

MyAds: A Social Adaptive System for Online Advertisement from Hypotheses to Implementation

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Abstract : Online advertisement is one of the major incomes for many companies; it has a role in the overall business flow and affects the consumer behavior directly. Unfortunately most users tend to block their ads or ignore them. MyAds is a social adaptive hypermedia system for online advertising and its main goal is to explore how to make online ads more acceptable. In order to achieve such a goal, various technologies and techniques are used. This paper presents a theoretical framework as well as the system architecture for MyAds that was designed based on a set of hypotheses and an exploratory study. The system then was implemented and a pilot experiment was conducted to validate it. The main outcomes suggest that the system has provided personalized ads for users. The main implications suggest that the system can be used for further testing and validating.

Keywords : adaptive hypermedia, e-advertisement, social, hypotheses, exploratory study, framework

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