

# Future Trends in Personalisation

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Paul Walk  
Director, Innovation Support Centre, UKOLN, University of Bath

p.walk@ukoln.ac.uk  
@paulwalk



meanwhile, outside the library....

things are developing

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and not necessarily in a good way....

# privacy, control & the Facebook experiment

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- as users, we have entered into a *Faustian pact* - we gain personalised services at the expense of **control** over what we're willing to reveal
- the regular "mistakes" made by Facebook have eroded the user's control over their privacy in the system by making it very, very hard to understand
- Friedrich Kessler coined ***contract of adhesion*** - "a contract between parties of greatly unequal bargaining power, such that the dominant party could impose a "take it or leave it" demand on the weaker party"  
[http://en.wikipedia.org/wiki/Friedrich\\_Kessler](http://en.wikipedia.org/wiki/Friedrich_Kessler)
- think of those 'terms of service' we agree to with a click
- **but** - this is not the internet, it's just one application. Facebook will fade....

the world is **experimenting with privacy**

cookies and cream paranoia....



From the Wall Street Journal's *What do they Know About You?*

"The one site that installed the most was *Dictionary.com*. A visit to *Dictionary.com* resulted in **234 trackers** being installed on our test computer [...] the vast majority of the trackers (200 out of 234) were **installed by companies that the person** visiting the site probably had never heard of."

<http://www.npr.org/templates/story/story.php?storyId=129298003>

not just evil, but a bit *rubbish* too....

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- current recommender systems do not work well when the context is broad
- attention data is already being traded behind the scenes
- data is gathered anonymously and from poorly differentiated contexts
- this adds up to what Eli Pariser in *The Filter Bubble* calls:

*a bad theory of you*

meanwhile, outside the library....

some new ideas are emerging....

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and some look quite promising....



# uncoordinated personalisation everywhere

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- the only way this can really be coordinated in future is by the client:
  - either acting directly as a user
  - or
  - acting through some **proxy** which is instructed and trusted by the user
- **attention** is a valuable currency - sooner or later users are going to want to control how it is spent

# from CRM to VRM

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- vendor relationship management (VRM) (coined by Mike Vizard)
- made popular by Doc Searls, who uses the example of a car
  - a car gives the user a degree of control and privacy
  - infrastructure has emerged to support the use of the car
  - this infrastructure would never have come from the railway companies!
- Principles of VRM
  - Customers must enter relationships with vendors as **independent actors**.
  - **Customers must be the points of integration for their own data.**
  - Customers must have control of data they generate and gather. This means they **must be able to share data selectively** and voluntarily.
  - Customers must be able to **assert their own terms of engagement**
  - Customers must be free to express their demands and intentions outside of any one company's control

[http://cyber.law.harvard.edu/projectvrm/Main\\_Page](http://cyber.law.harvard.edu/projectvrm/Main_Page)

# the user needs an API!

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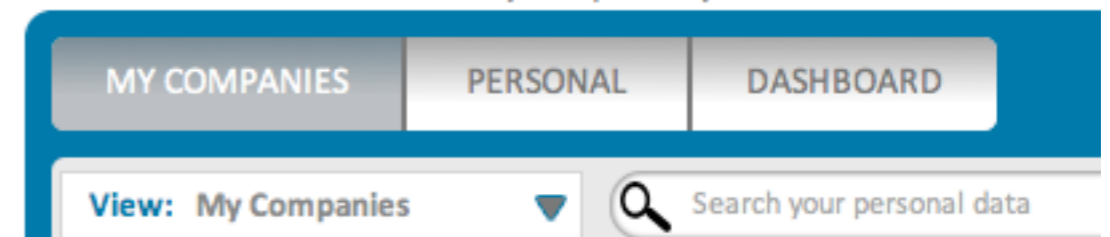
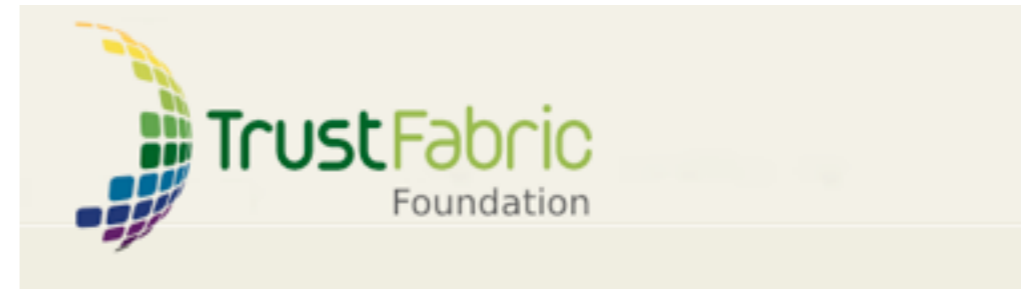
- software which can act as the user's *persona* - presenting a constrained and focussed interface to the world - **agents**
- filters which learn and adapt to changing priorities, sources & rules in a chaotic world
- a secure place for them to curate data about themselves and their preferences
- resulting in:
- systems which use contextual information **curated by the user or by their agent**, and which deliver **accurately personalised** services and recommendations



# *fourth parties*

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- a new type of business on the net
- third parties who work for the user, rather than the service provider
- the fourth party represents the user's interests
- in other words, an **agent**
- a new breed of companies springing up to provide such services



Gartner Says the **Personal Cloud** Will Replace the Personal Computer as the Center of Users' Digital Lives by 2014

<http://www.gartner.com/it/page.jsp?id=1947315>

**B.Y.O.D**

it's **their** cloud, **not your** cloud

# implications for the library

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- we might consider:
  - being ready to anticipate a growing demand from our users that **they control their attention data**
  - being ready to respond to pressure to **reform how user's activities are tracked** (c.f. new 'Cookie legislation). Such reforms may be incoherent and painful, initially....
  - how our services (will) appear in each user's **personal cloud**
  - how we might work with **user-appointed agents**, and a much more sophisticated request/response model



thank you!