# ALMANAC FOR POPULARIZATION OF

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# COMPUTER SCIENCE

## Volume 1

# CUSTOMIZING SERVICES USING AFFECTIVE COMPUTING

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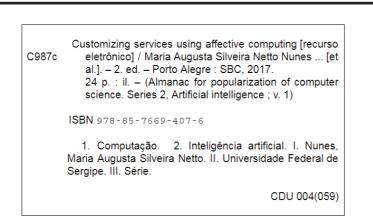
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# Almanac for popularization of Computer Science

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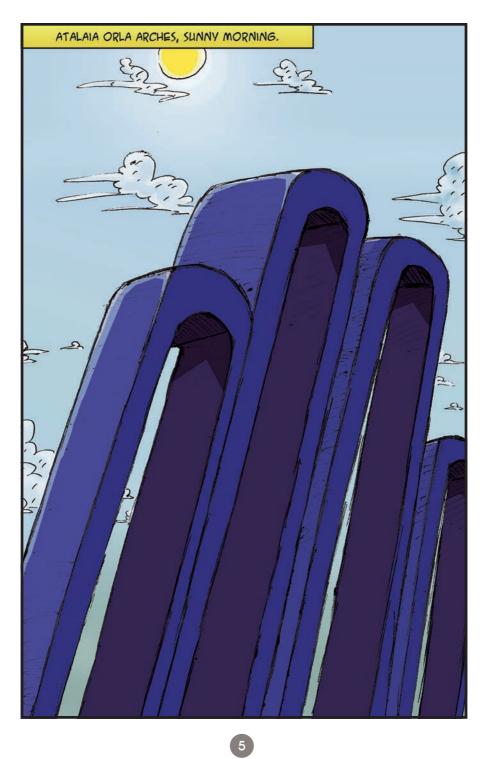
## Presentation

This booklet is part of the extension project for popularization of Computer Science in Sergipe supported by PROEX-UFS. It is also linked to the project of the Productivity's Fellowship (Bolsa de Produtividade CNPQ-DTII) coordinated by Prof. Maria Augusta Silveira Netto Nunes being developed in the Computer Science Department / Graduation Program in Computer Science (PROCC) at UFS. The target audience of the booklets is pre-undergraduate students and undergraduates. The goal is to foster public interest in the area of Computer Science in Sergipe and nationally.

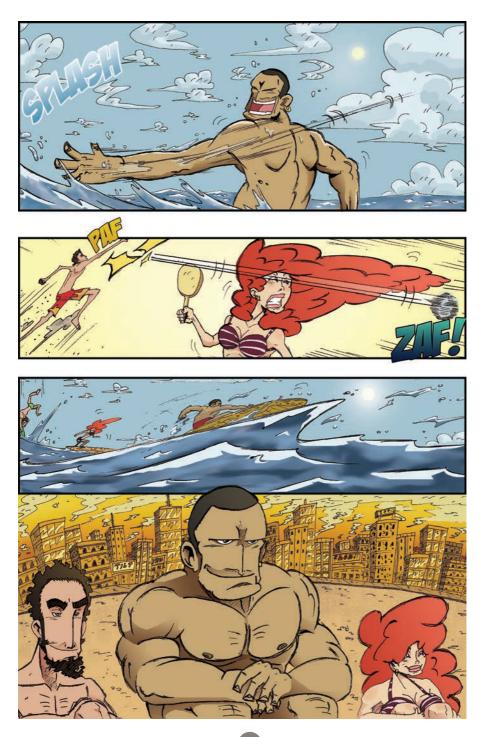
One of the emerging areas in Computer Science is the Affective Computing, which is defined as the ability to develop in computers the skills to interpret and infer psychoaffective characteristics such as human personality and emotion, to then use this information to improve the human-computer interface or interaction.

This booklet presents the use of the Affective Computing considering its main characteristics, such as personality and emotions. These themes have been partially introduced in other booklets of the authors, available at http://meninasnacomputacao.com.br/gutanunes/publication.html. In summary, the booklet briefly introduces the use of concepts developed and applied by the Affective Computing, including the area of Recommender Systems and computational decision-making. These areas have been presented as emerging technologies and frequent demands on social networks and Internet, for example, being used primarily for customizing interactions, interfaces, products and services via computer network.

