders plugin to add XFOAF header information

```
GET /english HTTP/1.1
Host: www.aifb.uni-karlsruhe.de
Accept: text/xml,application/xhtml+xml,text/html
XFOAF: http://nodix.de/foaf.rdf
```

▶ Web server:

- ▶ extended AIFB Institute semantic portal, a ZOPE application
- ▶ extension in Python, using rdflib

The screenshot shows the homepage of the Institute of Applied Informatics and Formal Description Methods (AIFB) at the University of Karlsruhe (TH). The page layout includes a green sidebar on the left with the AIFB logo and a list of navigation links: Teaching/Exams, People, Research groups, Projects, Reports, Events, Jobs, Cooperations, Contact, and AIFB Home. The main content area features a search bar at the top right, a welcome message, a list of faculty members (Prof. Dr. A. Oberweis, Prof. Dr. H. Schmeck, Prof. Dr. D. Seese, Prof. Dr. W. Stucky, Prof. Dr. R. Studer), and sections for shortcuts and news. The shortcuts section lists links for info for visitors, diploma theses, and various research topics. The news section lists several events, including a colloquium on applied informatics and a graduate colloquium.

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- 17th AIK Symposium, April 28th, 2006 at 2 pm in the Renaissance Hotel Karlsruhe : Integrated Risk Management**

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About our SEmantic portAL

Done 129.13.251.45 PageRank Alexa



Use cases

- ▶ Auto-prefill forms
 - ▶ Browsers have difficulties with pages in different languages
- ▶ Tracking user activities or specifying accessibility preferences
- ▶ Dynamic switching between multiple FOAF profiles
- ▶ Suggesting relevant info based on activities of FOAF friends

Denny likes the GeeksOn podcasts. Would you like to hear it?



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Top 10 Locations

1. USA
2. United States
3. UK
4. New York City
5. Los Angeles, CA
6. New York
7. San Diego, CA
8. New York, NY
9. Germany
10. California

Issues

- ▶ **Privacy**
 - ▶ What if someone surfs the net with my profile? (identity hijacking)
 - ▶ public key encryption for FOAF files
 - ▶ I am identifiable as surfer
 - ▶ But explicitly and as I want
 - ▶ Could use different personas for different sites or turn off personalisation
- ▶ **Information quality**: what if the information provided is incomplete or incorrect?
 - ▶ standard Web information quality problem

But wait ...

- ▶ So does this mean one extends the GET protocol every time one wants to add new information?!
 - ▶ *No, one-time extension for Semantic Web*
 - ▶ *FOAF file can point to other information*
- ▶ Oh, and now sites don't need to store any information about me at all?
 - ▶ *Well, no ... e.g. site-specific preferences need not be included in FOAF files, only default preferences*

Conclusions

- ▶ Decentralized single sign-on system
- ▶ Easily extensible
- ▶ Simple implementation
- ▶ Evolutionary introduction
- ▶ Finer grained control
- ▶ Built on existing standards

Hvala!

Questions/Comments?