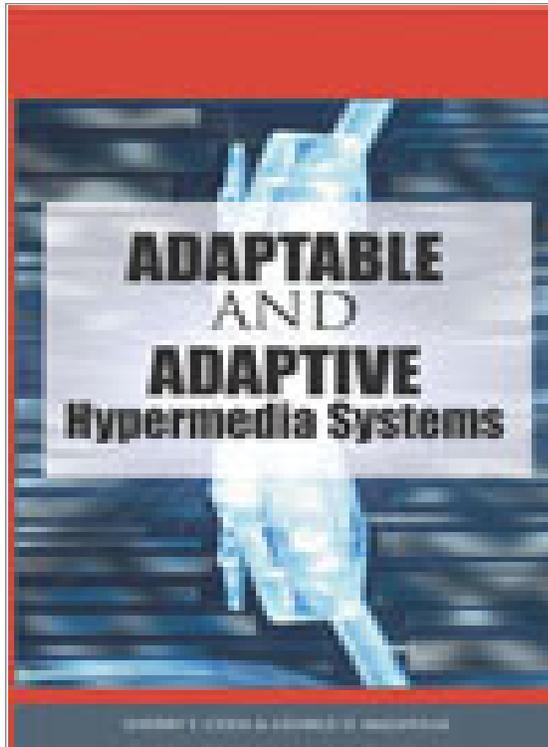


NEW RELEASE

February 2005



Adaptable and Adaptive Hypermedia Systems

Sherry Y. Chen, Brunel University, UK
George D. Magoulas, Brunel University, UK

Hypermedia systems may be one of the most significant contributions to the Internet in recent years. This powerful new technology has revolutionized the delivery of e-content through the Internet. However, as the needs of users have changed, the hypermedia systems themselves have also changed. In just the past few years, adaptive and adaptable hypermedia systems have emerged. These systems can custom tailor information to individual end-users. The introduction of these systems yields countless benefits for both users and businesses. **Adaptable and Adaptive Hypermedia Systems** examines both types of new hypermedia systems; discussing the benefits, impacts and implications of both. This book covers the most current issues in the field, while providing insight into analytical and architectural aspects of the topic. Additionally, applications are provided in real world setting to allow for a better and more thorough understanding of hypermedia systems.

"This book covers the most current issues in the field, while providing insight into analytical and architectural aspects of the topic."

-- Sherry Y. Chen, Brunel University, UK
and George D. Magoulas, Brunel University, UK

Special 30% Discount Offer

ISBN: 1-59140-567-X; ~~US\$84.95~~ US\$50.97 h/c

ISBN: 1-59140-536-X; ~~US\$69.95~~ US\$41.97 s/c

eISBN: 1-59140-537-8 • 342 pages • Copyright 2005

Excellent addition to your library!

Recommend to your acquisitions librarian.

www.irm-press.com

Table of Contents

Chapter 1: Literature Review/Research Agenda
Chapter 2: Issues of Human Factors
Chapter 3: Metaphors and Navigation
Chapter 4: Hypermedia Authoring
Chapter 5: Evaluation Criteria and Methods
Chapter 6: Methods and Techniques for Customization and Personalization
Chapter 7: User Modeling in Adaptive Hypermedia
Chapter 8: Database Technologies in Adaptive Hypermedia
Chapter 9: Adaptive Learning Environments
Chapter 10: Customization and Personalization in Electronic Commerce
Chapter 11: Personalization in Digital Libraries
Chapter 12: Individualized Search Engines
Chapter 13: User Centered Evaluation

Adaptable and Adaptive Hypermedia Systems

- *Presents recent advances in adaptive hypermedia research*
- *Demonstrates use in modern applications, including requirements analysis, architectural aspects, modelling techniques, applications development, and evaluation methodologies*
- *Offers users content presentation, interface features, and navigation support that accommodate their needs*

About the Editors

Sherry Y. Chen received her Certificate of Computer Programming from the National Taiwan University, her Doctor of Philosophy in the Department of Information Studies from the University of Sheffield (UK), her Master of Library Science from the University of Maryland (USA), and her Bachelor of Art from Fu Jen Catholic University (Taiwan). Dr. Chen is currently a Lecturer in the Department of Information Systems and Computing at Brunel University (UK).

George D. Magoulas received his Diploma Degree as well as his Ph.D. in Electrical and Computer Engineering at the University of Patras, Greece, and his Post Graduate Certificate in Teaching and Learning in Higher Education from Brunel University, UK. Dr. Magoulas is currently a Lecturer in the Department of Information Systems and Computing at Brunel University, UK.

New Release - February 2005

Adaptable and Adaptive Hypermedia Systems

— **Hard cover** ~~US\$84.95~~ **US\$50.97**
— **Soft cover** ~~US\$69.95~~ **US\$41.97**

* Shipping/handling \$ _____
PA residents add 6% sales tax \$ _____
TOTAL \$ _____

Within the US:

• UPS Ground (delivery within 5-7 days), add \$6.50 for a single book, \$12.00 for 2-10 books or \$20.00 for 11-20 books. If ordering more than 20 books, a company representative will contact you with a rate quote.

• Fed Ex (delivery within 4-6 business days), add \$12.50 for a single book, \$25.00 for 2-5 books, or \$37.50 for 6-10 books.*

Outside the US:

• All books will be sent via FedEx Int'l Economy (delivery within 4-6 business days), add US \$25.00 for a single book, \$50.00 for 2-5 books, or \$75.00 for 6-10 books.*

*If ordering more than 10 books, a company representative will contact you with a rate quote.

ORDER FORM

Name _____

Organization _____

Address _____

City/State/ZIP _____

Country _____

Telephone _____

Fax _____

E-Mail _____

METHOD OF PAYMENT:

- Enclosed is a check payable to Idea Group Inc.
 Please charge my VISA MC Am Ex

Account No. _____ Exp. date _____

Signature _____
3-digit security code (MC/Visa) on signature panel or 4-digit code (AmEx) on card front _____

- To have your organization invoiced for this order, please call Idea Group Inc.

Please send me your FREE IGI catalog

IDEA GROUP INC.

701 E. Chocolate Avenue, Suite 200
Hershey PA 17033-1240, USA
Tel: 717/533-8845 • Fax: 717/533-8661
E-mail: cust@idea-group.com
www.idea-group.com



IRM Press

an imprint of Idea Group Inc.

Visit our Website at www.irm-press.com and learn more about other publications in information technology.