

## Kolloquium Angewandte Informatik

### Understanding sequential user behavior on the web

Prof. Dr. Markus Strohmaier

Universität Koblenz-Landau & GESIS Leibniz-Institut für Sozialwissenschaften

#### Abstract:

When users interact with the Web today, they leave sequential digital trails on a massive scale. Examples of such human trails include Web navigation, collaborative content or ontology editing, sequences of online restaurant reviews, or online music play lists. Understanding the factors that drive the production of these trails can be useful for e.g., improving underlying network structures, predicting user clicks or enhancing recommendations. In this talk, I present a general approach called HypTrails for comparing a set of hypotheses about human trails on the Web, where hypotheses represent beliefs about transitions between states. I will also present results from empirical studies of trails on the web, with a focus on collaborative ontology engineering environments.

Termin: Donnerstag, 28. Januar 2016, 11.00 Uhr

Ort: Englerstraße 11, 76131 Karlsruhe  
Kollegiengebäude am Ehrenhof (Geb. 11.40), 2. OG, Raum 253  
(Hinweise für Besucher: [www.aifb.kit.edu/web/Kontakt](http://www.aifb.kit.edu/web/Kontakt))

Veranstalter: Institut AIFB, Forschungsgruppe Wissensmanagement

Zu diesem Vortrag lädt das Institut für Angewandte Informatik und Formale Beschreibungsverfahren alle Interessierten herzlich ein.

A. Oberweis, H. Schmeck, R. Studer (Org.), Y. Sure-Vetter