(Maria Augusta Silveira Netto Nunes)











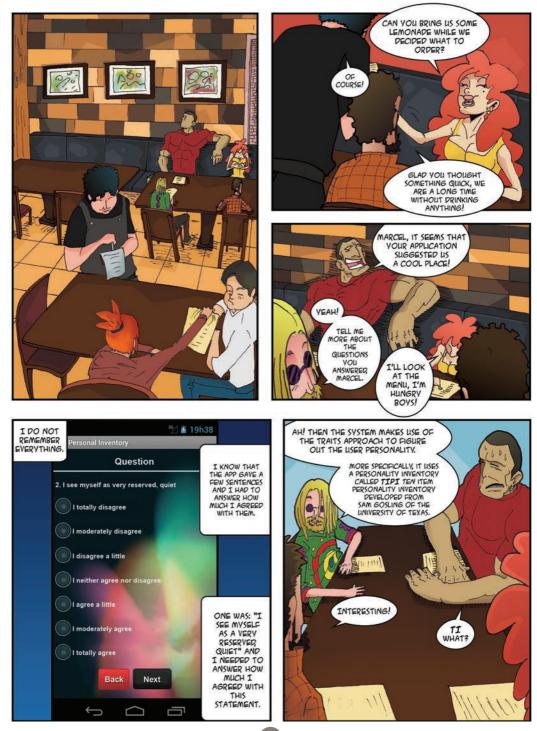


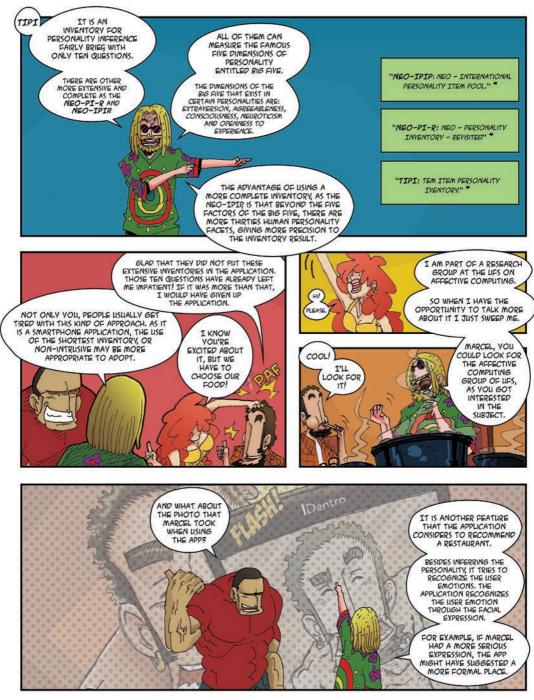






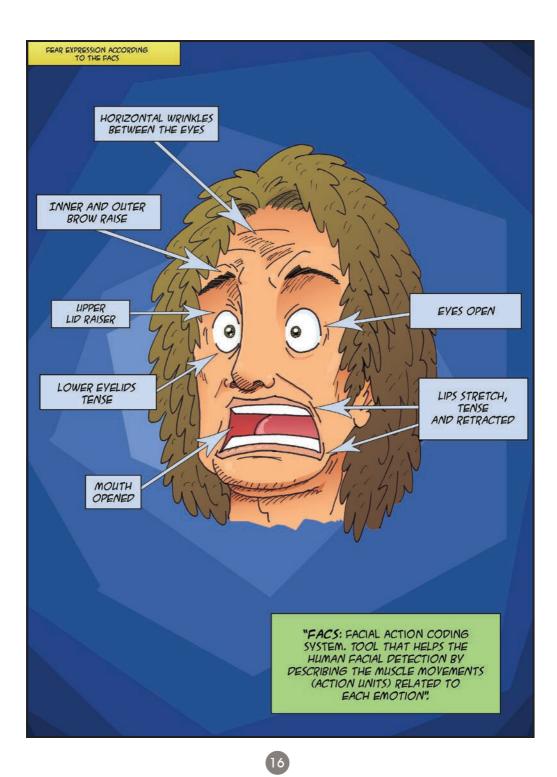


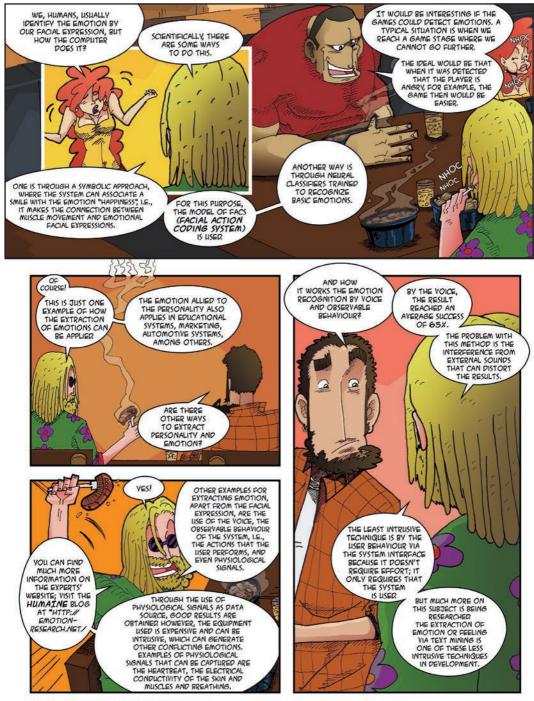




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She is a Doctor in Informatique from Université de Montpellier II – LIRMM, in Montepellier, France (2008). She conducted doctoral training in the INESC-ID- IST Lisboa, Portugal (Aug. 2007- Feb. 2008). Has a Master in Computer Science from UFRGS (1998) and holds a bachelor in Computer Science from UPF (1995). Currently, she is a Professor at the Department of Computing (UFS). Member of the Graduate Program in Computer Science (PROCC) and the Master Program of Intellectual Property Science (PPGPI) at UFS. She has academic-technological expertise in the area of Computer Science and Intellectual Property in Technological Innovation. She is a member of the Advisory Board on Innovation (Câmara de Assessoramento em Inovação) (FAPITEC/SE). She is a member of the Association of Science of Segipe (Associação Sergipana de Ciência). She is a member of the CEIE-SBC. She has also academic and administrative experiences as Coordinator of Undergraduate Program, Graduate Studies and Head of Department.

Her research is focused mainly in the technological innovation area using Affective Computing in computational decision-making, mainly aimed at personalization in e-commerce via Recommendation System. Recommendation of work teams in companies and e-training. Her working areas are: Artificial