Title of Session	**Personalisation: Focusing services on the user**
SESSION 32	
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Key words	Personalisation, Authorisation, Authentication, Information Environment, Presentation Services
Aims and objectives	The Information Environment Presentation Programme (see http://ariadne.ac.uk/issue39/awre/) has recently commissioned an Investigation of Personalisation within Presentation Services. The preliminary results of this study will be presented. (These will be complemented by reports from the PORTAL and iMESH projects on their use of personalisation in different environments.) Many services on the Internet generally now offer some level of personalisation to allow users to receive information and services according to specified preferences. Examples include Amazon, e-bay and lastminute.com. Any service that allows users to register will use the information provided to target products and services. The continuing use of this level of personalisation has highlighted its great effect and benefit. Enterprise and institutional portal developments also provide personalisation features, often taking advantage of the fact that users of such systems are known by the organisation developing the portal. The potential for users to be offered services and information according to their role within the organisation is a key element in these systems, to facilitate users in their work and/or study. The use of personalisation as epitomised by these examples may be both implicit and explicit. The former may be offered without the user realising, through tracking activity or knowing who users are through some form of authentication/authorisation; the latter requires an acknowledgement from the user that personalisation will take place. There are issues involved here in what users find acceptable and to what extent they would like control over what they are offered. This background will inform the presentation and lead to discussion on the use of personalisation.
Audience	All projects developing systems that might benefit from the ability to target these at specific users or groups of users
Style of session	Presentations with discussion