Intelligence, Human-Machine Interaction, Affective Computing, Distance Learning, Computers in Education and Accessibility. Additionally, she works with Technological Innovation, Intellectual Property to empower entrepreneurs in the IT field and providing consultancy in Software Registration and patent. Her academic and technological projects are usually multidisciplinary (including areas as E-commerce, Psychology, IT, Education and Accessibility). http://www.personalityresearch.com.br/ http://scholar.google.com.br/ citations?user=rte6o8YAAAAJ She is the Coordinator of the International cooperation agreement no. 1888.090/2012-UFS-Université de Montpellier II – Ordinance no. 0136-21.01.13, Case no. 23113.002869/12-98.

#### DANIELLE DE GOIS SANTOS

She graduated in Psychology at the Federal University of Sergipe (2009) and has a Master in Psychology at Federal University Fluminense (2012). She works mainly with the following themes: society, psychology, social psychology, socialization trajectories, hermeneutic phenomenology, health, illness and ethic. She is currently a substitute Professor in the Department of Psychology at the Federal University of Sergipe.

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He has experience in editorial design, digital interfaces design and illustration with emphasis on creating characters and scenarios. It is responsible for all graphics and visual part of the Siirius Games project since 2013. Graduation in Graphic Design at Federal University of Sergipe (in progress).

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